

More On Advertising

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Favorite Summer Activities: Selling and Fishing

In a recent post, Gina Trimarco listed “Fifteen of the Most Important Tips That Salespeople Can Learn From Fishing”.

1. Be consistently patient, with the mental stamina to wait out the process—Remember that winning is not easy.
2. Do not give up on your pipeline process or prospects to try the next shiny thing.
3. Don't allow yourself to feel defeated when others appear to have more success.
4. Pay vigilant attention to the “bobbers” (buying signals) during the sales process.
5. Don't let the wrong “fish” occupy your time and resources, or blame them instead of finding a new place or way to prospect and negotiate— know your numbers and do not be afraid to “cut bait” when the probability of closing is slim.
6. Be careful with the “hook” and “bait” you are using, especially if you're selling a service. For example, don't spend too much time consulting for free in the discovery stage and then lose the deal.
7. Get a coach or mentor who can observe and guide you, and be open to encouragement and coaching instead of feeling pressured.
8. Be willing to get your hands dirty and do the uncomfortable activities instead of leaning on others to do it for you.
9. Most of the time, “tired” is a state of mind. Find ways to exercise your mindset and choose your attitude.
10. Build up your obstacle immunity through consistent activities. Push through and don't take shortcuts when you get tired.
11. Don't allow distractions to pull you away from your plan and goal.
12. Stay curious about solutions for the task at hand; avoid irrelevant scenarios.
13. Align yourself with team allies who will offer you friendly competition to inspire you, not derail you.
14. Appreciate what you do well in your process, note what you're not doing well, and make changes.
15. When you feel like giving up, cast your line one more time, even if the odds are against you.

Happy fishing!