



Transcript Episode 014



By Peter Gianoli

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MONDAY SALES COACH EPISODE 014

For An Inspirational Sales Meeting

BOOK PETER GIANOLI WWW.PETERGIANOLI.COM

START YOUR SALES WEEK ON FIRE!

This is our last Episode of Monday Sales Coach for 2016 so my aim is to make it a powerful one. As a Christmas gift to you I am going to give you 3 power packed thoughts to take with you on your holidays. So, let's get the show started.

Hello I am Peter Gianoli and this is Mondays Sales Coach connecting you to a community of sales champions on iTunes and online at MondaySalesCoach.com

We have the site, the place where you can get all the great material when it comes to helping you achieve sales domination. Awesome podcasts, articles and social media please join us at MondaySalesCoach.com

A CRAFT VERSUS A JOB

A craft is something we look to perfect. A craft requires passion. A craft, by definition, requires skill and the constant improvement of that skill.

When we embrace our craft, we are more committed to its purpose. We are more inclined to improvement and the execution of the craft. When we embrace our craft, we are focused on the outcomes, the value it creates for others, our influence in the outcomes and how we deliver the outcomes. When we embrace our craft, we take more ownership for the outcomes and the people who engage us.

A job is something we do. It's an activity. In jobs, we focus on the activity, not the outcome. When we have a job, we measure time and effort, regardless of the outcome. It allows us to say proudly, I did my job and absolve ourselves of the results.

So, Sales Champions -

Those who are not craftsman, (men and women) have jobs. Jobs are what those who don't embrace a craft do.

Anyone can turn a job into a craft or a craft into a job. It comes down to perspective and attitude.

You can make burgers at McDonalds and ask, is this burger cooked correctly, just enough on both sides? Did I put it on the bun correctly, so it doesn't fall out the sides? Did I wrap it in a manner that doesn't have it fall out in the bag? Did I put the condiments on in a manner that they don't shoot out the bottom and onto someone's white pants as they are headed to their next meeting? How can I do this to perfection?

This is a craft.

You can also flip burgers at McDonalds and say, I flipped burgers for 8 hours. I did what was expected. I came back from my breaks on time. I didn't burn any burgers. I didn't drop any on the floor. I wasn't late getting them out the door. I followed the handbook.

That's a job.

The only deciding factor in determining if you have a job or a craft is *your* perspective and how you act.

Do you have a job or do you have a craft?

BE YOU

We need more you.

Stop trying to fit in. Stop measuring yourself against outside forces.

If You Compare You despair

Don't look for permission from others. Do what you feel is best.

Have the courage to express your convictions.

We need more of you.

We don't need more people agreeing. We don't need validation of the known. We need more identification of the unknown.

We don't need more blue suits. (We need more plaid shirts.)

We don't need more yes men and yes women.

We need more you.

We need you to speak up.

We need you to tell us what you think. Not what you've been told.

We need more different, and less the same.

Yes, different makes us uncomfortable. But the more comfortable we get being uncomfortable, the more ideas, creativity, and new flourish.

We ask for permission too often. We rarely notice it, but it's there. When we wonder if our outfit looks good, we're asking permission. When we wonder if we should question that new idea, we're asking permission. When we wonder if the car we drive is cool enough, we're asking permission. When we wonder if we should speak up, we're looking for permission.

Asking permission is our way of gaining acceptance and fitting in. The more we are validated, the more we feel good about ourselves. But what if we didn't need permission?

What if we just gave more of ourselves and asked for permission, less? What if?

We need more you. Let's try it out and see what happens.

Do more you!

SOCIAL CAPITAL IS LIKE CREDIT.

I received a LinkedIn message from a past employee the other day. He had just lost his job and wanted my thoughts on his next move and wondered if I could help. I hadn't heard from him in a long time. I almost never see him on LinkedIn, Twitter, or Facebook. For all intents and purposes, he doesn't exist in my world or online.

He's not alone. I get similar calls, emails, and LinkedIn requests all the time from past associates, friends, clients etc. who are looking to change jobs, promote a new business, etc., and it drives me crazy.

These people are attempting the equivalent of trying to buy a house and build credit at the same time. It just doesn't work that way.

If your career matters to you, if accelerating your career development is important, then you must start building social capital NOW!

Asking for a favor is like asking for a loan. You need to earn it, via built up social capital. Thinking you can stroll onto the scene and start asking people for things, without having earned it, is a joke. It's selfish and self-serving. Life is about giving not taking. Building social capital is about giving when you don't need anything.

How much social capital do you have right now? How much time in your day, do you spend connecting with, helping, sharing and engaging with the people in your social media circles? It needs to be a lot. Do you even have a social media circle?

Social capital is like credit. You can't build credit overnight. It takes time and a commitment to the right behaviors. Start building your social capital NOW, before you need it

That concludes this week's episode of Monday Sales Coach. If you missed any part of this episode go to our website to catch up. Also, make sure you connect with our newsletter. These can all be found at mondaysalescoach.com

That was Monday Sales Coach and I am Peter Gianoli, thank you so much for connecting and listening to us and being a part of our team of sales champions.

On behalf of all of us at Monday's Sales Coach I'd like to wish you and your families a Happy New Year and we will be back in your inbox in time for Monday the 9th of January 2017.

Merry Xmas and a Happy New Year

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