



THE SALES SOLUTION: $E=MC^2$

Albert Einstein is best known for his theory of relativity. Every school kid knows his famous equation $E=mc^2$. This brilliant physicist was also widely quoted on a variety of topics. While not recognized at all as a salesperson, Mr. Einstein was always promoting ideas and concepts, attempting to gain acceptance for them from a sceptical audience. Sounds like sales to me!

I would be surprised if you have not heard his famous line, "The definition of insanity is doing the same thing over and over again and expecting different results."

Do you find yourself doing the same thing repeatedly and expecting different results? Maybe it is cold calling, maybe its networking, or perhaps it is your "pat" sales presentation. "I've always done it this way."

When was the last time you heard someone say "I'm in a rut and don't know how to get out." When I hear this statement, my diagnostic skills usually uncover the fact the person is doing what they previously found successful, but their process no longer works. Amazingly, they continue to follow their process. This could be called Sales Insanity!

Think about it. Doing the same thing over and over and expecting different results. The world is changing and regrettably, many are not changing with it. You may be old enough to remember the term "bait and switch" where a customer was sold something, only to be convinced shortly after to switch to a usually more expensive product. Thankfully, those in the sales profession have bumped up their ethical standards considerably. They have had to. Consumers have become better informed, thanks in part to the Internet opening up a vast repository of information.

One of Albert's lesser-known quotes is "Strive not to be a success, but rather to be of value." Wow, talk about a man ahead of his time! Think about it, this fellow is regarded at the most important scientist of the 20th century. Apply his concept to sales and most would agree this is the mantra for sales professionals today. Adding value is what a sales person's role is. We no longer "sell" anything. Our responsibility is to help the consumer make an informed purchasing decision. My how times have changed!

Mr. Einstein also professed, "Logic will get you from A to B. Imagination will take you everywhere." I like to interpret this quote to mean that what you envision can become your reality. I work with an extremely talented behavioral psychologist who has spent many years working with top sales people. Dr. Thane Crossley will tell you that what you see in your mind's eye becomes your reality. In other words, your mindset is critical to your success.

Those with a positive outlook, laser like focus, and strong disciplines typically define success. Call it motivation, call it what you will, the best of the best are always looking for ways to improve their performance. They know a changing market place requires them to change their sales process, or risk "Sales Insanity".

One last Einstein quote for you that may shed a new perspective on your personal development moving forward, "We cannot solve our problems with the same thinking we used when we created them."

Dare to work "outside the box". Achieve new levels of achievement by re-inventing your process to stay in tune with today's reality. Challenge yourself to break out of the once comfortable world where repetitive behavior worked all too well. Visualize yourself as successful, become your own Einstein, a brilliant visionary who had a tough sales job. Why not adopt $E=mc^2$ to mean "Excellence Equals My Commitment ... squared!"

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