

I'm in a sales funk. I'm not reaching my targets and, I'm feeling frustrated and lack motivation. Do you have any strategies to help me find my focus?

Being successful in sales requires self-motivation, high energy and an entrepreneurial spirit. Whether you're a business-to-business sales person or self-employed, hitting 'the wall' happens to most. Being sales savvy requires frequent re-evaluation of your approach to selling; what's working, and what isn't. I'm guessing you may not be feeling overly sure of yourself if you haven't been meeting your targets. If you're not feeling it, you're not projecting it. Your customers are sales savvy people too and want to do business with successful people. Here are a few tips to help you move from funk to focus.

To be sales savvy you need to be confident. What elements of your style work for you? Think about past achievements because seeing your success is a great motivator. What can you do to inspire more wins?

Boredom is another common challenge. How effective is your sales approach in terms of keeping you interested and excited? What would it take to shake up your routine? Try a creative brainstorming session with a colleague or business associate. Thinking partnerships are great for sharing ideas and gaining a different perspective on a tired approach.

What keeps you in tune with your clients ever changing needs and how does your product or service continue to meet those needs? If I were coaching you, I'd ask you to share so examples of how your sales style reflects this understanding. Consumers today have low tolerance when it comes to needs not being met. If you aren't feeling confident here, what steps can you take to reconnect with your clients so that you can better align your offer?

North Vancouver-based certified executive coach Lisa Caswell operates Being A Better Leader. She can be reached through her website, www.beingabetterleader.com.