

Make sure you have a purpose behind your sales

You've probably heard it at the park, in the grocery store or in your own home: "Mommy, Sally did something to my toy, and she did it on purpose."



MANAGING PERFORMANCE

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So much negative connotation is wrapped up in the phrase "on purpose" that we as adults often fail to recognize the positive potential it has.

In sales situations, the phrase may suggest several negative actions: being too pushy, being aggressive or rude, focusing on serving yourself rather than the best interests of the customer, etc.

But as a professional salesperson, you need to have purpose. You need to do things for a reason. You need to plan your course of action "on purpose."

To do so, you need to reprogram the way you think about those two words. So ask yourself the following questions:

•What is my purpose in this organization?

Many salespeople recognize their roles only when they punch in every morning. As you begin your day, think about the results your efforts have on your company and on the community.

What is your ultimate purpose, beyond the immediate goal of making a profit?

Solve this puzzle and you have your company purpose - and possibly your career purpose as well.

•What is my client's purpose? Forget the mission statement you see on the wall.

What is your client's individual purpose to the organization, team and community?

Determine the purpose of your clients' products, their personal purpose - beyond making

a profit - and what they ultimately want to accomplish.

After that, you can determine your own service purpose - that is, the way the product or service you sell will serve the customer's purpose.

•How can I live each day "on purpose"?

What deliberate actions can you take throughout your work day that further your purpose? Take those actions, and make them purposeful.

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ASK YOURSELF:

What is my purpose in this organization? Think about the results your efforts have on your company and on the community.

What is my client's purpose? Determine the purpose of your clients' products, their personal purpose and what they ultimately want to accomplish.

How can I live each day "on purpose"? What deliberate actions can you take throughout your work day that further your purpose? Take those actions.

Don't fulfill checklists because you have to or because no one else will. Bring a purpose-driven focus to your sales efforts, and drive your day in the direction you want it to go.

Remember this definition of "on purpose." It's a descriptive phrase about a deliberate action to accomplish whatever goal you have decided to tackle.

Start leading your life - both personally and professionally - "on purpose." That course of action and deliberate way of approaching sales will allow you to fulfill your purpose.

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