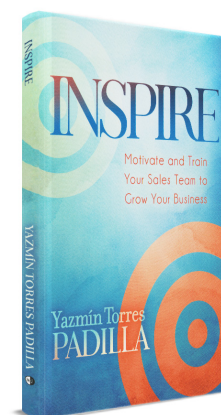


Inspire

Motivate and Train Your Sales Team
to Grow Your Business

by **Yazmín Torres Padilla**



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THE SUMMARY IN BRIEF

In Yazmín Torres Padilla's book, *Inspire*, she teaches the profound ways that she has inspired sales teams and helped other business leaders inspire their teams around the world. This method will help companies transform their workforce and sales teams to grow on the path to greater success.

Inspire contains timely and timeless guidance about how to lead a company with purpose, identify issues and correct them along the sales funnel, and manage your workforce more effectively. It will also help determine when incorrect solutions are being applied to problems that require a different approach.

In the end, businesses and business leaders who follow the INSPIRE business model will find that they're more effective leaders, the sales teams are more empowered to grow and excel, and their companies are able to meet the evolving needs of their markets and the individual clients or customers they serve.

IN THIS SUMMARY, YOU WILL LEARN:

- Why traditional methods for solving sales staff problems don't work, and which methods will actually lead to solutions.
- How to inspire passion and growth in your sales teams and employees.
- How to make empathy and love a powerful driving force within your organization.
- How to take the methods and solutions in the INSPIRE model and make them standard practice within your organization.

Introduction

Many people around the world in a range of companies, industries, and roles have a problem—a sales department problem. Many of these problems can be boiled down to a few key points:

- It's difficult to find good sellers to hire
- They spend time thinking about how everything is going to be different someday
- The owner is the person who makes the most significant income for the company
- The rotation is affecting client satisfaction
- Sellers are not self-motivated

These are all very real problems for small to medium business owners. The solutions they try range from team building and hiring consultants to sales training and recruiters. While these can be effective tools for other concerns, they won't solve the core problems mentioned above. The reason is that new sellers that are brought in, no matter how talented they may be, will be contaminated by a poor environment and will adopt the practices and habits of the people and organization around them.

So how can companies avoid wasted time, wasted money, and failure to secure long-lasting results over time? Many individuals and businesses experience exactly these issues when they try to solve sales problems with inadequate solutions. The key comes from looking beyond these solutions to discover something entirely new.

The Yazmín Torres Padilla Story

When Yazmín was young, people would ask her the same question that every child is asked time and time again—“What do you want to be when you grow up?” For her, the answer was always the same: an entrepreneur. The word was a synonym of hard work, pride, and financial success. She wanted to run her own business, much like her father had.

As Yazmín graduated high school, she started working for a multinational company. It was an overall positive experience, but she found that she was unable to reach the next level she desired. So she left to put herself in a position to pursue what mattered to her.

While waiting for a job interview, another person in the room offered her a sales job on the spot based on her demeanor and obvious work ethic. Before long, Yazmín was managing many

of the ongoing essential needs of the company—much like a CEO. It wasn't long before her employer pulled her aside and told her that she was destined to be an entrepreneur. It was a message she had heard before. She left the company and started a consulting firm, but only after a few years of earning a degree and searching for the right opportunity.

Eventually, Yazmín began to synthesize everything she had learned into the INSPIRE Business Model Program. This program explores how business leaders can communicate a pure and well-intentioned work philosophy that influences others with a sense of urgency or ability to do. By moving through the following steps, business leaders can jump from small organizations to well-recognized companies.

Identify Your Path

There are two kinds of entrepreneurs—ones who start a business to make money, and ones who have a dream of fulfilling a need of others. Neither is right or wrong, and neither is free from the dream of increased income. But there are a lot of different implications that come with each.

A money-making business is one that only thinks about one person—the owner. This won't lead to long-lasting companies because every strategy will be centered around how much money X person can make. If that person goes, then the company's core goal goes with them.

Companies born from good intentions of helping or making a difference in others' lives are much more enduring. Even large companies can experience continued profitability and success while focusing on people's needs over earnings.

Sometimes, identifying ways to help others through our entrepreneurship involves a level of risk. While the idea of building a business around helping others may seem like a 'utopian' way of thinking, the truth is that it often leads to successful, long-lasting, and truly impactful businesses. And when you are purpose-driven as a business leader, the people within your organization will be as well.

Propose Value

Now, wanting to create value for the people your company serves is wonderful. But you have to go deeper than this. You have to find ways to analyze your dream and determine how to make it profitable.

You have to see how many clients and how many competi-

tors are going to be there in the very near future, because it will impact how much power you're going to have with your client. Many companies just want to sell more, and they don't even notice that they're selling bottles of water when there's a free fountain nearby. Don't worry—if you know what the conditions are that your company is involved with, then you can generate ideas to counteract the problems that might come up in the future. This is a process you must do with someone who has mastered the tools and the related subjects well in order to make a good analysis and define the best strategy.

What clients truly appreciate when it comes to a business value proposition:

- The possibility to learn how they can get the results they're looking for and turning into the professional that can achieve goals on their own
- How to get long-term incredible results, helping them transform their struggling business into a growing company
- How to make this possible in a short period of time

To succeed, your business should be ruled by specific principles. Whatever values you choose, allow them to lead your company and the people that work within it.

Interest Them

Many entrepreneurs believe it's easier and less expensive to hire someone to sell their products and services than through marketing and advertising, but that's actually not the truth. Here's why:

A person has limited range—one person could reach X number of visits or calls in a period of time, so in order to make more sales you must hire more people. There are possible customers everywhere who need what you offer, and your people may not be reaching them.

When hiring on the open market, a person must be totally convinced of the quality of your product or service. This requires you to invest time and energy into making your sellers feel what you feel about your product. This is why a common complaint is that the owners are still making the most sales even though their sellers are spending much more time looking for opportunities—they just don't have the same passion.

In order to overcome these challenges, your marketing plan must accomplish these two tasks:

- Communicate to prospects and clients the value proposition of your company.

- Communicate to your sales team the value proposition of your company to clients.

You'll also need a roadmap for your sales department, which should include: knowing your break-even, defining the average sales a seller can achieve in a day and projecting future sales with this figure, determining how many sellers you need to achieve your break-even, defining the life-cycle average of the product or service your company sells, specifying your company's overarching goals.

Serve With Love

If you don't care about the people you work with, the people you employ, and the clients or customers you serve, it will show up in absolutely everything you do and create. Developing a true level of love for the people impacted by your business is absolutely essential for creating something lasting and meaningful (and profitable).

Developing an in-depth knowledge of and level of care for your employees will help you identify strengths, weaknesses, and opportunities for growth. When it comes to serving your customers with love, you can implement a few key requirements:

- Fast reaction times when it comes to customer contact
- Clear and ongoing communication so clients always know where they stand
- A clear and straightforward process for clients to make complaints or claims about products or services
- Understanding of what the client's responsibilities are in the relationship

Like many things in business, these concepts build on each other. If you serve your employees with love, they'll then in turn serve your clients and customers with love in every interaction.

Engage Their Passion

In order to manage your human resources effectively, you need to attract the best candidates, choose the best candidates, and then retain the best workers. In order to do this, you need to engage with their passions. Allowing your workforce to develop, explore, and implement their passions in the work they do every day is absolutely essential.

This often begins at the top. If you can create a leadership team that's truly inspiring, uplifting, and a pleasure to work

with and for, then it will become part of the appeal that your company has for great workers. Remember—this starts with you. You will set the tone for everyone else, and if you're passionate and engaged with your teams, they will be passionate and engaged when it comes to the work they do and their interactions with clients and potential clients.

Overall, you want to create the conditions that will allow your teams and clients to be happy. After all, happiness is a powerful business principle and will help you attract and retain top talent—which in turn will help you make more significant sales at a greater volume than ever before.

Refine Their Skills

You may not realize it, but you have a massive responsibility to your employees that you didn't realize. As their employer, it's not just your job to get the best out of them. It's your job to help them expand what their best can be by helping them improve and refine their skills.

A career is not just about performance, it's about learning and growth. Happy workers always list ability to learn and develop as one of their greatest points of job satisfaction, and it's not hard to see why. People are hardwired to want to grow, and if your employees feel they're not growing or improving, they'll be dissatisfied with their work.

You also have another motivation for encouraging growth—your workforce is constantly improving. Rather than having to hire more qualified, more effective, and more engaged salespeople—you actually create them from the workforce you already have. Always be on the lookout for opportunities to encourage growth and development of skills.

Normalize

So how do you take all of these organizational changes and implement them within your organization in a trackable way? You have to create processes that can be followed. Here are some of Yazmín's suggestions:

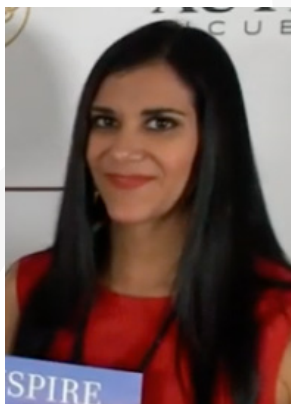
- Have sellers ask for references from clients
- Have teams create documents with all complaints they receive from clients
- Have teams discuss and document why a prospect did not buy an item or service

Documenting and analyzing this information will then, in turn, allow you to accomplish specific tasks, including identifying issues in your company and opportunities to offer new products that will meet potential client or customer needs and allow you to make more sales.

The Big Obstacle

So, what stands in the way of you adopting the INSPIRE method? Is it fear of change? Or perhaps concerns about disrupting your existing process? Maybe you think that your leadership skills aren't up to the challenge.

But the question isn't whether you or your business can afford to adopt the INSPIRE method, but whether you can afford *not* to.



Yazmín Torres Padilla is the creator of the INSPIRE Program which is a program for generating a long-term culture of development workers' and leaders' skills with measured impact. Her ten years of professional experience in the areas of psychology, business administration, and leadership have earned her international recognition in the fields of diversity and strategy.

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