Building Scalable Inside Sales
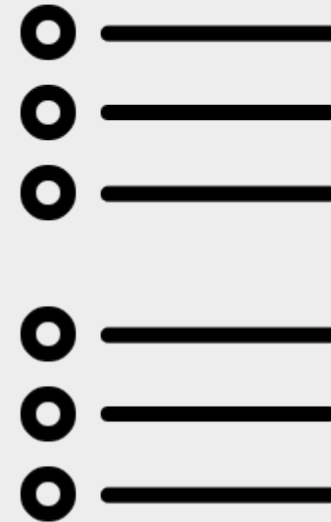
Artem Berman

Starwind

Scope of deck

§ Finding a motivation

§ You did great and burnt out

§ Warning Signs

§ Stress, why should you care?

§ Individual approaches to managing stress

§ Personal development and training

§ Personal development methods

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Finding a motivation

Motivation accounts for intensity and persistence of the effort (own or that of other people or group of people) towards the desired outcome (direction). © Wikipedia

Motivation directly affects attitude and. "Attitude is a little thing that makes a big difference." – Winston Churchill.

Either you do more than expected or just enough to get things going without ensuring the quality or considering the consequences.

Your motivation is also a scarce resource. It may last years until it burns out or you need to refresh it daily but this way or another you need enough of it for yourself to keep going.

You did great and burnt out

Stress is a dynamic condition in which an individual is confronted with an opportunity, constraint or demand related to what he or she desires and for which the outcome perceived to be both uncertain and important. © Stephen Robbins "Organizational Behavior."

One of the classical examples of the stress approaching you with the speed of the modern train is the famous phrase: "You did great, thank you! Your quota for the next year recently has been reviewed and doubled". The sales process is endless stress by its nature. Your results getting burnt at the end of the period. And so do you...

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TWO MAIN CONDITIONS FOR POTENTIAL STRESS TO BECOME ACTUAL STRESS:

Uncertainty over outcome

Importance of the outcome

Warning Signs

How Can You Suspect You Are Being Challenged By The Stress? Do You Regularly:

"Why Zebras Don't Get Ulcers" Book by Robert Sapolsky

§ Get home late and still take work home

§ Have trouble sleeping

§ Eat too much or too little or too fast or junk food mostly

§ Talk on the phone on business matters while driving or after 10pm

§ Keep continuous access to e-mail, Skype, Slack

§ Postpone vacation

§ Skip exercise or reading

§ Must work instead of doing "social" activities or being with your family

Stress, why should you care?

There are two types of stress we are dealing with daily: an acute stress and chronic stress. While the first type can be beneficial, the second type is the cause of somatic diseases.
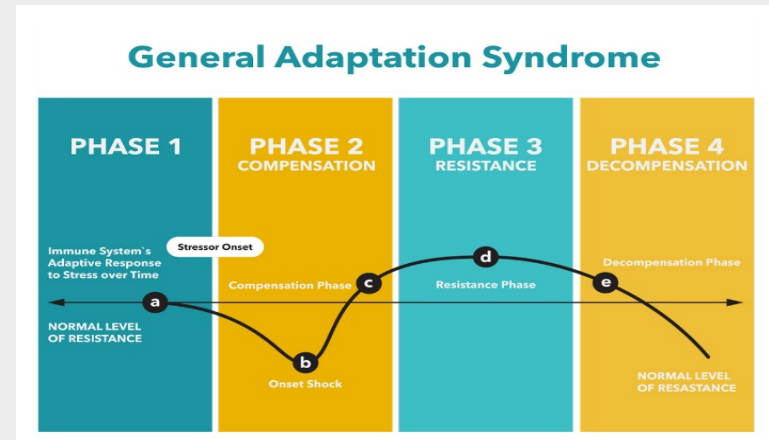
§ Chronic stress impacts our physical & psychological well-being

§ US statistics:

  - **85%** of medical problems are stress related,

  - **52%** of professionals die prematurely from stress-related disorders

The reaction of our organism on the stress is called: General Adaptation Syndrome

General Adaptation Syndrome can be visualized like this:

Stress-job performance relationship can be visualized like this:

Individual approaches to managing stress

So how can we manage the stress and do the damage control? It is an individual process, but the **general advice would be:**

§ Identify your key stressors in work and life and try to reduce or eliminate them

§ Learn yourself and know your limits. Know when to take a break to avoid overload, accumulation and consequent exhaustion.

§ Create reasonable boundaries around your career/work (turn off electronics, switch to non-work activities after work)

§ Put energy and time in your important relationship (kids, parents, loved ones)

§ Treat your health as your responsibility (diet, exercise, good sleep, taking regular vacations)

§ Relaxation (passive or active)

§ Develop yourself as it helps reduce and tolerate the stress
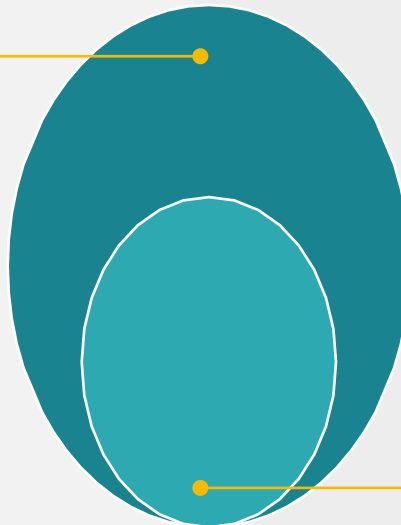
Personal development and training

From the standpoint of organization, "it is better to invest in your employee and lose her than not invest and keep her at work."

From the standpoint of person: there is no point spending your time on something you do not like, and if you like what you do there is no point to not excel in what you are doing.

What is development and what is training? Development is a broader term, and training is a step on the development road.

Development has a broader perspective than training:

it looks at the individual as a whole and it is concerned with preparing an individual to take on other, more senior roles in the organization in the future

Training – the design and delivery of programs to enhance specific aspects of performance and to deal with particular performance deficits

Personal development methods

There are endless options and methods here. As long as you want you will find a way to grow both personally and professionally. The only thing, make sure the person who trains you has a clue about what they are teaching you. And be real. You do not need the "travels in astral" related training... Or… do you?

Method	Description
Development Centers	• Helps to identify individuals' development needs and their potential for the future • Can be valuable in developing particular skills or skill sets
Self-development	• The crucial part. Self-analysis (i.e., own strength and weaknesses, ways to enhance own capabilities through training, work experience, etc.)
Action learning	• Learning by doing real projects or problem-solving at work • Putting a manager into a new organization (department) with the task to find optimal solution to an existing difficult problem
Coaching and mentoring	• Active coaching role of the supervisor including counseling & support, providing feedback, offering ideas and advice, helping in creating political connections. • Mentor could perform coaching duties more effectively as s/he is not in a supervisory relationship with those being mentored

Efficiency vs. Effectiveness

The winner is the one who came to the finish first not the one who had more training. To win you do not have to do more than others, you just need to concentrate on what's important (effectiveness) and make fewer mistakes (efficiency).

Efficiency vs. Effectiveness.

§ Effectiveness is the level of results from the actions of employees and managers.

§ Efficiency in the workplace is the time it takes to do something. Efficient employees and managers complete tasks in the least amount of time possible with the least amount of resources possible by utilizing certain time-saving strategies.

How to increase effectiveness (more on strategy)?

§ Planning

§ Workflows

How to increase efficiency (more on tactics)?

§ Processes

§ Automation

Time management

The only real scarce resource is the time. Time has its costs. Whatever you are doing right now – you are not doing something else.

§ Next best opportunity matters

§ Be SMART in your goals

§ Eisenhower's quadrant on planning

§ 80/20 rule

§ Delegation

§ Identify and eliminate time eaters

§ Procrastination kills

Fears management

§ **Fear of not surviving.** Hates your work but not dares to leave? Well Maslow was right.

§ **Fear of denial.** Afraid of providing your opinion? Afraid of speaking English as it is not perfect?

§ **Fear of failure.** Afraid of even starting learning English?

§ **Fear of losing control.** Delegation is risky? They may not need you at some point?

§ **Fear of change:**

> The undiscovered country from whose bourn
> No traveler returns, puzzles the will
> And makes us rather bear those ills we have
> Than fly to others that we know not of?
> Thus conscience does make cowards of us all;

Fears are inevitable. Will they paralyze or motivate you though?

A winning attitude

Q: From two boxers of equal weight and skills which one gonna win the fight?

A: The one that have come to win.

A winning attitude is a complex of concepts resulting your confidence in the success of whatever action you are performing. Self-development and professional growth resulting in this kind of the attitude. Every and each deal is a complex task where you are dealing not only with the customer but with the own limitations. By overcoming these, you are growing both personally and professionally. **Remember that!**

Takeaways

✔ Motivation affects attitude

✔ Stress is inevitable. Regardless of what is the cause
and how successful you are

✔ Short stress mobilizes and chronic stress kills

✔ Know what stress is doing to you at this very moment
and know how to reason

✔ Self-development is the way to deal with stress

✔ "Never settle." © OnePlus.

About lecturer

Art Berman, MBA

Art Berman is a successful serial entrepreneur who has founded a number of companies in the technology industry. Mr. Berman brings more than a decade of entrepreneurial experience building and advising successful software companies. Art has managed worldwide online sales and operations since 2003. Mr. Berman earned his Bachelor degree in Economics from Moscow International Business Institute in 1997 and Executive MBA in Edinburgh Business School - Heriott-Watt University in 2014.

Thank you!

Questions