

COMPLIMENTS OF

Frank Easterly's



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ARTICLES:

- **MANAGING MOTIVATIONS—THE WORTHWHILE MANIFESTO**
- **MULTIPLICATIONS THE HEART OF SELLING: PART 3**
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# BRAIN FOOD...

Published for the clients, associates, and friends of Frank Easterly's LEGACY DEVELOPMENT GROUP who search for unique tools, tips, and techniques to improve the human side of organizations... and who yearn to leave a lasting legacy both personally and professionally.

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## MANAGING MOTIVATIONS: *The Worthwhile Manifesto*

Sometimes other folks just say it so well, there's no sense trying to say it better. I've become increasingly excited about the relatively new magazine/journal entitled *Worthwhile*. It's tag line is "Work with Purpose, Passion

and Profit." There are many aspects of this bimonthly I like: humor, crisp insights into the world of work, and integration of profit and purpose. I particularly like their Manifesto (see below). I think you'll agree that if all our or-

ganizations believed in and implemented policies, programs, and processes around this philosophy, we'd all be managing motivations more effectively. Kudos to *Worthwhile*!

### THE WORTHWHILE MANIFESTO

#### FOR THE INDIVIDUAL:

- We believe that people want their careers to stand for more than a paycheck.
- We believe that everyone has the right to seek out the work life that makes them happy.
- We believe that people shouldn't have to check their personal values at the office door; instead those values should match their work environment.

#### FOR COMPANIES:

- We believe that companies play a growing role in our society; they should be a force for good.
- We believe there is a spirit of each business that shines into communities, employees and customers. That spirit can be as positive (or negative) as the leaders choose to make it.
- We ardently believe in capitalism. Profitability drives possibilities.

#### FOR THE INDIVIDUAL:

- People want to connect to a company. Finding that sense of community leads to more fulfilling work.
- Organizations with a strong mission attract people who work harder and smarter simply because they love being there. The result: the productivity companies crave, achieved humanely.
- The "soft stuff," as it's sometimes derided, is as important as technology investment or financial structuring. When companies and individuals get it right, the power is remarkable.
- You can change your company into a place that will attract people you want as teammates.

EMAIL INFO@LEGACYDG.COM FOR A FREE SUBSCRIPTION TO BRAIN FOOD!

## MULTIPLICATIONS: The Heart of Selling Part 3—Can't Do vs. Won't Do

I'm willing  
and able!



Sales greatness results when you have a Millionaire Mindset, natural sales talent and a "can do" attitude.



TIME'S UP!

...give yourself one month to discover and correct the "won't do" problem.

Part 1 in our series, *The Heart of Selling*, examined five myths about great sales people. In Part 2 of the series on selling, I discussed a core belief of mine regarding great sales people, that being, they all have MM. No, MM is not a disease, but rather a Millionaire Mindset. I'd like to wrap up this trilogy by suggesting that greatness in selling comes down to distinguishing between "can't do" and "won't do." Heck, now that I think about it, extraordinary success in any profession or endeavor comes down to "can't do" versus "won't do." The trouble is, sales is so doggone alluring that folks who "can't do" hang in there for much longer than they should, and sales managers with "big hearts" frequently let them do just that.

Let me first tell you what I think is the difference between "can't do" and "won't do." For me, "can't do" means you are unable. Generally speaking, there are two reasons for this:

- 1) little or no natural talent or strength
- 2) natural strength, but lack of finely developed knowledge and skills that fully utilize and build on talent.

With the first reason, there is no real solution. With no

natural sales talent, a salesperson is highly unlikely to succeed. There may be exceptions—a few may have profound luck or endurance, but luck only lasts so long, and that type of endurance is usually coupled with gut-level unhappiness. With the second reason, however, there is much that can be done through training and coaching. In this case, the salesperson's level of success is inextricably linked with the quality of the development processes employed and often the coach him/herself.

In distinguishing "can't do" from "won't do," I see the "won't do" as purely and simply an attitudinal or motivational issue. Here's where it gets tricky. While attitude is clearly an "inside job," much from the outside (environment) can affect it. The organizational culture, the esprit de corps of the sales team, sales leadership and compensation/incentives all play a role. Assuming these are solid and aligned properly, the "won't do" becomes internal to the sales person. Here's my advice:

- 1) If you're in sales and know you have the talent to succeed but are not succeeding at the level

either you or your organization wants because of poor motivation or attitude, give yourself one month to discover and correct the "won't do" problem. If not corrected by then, start looking for a new organization or a new career.

- 2) If you're in sales leadership and have this salesperson or persons on your staff, give yourself the same one month to identify and correct the problem. If not turned around in a month, do yourself and your salesperson a favor by beginning the exit strategy.

My worst mistakes in sales leadership were keeping a "won't do" salesperson on staff too long (for months, I'm ashamed to admit) because I held two erroneous beliefs:

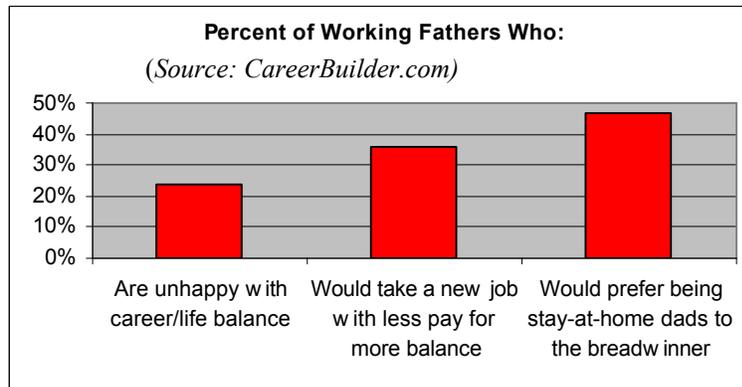
- 1) They'd leave on their own, and
- 2) I could give motivation to those that couldn't give it to themselves.

Sales greatness results when you have a Millionaire Mindset, natural sales talent and a "can do" attitude. That's all it takes.

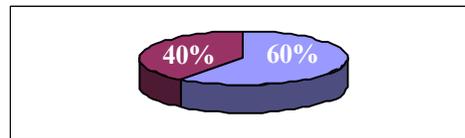
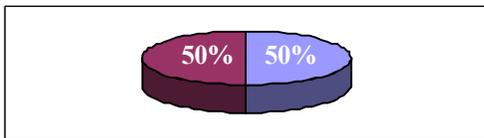
# Noodling the Numbers

Do statistics get you noodling—you know, thinking, pondering, mentally wondering and wandering? Here are a few that caught my attention:

## 1) Where Dads Are At



## 2. Selling Dissatisfaction (Source: Deloitte Consulting)



- Sales organizations that meet sales goals
- Sales organizations that do not meet sales goals

- Companies satisfied with their sales force
- Companies dissatisfied with their sales force

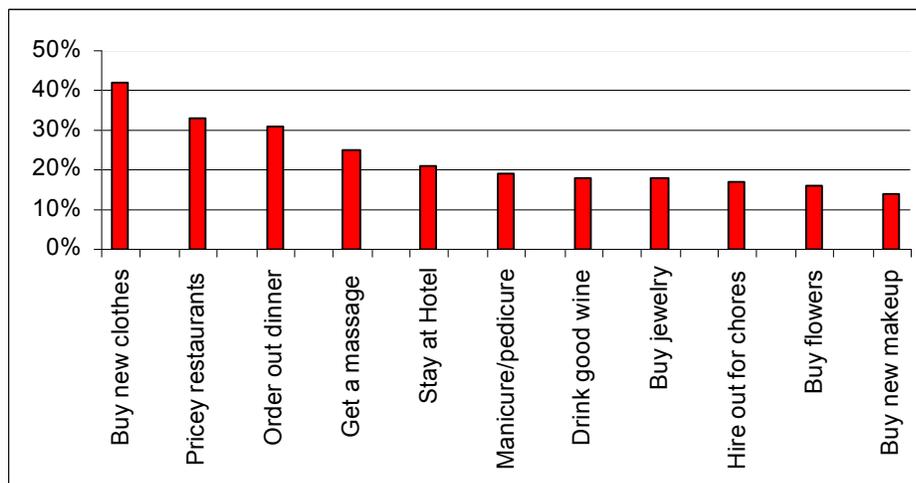
## 3. Thought About Moving?

Major cities with the sharpest increase in the second quarter of available jobs paying more than \$100,000:

Source: TheLadders.com

<b>Tampa</b>	<b>16%</b>	<b>Washington</b>	<b>13%</b>
<b>Miami</b>	<b>15%</b>	<b>Phoenix</b>	<b>11%</b>
<b>Baltimore</b>	<b>14%</b>		

## 4. Coping Mechanisms —Seventy-four percent of Americans say they “need to find ways of reducing the stress in my life.” (Source: Yankelovich Partners) Here’s how they treat themselves:



# Musings: Connecting the Dots You Love



*Have you loved the dots of your life? Can you see how they connect?*



*Having a single, lifetime, professional role is rare these days. Heck, a lot of young people don't know what they want to be when they grow up.*

Were you one of those folks who always knew what they wanted to be when they grew up? Not me! First I thought I wanted to be a priest and after many years (7 to be exact) of study and seminary steps, I knew it wasn't for me. From school teacher to school district administrator, from college professor to college administrator, from marriage counselor to organizational consultant, from business developer to business entrepreneur, I loved every step along the way of my anything-but-straight career path. I've never been bored, never unenthused, and never felt like what I did didn't matter. Lucky...fortunate...blessed—maybe all three. I've come to believe that those folks who always knew they wanted to be a doctor, lawyer, teacher, law enforcement officer, etc., are few and far between...and getting fewer!

Having a single, lifetime professional role is rare these days. Heck, a lot of young people don't know what they want to be when they grow up. Maybe that's one reason why we identify with each other. But how to explain what I've loved about my professional life and what can be learned from it? Here's

where a recent quotation from Steve Jobs, Apple Computer CEO, came in handy: ***"You can't connect the dots looking forward, you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something—your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life."***

By Jobs (sorry) he's got it! I loved each and every dot—and looking back I can see how one led to another. Woven together, these dots have formed the tapestry of my calling—not as an ordained priest, but as a "mini-stirrer" who tries to comfort the challenged and challenge the comfortable.

Have you loved the dots of your life? Can you see how they connect? Are you loving the current "dots" in your life? That's the key...

Love.....  
the.....  
Dots.....!!

## MANTRAS: Quotable Quotes You Can Use Immediately

*"The meaning of life is—creative love. Not love as an inner feeling, as a private sentimental emotion, but love as a dynamic power moving out into the world and doing something original." ~Tom Morris*

*"Ethics is nothing less than reverence for life." ~Albert Schweitzer*

*"Only the confident compete...the better the competitors are, the better I am." ~Ti Martin*

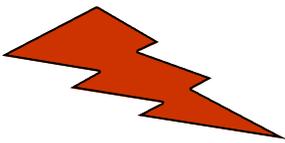
*"You are not here to make a living...you are here to enrich the world, and you impoverish yourself if you stray from the errand." ~Woodrow Wilson*

*"There is the great man who makes every man feel small, but there is the really great man who makes every man feel great." ~G.K. Chesterton*

*"A man never describes his own character so clearly as when he describes another's." ~Jean Paul Richter*

# LEARNING SUMMARY

- Profitability drives possibilities.
- People want careers to stand for more than a paycheck.
- The two biggest sales leadership mistakes I've made: believing poor performers will leave on their own, and thinking it is possible to motivate those who cannot motivate themselves.
- What would happen if all the dads who say they want to stay home with the kids did just that?
- The key to professional success and satisfaction—love the dots!



Inspirational Resources:

- *Worthwhile* ([www.worthwhilemag.com](http://www.worthwhilemag.com))
- Ken Blanchard
- Steve Jobs

## LEGACY LAUGHS...

### **The Laws of Work**

- 1) *Don't be irreplaceable. If you can't be replaced, you can't be promoted.*
- 2) *After any salary increase, you will have less money at the end of the month than you did before.*
- 3) *If it wasn't for the last minute, nothing would get done.*
- 4) *To err is human, to forgive is not our policy.*
- 5) *When you don't know what to do, walk fast and look worried.*

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**Propelling Progress**