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Ride frog bike

Opinions expressed by Entrepreneur contributors are their own. You are reading Entrepreneur South Africa, an international franchise of Entrepreneur Media. Having competed recently, and the veterans category of the Sani2C and the 167 km Race to the Sun adventure mountain bike race, I concluded that sales, such as cycling had a fair amount of science behind it. Successful sales, such as cycling, start with preparationThe good old days of selling where you just pick up the phone are almost extinct and in most industries a non-starter. Today, you need to know your customer – understand their current supplier, their pain points and requirements. It's about asking the right questions and understanding whether there's an opportunity to sell, or not. Cold calling, or shotgun sale has its place in the sales mix, but needs dovetailing with a gun approach. It's a cherry-picked vertical or horizontal approach and fits products and services to industries and businesses. Not different from picking breeds - with an A and B race, and with clarity as to who is competing and how best to tackle the course. Related: Why understanding your purpose, boosting your sales existence is critical Sales people, like cyclists become creatures of habit – and not in a bad way. Just as you can't stop training or competing, sales teams can't stop calling, whether with meetings or more importantly, not use the tools at their disposal. If you are consistent, the one in ten relationship will lead, it will become a sale and it will mean a race win. The currency of successful sales (and winning races) is consistency. You will need the right toolsAny successful cyclist will tell you that success is about using the right tools. For riders, it's the right bike, the right tires, suspension setup, and nutrition (among other things) and for successful sales teams, it's all from effective lead generation to CRM, white space planning and incentives, it's about identifying the right commission structures. I remember when I started racing, it was a case of packing five bags before a big race to account for every eventually - today, it's a single bag, packed with the essentials, and knowing a job around whether a make-do situation might be needed. Related: 4 ways to win over customers and increase your sales The same goes for sales. Organizations will give you access to a variety of tools geared towards success — and you may need to think at your feet, to make the most of these. You need a will to win an 'in race' perspective, there's the same type of will to win and that's how you push yourself as hard as you can to make it to the finish line. It's the same in sales – ask yourself what it will take to close a sale, to win over a customer. Are these pricing; the proposal; solution or How and when do we push and when do we return? In racing terms, it's a case of when do we sit on the bike and say, today's not me talk about caddy all the time. In cycling terms, cadence is the rate at which a cyclist pedals (or pedal revolutions per minute) and it can be applied to sales quite easily. It's about repetition, building a rhythm, momentum and speed. In terms of sale, cadre speaks to using all the tools at hand, often and consistently. And this caded effect means transactions start to close faster; the sales pipeline remains optimal and the sales team works synchronized with the business and its customers. Related: How to use ecommerce to boost your sales fungus is the caddy mode, or the sales team can't find the rhythm, it could mean that the company is looking at the wrong places for sales, or not generating the right types of leads for success. We call it wrong gears. And you if you leave it for too long, it's so much harder to find the caddy again. Pull it all together It is essential at this point, to do a spiritual restoration. You don't win all the transactions (or races); you can't win them all. By taking a step back and evaluating the sales cycle; The leads and the processes, the team can learn critical lessons for future success. It's always important to have clarity on which parts of the process you can control - and have you done the utmost to maximize those. Successful sales, such as cycling take endurance, persistence and an ability to recover the parameters of what it takes to succeed. American cyclist Steve Larsen said it best: You can't get good by staying home. If you want to get fast, you have to go where the fast guys are! Related: Include more sales by understanding your buyers even my husband assumes I wouldn't make it. When our boys invited me to join them on their bike ride to the pond and back to catch and let go frogs, he offered to set off his eight-mile training run to go along. But I insisted I should go - that I could go - even though I felt too out-of-shape to endure the entire one-mile hilly bike ride (not to mention the frog.) As a result, I finally have shedding several decades of my so-called Real Age while promoting my self-confidence at the same time. Also my calves. Just two months ago, I had a hard time just walking the one-mile loop at my house. After many months of cancer treatments, my return was slow, especially on the substantial hill at the end of the circle in our neighborhood. At first I couldn't even speak as I walked up the hill, and I had to stop mid-way to catch my breath. Lately, though, I've picked up enough muscle and lung power to not only get up the hill but to do it with grace and speed. Well, at least I didn't look like I needed medical attention for a change. So when the kids invited me to join them on their bike ride, thought I'd at least be able to push my bike up that hill. Besides, it's all downhill on the way to the pond. I wouldn't start feeling like I was eighty years old down the road back, right? As I slipped on my dusty bike, my husband looked a little worried. Surely he wondered if I'd be able to last with our kids, or if he would find me passed out on a neighbor's lawn when he returned from his run. But I was determined to give it a try, even though I had deep inside my own doubts. As we pulled away from our driveway, I wished I'd brought my phone along if the kids had to dial 9-1-1. The kids didn't stay at the pond for long. After they caught a frog and let him go, they decided it was time to go home. Already? I cuffed, but they started slapping on their bike helmets and bolting up the hill. I tried to oversee them, but my mountain bike was still set to the highest gear of our ride there, and every time I tried to pedal, I felt like my bike was stuck in quickly drying concrete. I got off the bike, pushed it uphill, went on again and shifted gears as I drove back again. When I finally caught up with my children, my older son made a suggestion. Let's go down that side street, he blithely announced, as if he had just mentioned that he was falling through a neighbor's house to lie on their couch and drink lemonade instead of making our seemingly long journey home even longer. I followed them down the street and back, grateful that it was mainly flat. When we got back on the main road, my younger son suddenly brawled, and I quickly turned to avoid hitting him. He started backing up and in a few moments, passing me rather easily. As we approached the bottom of the hill I could barely step up as recently as March, I moved my bike to the easiest gear, repeating a two-word mantra over and over: Lance Armstrong. You okay, Mom? ask my younger son. Lance Armstrong, I replied. Confused, he scrued his face and kept driving up the hill. And so I did. In fact, I drove up the whole hill without getting off my bike. Without going out on the neighbor's yard. Without medical attention. I even waved as neighbors passed by in their car. Hi! they ground through the locked window and waved back. Lance Armstrong, I replied. When I got home, I got up enough nerve to take a test I've been sitting off for some time. The Real Age® test would determine what my body's biological age is compared to my calendar age. I have long decided that I will clock in as an octogenarian, especially after filling in the Live with Cancer Questions. But it was time to find out for sure. I completed the test, then went upstairs to take a much-needed nap while awaiting my score. When I returned an hour later, the results waited for me in my in-box: Biological Age - 41.4. Real Age - 39.3. Huh? I'm not 40 years older, but two years younger? I was sure I didn't click Hodgkin's lymphoma when asked about any illnesses over the past year. And I was sure I did and chose radiation when asked about cancer treatments. But I also checked into remission, normal blood pressure and regular exercise, not to mention vitamins, fruits and vegetables in the food intake section. Because of this, I'm younger than I feel, and yet start to feel younger, too, especially after I have my test results. Especially after I adopted that hill on my bike. From now on I'm going to jump on my bike and ride that loop with my kids. I'll strap on my bike helmet and speed up my post-cancer return. I'll stop saying I feel like I'm 80 and start acting like the thirty-somethings I'm apparently. You know, like Lance Armstrong. This content is created and maintained by a third party, and imported on this page to help users provide their email addresses. You may need more information about this and similar content in this piano.io piano.io

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