



howcommercialREALTORShelp.ca

[CLICK HERE](#)

AdChoices

**THE BLOG** 03/14/2016 01:20 pm ET | Updated Mar 15, 2017

# 5 Tactics to Help Your Team Sell From the ‘Why’



By James Carbary

In a perfect world, your sales team would always sell from a place of passion, purpose, and unending motivation.

In the real world? Sales teams lose their focus, forget their purpose, and feel discouraged. The result: a sales dip.

What if there was a way to empower your sales team to communicate from a place of passion and excitement even after a streak of hearing no? What if they could communicate powerfully to clients about your product or service and hear yes more often?

We learned five proven tactics for making that vision a reality in our recent interview with Josh Keck, COO of [Ran Services](#). Josh uses these tactics every day with his sales team, and we're confident they will work for yours as well.



## 1. Start With the “Why”

Simon Sinek, founder of Start with Why, defines the “Why” as the purpose, cause, or belief that inspires you to do what you do. It's the internal fire keeping your sales team going even when they face rejection.

Understanding the “Why” behind the product or service your team is charged with selling does something no amount of training could: it keeps your team motivated.

Start with the “Why.” Why are you selling this product or service? Why do people need it? Why should your sales team care?

In our interview, Josh said that when you communicate and sell from your “Why,” it creates a feeling of genuineness and passion to your customers and gives you credibility. It’s a powerful way to communicate.

## 2) Know the Motivators

There are only two main motivators in our lives: pain and pleasure.

We will do quite a bit to experience more pleasure in our lives, but the avoidance of pain is the most powerful motivator. We will do anything to avoid pain.

Understanding these motivators will help you communicate the “Why” to your sales team, so they can communicate the “Why” to their customers.

**PAIN AND PLEASURE**  
are the most  
**POWERFUL**  
**MOTIVATORS**

---

Ask yourself these questions:

- What pain can you help people avoid if they use your product or service?
- What costs, risks, and potential loss does your product or service address?
- What gain will people enjoy by using your product?

Remembering the answers to these questions will help fuel the “Why” behind “hitting the streets” every day to sell your product or service, and it will teach your team a powerful lesson.

Sales is a service to your customers. [\(Click to tweet\)](#)

When your sales team understands how your product or service helps people avoid pain, selling becomes less of a way to just make money and more of a service.

Your customers will feel the difference between the two.

### 3) Talk About the “Why” Every Day

Selling from the “Why” doesn’t happen overnight, nor will communicating the “Why” to your team in a single meeting do the trick.

You need to keep the Why of your product or service in conversation early and often. [\(Click to tweet\)](#)

Think about it. There is a lot on your sales team’s plate. Between meeting with customers, explaining features, filing reports, following up with leads, traveling, and all their other duties, it’s easy for your team to get caught up in the daily grind.

Every day, they need to be reminded of the “Why” behind the product or service they are selling.



Here are some great ways to communicate the Why regularly:

- Start every meeting with a success story (see the next point below!)
- Ask your team who they helped today (not who they sold to)
- Include the “Why” in your emails, memos, and trainings
- Keep the “Why” in front of your team every day so they not only remember, but begin to live and breathe that “Why” themselves.

### 4) Use Stories

Telling stories is a powerful way to communicate the “Why” behind your product or service.

Data, statistics, and charts might show trends and communicate the details of your product to engage your logical senses, but it’s through stories that you engage the heart.



Get a story every day from your team about how your product or service helped a customer avoid a pain point or brought pleasure into their business.

Imagine how sharing a story every day would motivate your team and remind them of the “Why” behind your product or service. Rather than telling them, you would be “showing” them real-life examples.

### **5) Tie Sales Into Their Personal “Why”**

Once you’ve instilled the “Why” of selling your product or service into your sales team, it’s time to take the process to the next level: tie business success to personal goals.

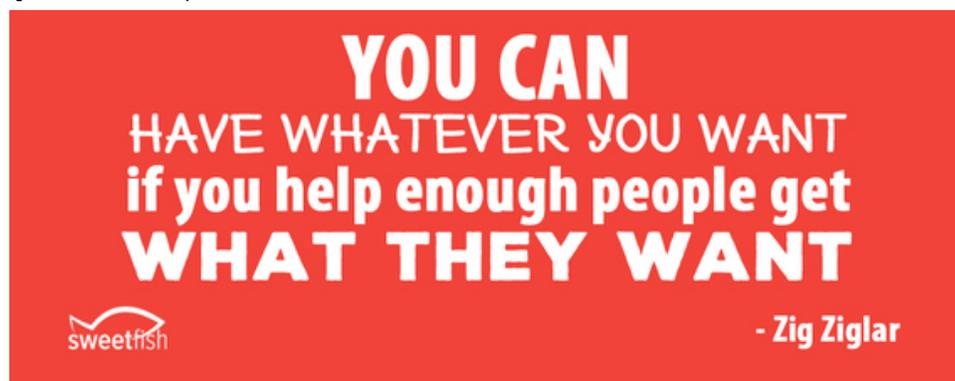
Your sales team spends a good chunk of their week working for you and their customers. Even if they understand and communicate from the “Why” of your product or service, if it’s not tied to their personal “Why,” the benefit will only last so long.

When a personal “Why” and a business “Why” aren’t tied together, the business “Why” will always lose out.

You can help your sales team tie business success to personal goals in a few ways:

- Encourage your team to develop a personal “Why.”
- Have each team member create a vision board with pictures of what they define as success.
- Ask each team member to write out the characteristics for which they want to be known.

Empowering your sales team to tie their personal “Why” to your business “Why” will give them a sense of fulfillment in their job—and help them sell better, too.



### **Tactics that Work**

These tactics don’t just look good on screen—they’ve been tested and they work!

Josh Keck uses these five tactics every day to empower his sales team to sell from the “Why” and has seen the results.

His team understands the “Why” behind their business—to make your work easier and make you look good—and sells that “Why” to their customers. The result? A business that is continuing to grow due to a motivated, credible sales team.

You can find the interview that this post was based on, and many more, by subscribing to the [B2B Growth Show](#) on iTunes.

[James Carbary](#) is the founder of [Sweet Fish Media](#), a done-for-you business development service that guarantees new relationships between B2B companies and their ideal clients. James is a contributor for Business Insider & Huffington Post, and he also co-hosts the [B2B Growth Show](#): a podcast dedicated to helping B2B executives achieve explosive growth.

**Follow James Carbary on Twitter: [www.twitter.com/jamescarbary](http://www.twitter.com/jamescarbary)**



**James Carbary** 

Obsessed with helping B2B companies develop new relationships with their ideal clients. Founder of Sweet Fish Media & Co-Host of the B2B Growth Show on iTunes.

**MORE:**

B2b

B2b Sales

Business

## You May Like

Sponsored Links by Taboola

**Play this for 1 minute and see why everyone is addicted**

Vikings: Free Online Game

**The Meaning Behind Your English Surname**

Ancestry

**Smart Detector Helps You Fight Speeding Tickets**

Titan Radar

**See Inside the Luxurious Senior Apartments in West Vancouver**

Retirement Home | Search Links

**Women in British Columbia are Flocking to New Shopping Site**

Tophatter

**Treat Diabetes Symptoms**

Yahoo Search

FROM OUR PARTNERS

Presented by LendingTree

**Do This Before Your Next Mortgage Payment (It's Genius!)**

**2017 Mortgage Rates as Low as 2.88% (3.04% APR)**

**The fastest way to pay off your mortgage**

**Crush your debt: refinance to a 15 yr fixed**

**Veterans could receive up to \$42,000 with these VA benefits**

**Forget Social Security if you Own a Home (Do This)**

**MOST SHARED**

**Some Poor Sap Just Got Totally Owned On Twitter... By Hamburger Helper**

**Ivana Trump Wants President Trump To Keep Tweeting**

**Harrison Ford And Ryan Gosling 'Blade Runner' Interview Goes Off The Rails**

**Donald Trump Apparently Thinks Meeting Mass Shooting Victims Is 'Wonderful'**

**Bill Clinton Shares Awkward Puberty Picture For Puerto Rico Relief Campaign**

**WHAT'S HOT**

**Man Claiming To Be From The Year 2048 Says He's Back With A Dire Warning**

**'Tonight Show' Writers Pen Touching Thank You Notes To Hillary Clinton**

**Samantha Bee Breaks Down America's 100-Year-History Of Screwing Puerto Rico**

**Man Arrested Over Mass Murder Threat At Historically Black University, Police Say**

**Tights, Tutus and 'Relentless' Teasing: Inside Ballet's Bullying Epidemic**

**Unarmed Hotel Security Guard Who Found Las**

**Trump Administration Asks Court To Dismiss Lawsuit**

**Stephen Colbert To Rex Tillerson: No-One Calls Donald Trump A Moron**

**Vegas Shooter Hailed As Hero**

**Against Transgender Military Ban**

[ABOUT US](#)

[RSS](#)

[User Agreement](#)

[ADVERTISE](#)

[FAQ](#)

[Privacy Policy](#)

[About Our Ads](#)

[Careers](#)

[Comment Policy](#)

[Contact Us](#)

[Archive](#)

