

The Power of a Goal

Or, sales lessons I learned from my 8 year old.

Recently my son's school held its annual fundraising event. I consider this to be one of the most practical lessons of the year, as it teaches children all about sales.

This year, I think I learned a thing or two from my son.

Set a goal, and set it high. The goal, of course, is dependent on the individual. In this case it was the sway of getting to miss an afternoon of school in order to have a special limousine ride to a restaurant, where the "winners" are served a delicious lunch complete with hot fudge sundaes. This, in addition to a string of gifts suitable for a 3rd grader, was quite a prize.

Healthy competition can be a good thing. In the case of the aforementioned goal, the fact that my son's two older brothers achieved the same, certainly increased his motivation (in my humble opinion).

Harness your energy and display a positive attitude. The first day of the sale, Bennett exclaimed "Sell, sell sell!" Now, he didn't ever get that from me or his dad. Perhaps some people are born with this mindset. He couldn't wait to get out there and would literally run from door to door. His enthusiasm was contagious.

Be persistent and follow up. This is one of my favorites. Bennett would knock on a door and the neighbors would say they were interested and ask if he could come back another time. Thought they were off the hook. But he did! And they bought.

Recruit assistance as needed. Another one of my favorites. The way that Bennett convinced his oldest brother to help him out was nothing short of miraculous. You never know who may be willing to support you- if you are just willing to ask.

Finally, know and believe in your product. Gift wrap, note paper, chocolates. Doesn't matter. You need to be able to answer customer's questions. If you don't know the answer, see above. Find out and follow up.

Bennett not only achieved his goal, he surpassed it. Bring on the sundaes (that, he does get from me).