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# be your own CHEERLEADER

IN THE WORLD OF BUSINESS AND SALES, LEARN TO CHEER FOR YOURSELF.

**C**heerleaders and salespeople have a lot in common. Both need an audience; both have to be special to make the team; both play a part in their team's overall success; and both must be the same off the field as they are on the field.

I am a salesperson at heart. But I started as a cheerleader. I love the ability to connect with people all over the world and deliver value in a first-class way. I love the relationships I make. And I love the thrill of the sale when it closes—and the check clears. Oftentimes, however, I see people lose their spark when sales are down and times are tough. They forget the simplest lessons that hold true for every transaction. So, in true cheerleader style, I am encouraging you to get on your feet and let me remind you of how to win the game:

## KNOW THE MOVES

I started my cheerleading career at the tender age of seven and continued through varsity and competition squads. And even though I also played varsity basketball, the workouts and athletic conditioning for cheerleading were always more grueling. When I took center stage at a competition, I only got one shot at getting everything right. How much time do you spend preparing for that first meeting with a prospect?

continue to cheer despite the disgruntled fans, the name calling, and low morale. (Sound like any of your customers?) Oftentimes, I had to “recognize their buying signals” in order to know what to say next. And the best cheers were always the ones that involved audience participation.

## HAVE SOMETHING TO SHOW

One of the most important lessons I learned as a cheerleader was that I was viewed as a role model for young girls in the community. My actions off the field were as equally important as my actions in front of fans every Friday night. What are you doing on a regular basis that establishes yourself as a leader in your community or your industry?

## KEEP YOUR SPIRIT UP

Sales are tough. Competition is fierce. And current economic conditions are not making things any easier. But you have a choice: you can throw in the towel and give up, or you can focus on your own attitude and win. Athletes always work hard at the fundamentals of their sport, but it's their mental focus and personal dedication to winning that is the driving force behind their actions. That's why injured players can play through the pain. Heck, that's why cheerleading was invented. And at some point, you have to learn to be your own cheerleader! 🎉

## KNOW YOUR SPORT

You have to understand the game [product] before you can lead people to cheer [buy]. You can't be cheering for a touchdown when your team doesn't even have the ball. Like football, sales are made one play at a time. If you are an expert on your product, you may advance the ball a few yards. But if you are an expert on your customer's products, you will score every time.

## BE IN SYNC WITH YOUR TEAM

Teamwork makes each individual's work look better. Getting along and being in step with one another also wins audience (customer) approval.

## ENGAGE YOUR AUDIENCE

When the team was winning, it was easy for everyone to yell and clap. When we were behind, however, I had to