

**BY MATT JONES** | The three-time Cancer Conqueror and Marathon runner tells how to stay motivated in sales.

# Sales is a MARATHON



**I** imagine. You are standing side by side 22,000 other people. It is 6 o'clock in the morning and you are waiting for a starting gun to fire, so you can run 26.2 miles. On June 4, 2006 that is where I found myself, waiting to run the San Diego Rock N' Roll Marathon. It was an achievement of a major goal because two years and four months earlier at the age of twenty-five, I was sitting on a hospital bed. Upon reaching down to tie my shoes, I could not remember how. Previously, I had slipped into a semi-coma after cancer spread to my brain. Not only could I not tie my shoes but also had to re-learn how to walk.

As you reflect on your career, what major sales goal do you want to achieve? Maybe it is a certain number of sales, six figure income or higher, or to be the top salesperson in your company. The question that is even more important is how to stay motivated to reach your goal?

Through my experiences, I discovered three main strategies of staying motivated. They helped me conquer cancer, relearn how to walk and complete a marathon. You can use them to stay motivated to reach your sales goal.

**STRATEGY 1: Visualize Your Victory**  
If you can see your sales goal, believe it is possible, you can do it. The vision of crossing the finish line gave me the motivation to keep training and to keep running even when my body did not want to move another step. To stay motivated when faced with rejections or setbacks you need to visualize your victory. See yourself taking that vacation you won, standing on stage at the awards ceremony, or getting that commission check.

**STRATEGY 2: Take Action**  
It is easy to get discouraged when you focus on the gap between where you are and where you want to be. In order to stay motivated, you have to break down your sales goal down to achievable actions steps. For me, it was taking one-step by myself. After that it was to make it down the hospital hall way and back. By taking small actions you build momentum. This leads to taking more action, which produces more results and nothing motivates like results.

**STRATEGY 3: Check Your Attitude**  
The biggest challenge you will face in staying motivated is the negative self-talk, self-defeating inner dialogue, and your limiting beliefs. In order to compete a marathon I had to deal with my inner voice saying it was not possible. To stay motivated, you need to check your attitude on a daily basis.

Crossing the finish line was one of the greatest victories in my life. Through Visualizing your Victory, Taking Action, and Checking your Attitude you will be able to stay motivated and cross the finish line of your goal.



**Matt Jones** travels around the country inspiring others how to achieve their personal and professional goals. For more information visit [www.MatthewDJones.com](http://www.MatthewDJones.com)