



Sales Stories and Lessons Learned: Insights from Lisa Peskin's Interview on the Sales Pro Network

Description

Everyone in sales has a story, but BDU's CEO Lisa Peskin has a collection of stories that are as inspiring as they are game-changing!

In a recent interview with Jeff Goldberg on the Sales Pro Network, Lisa didn't just share advice. Instead, she dove into the real-world experiences and hard-earned lessons that have shaped both her own career and her approach to helping others achieve sales and leadership success.

Want a sneak peek into the interview? Here are just a handful of highlights that make this a must-watch for anyone in sales, business development or sales leadership who wants to get truly inspired:

Early Lessons: Foundations for Success (2:04)

Lisa starts off on a personal note, sharing the three essential pieces of advice she received from her personal hero, her father. These early lessons gave Lisa a clear direction in life, ultimately leading her to realize her passion for helping others. It's an inspiring glimpse into how deeply personal values can shape a successful sales career.

Mastering the White Space Matrix (9:51)

As Lisa discusses the concept of the White Space Matrix, she explains how [tapping into your existing client base](#) can be one of the best ways to grow your business. This technique involves understanding which additional products or services current clients could benefit from, having effective share-of-the-wallet conversations and building these relationships to turn them into lasting partnerships.

No Loosey-Goosey: Setting Clear Next Steps (13:54)

Sales success often boils down to clear communication, and Lisa's recommendation to set the next step at the current step is a great example. She shares how one client found remarkable success simply by clarifying the next action in each interaction. If you're looking to drive consistent progress, Lisa's "no loosey-goosey" approach is a game-changer.

The Importance of Prioritizing High-Yield Activities (26:26)

Lisa's stories aren't just about theory; they're grounded in real-life examples of what works. For instance, Lisa shares how one client was struggling to get results despite past success. Lisa helped her refocus on business development activities that yield tangible results, leading to a successful turnaround. She highlights the importance of strategic planning and making every minute count.

Pedal to the Metal: Consistency Drives Results (37:26)

In a profession known for its ups and downs, Lisa's mantra of "pedal to the metal" is essential for salespeople seeking steady results, and she shares a story of a salesperson from her past who transformed their results with this exact approach. She emphasizes that maintaining consistent activity is the key to evening out income fluctuations and reaching even higher goals.

Motivation Matters: Recognizing Your Team (42:08)

Lisa knows that motivating a team isn't just about numbers; it's about creating an environment where every win is celebrated, and she shares her experiences with establishing contests and recognition programs. These tactics not only boost morale but also inspire salespeople to strive for prestigious achievements. If you're leading a sales team, Lisa's insights here are important.

Shaping Raw Talent with the "Lump of Clay" Theory (52:30)

Every salesperson starts somewhere, and Lisa's "lump of clay" theory is her way of describing the journey of shaping raw potential into sales success. She believes that each experience shapes us, molding our skills and refining our approach. This theory is at the heart of her mentorship style and offers a refreshing perspective on both personal and professional growth.

Lisa's sales stories are not just lessons; they're blueprints for success, applicable to salespeople at any stage of their career. Each story reveals a practical takeaway, whether it's the power of consistency, the importance of motivation or the need to invest in activities that yield results.

Check out just the highlights above or watch the full interview now to uncover all of Lisa's sales stories and get lessons to takeaway and apply immediately!

??? Watch the Interview Below or [Click Here to View](#).

<https://youtu.be/5Tnazq8pzfg>

Video can't be loaded because JavaScript is disabled: [Sales Stories & Lessons Learned: Watch Lisa's Interview on the Sales Pro Network with Jeff Goldberg \(https://youtu.be/5Tnazq8pzfg\)](#)

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