

# Inside

## BUSINESS

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## The Canterbury Sales®

### Long-Term Successful Business Development Careers - What we learn from Hawaii

By Andy Gole

Both employer and salesperson share congruent long-term goals: long, successful business development careers. Yet sales careers can be truncated by:

- Salesperson burn out
- Product/service obsolescence

Assume neither of these occurs. What else is needed for a long, successful business development career?

The natural history of Hawaii provides an interesting approach to this question.

Very little of Hawaii's flora and fauna is native Hawaiian. Over the centuries, since the Polynesians first visited Hawaii, the islands have been a fertile home for exotic varieties. Having developed in isolation for millions of years, the native species lost their defenses, permitting exotics to dominate. As an example: one section of the rain forest in the Volcano National Park is overrun by ginger bushes, from one or two plants brought at one time by a visitor.

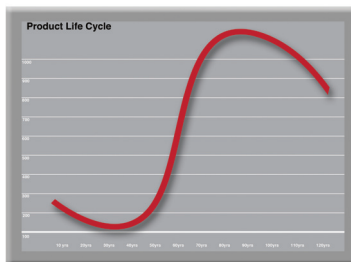
One is reminded of the episode "The Trouble with Tribbles" from the original Star Trek series. Just as Tribbles multiplied beyond absorption capacity in a friendly environment, so do most plants when brought to Hawaii. Today Hawaii has an assortment of vigorous plant life, through non-stop change – validating Darwin's survival of the fittest.

Compare the long, natural history of Hawaii with long product life cycles.

In the 1970s there was a debate among product managers as to how long a product's

life cycle should prevail. Some argued 30-50 years was a very long, successful life cycle. The product managers at Coca-Cola® and Ivory® soap, among others, argued that a properly managed brand could last indefinitely – certainly more than 100 years.

Coca-Cola® certainly has a very long product life cycle. Coca-Cola's history shows a record of non-stop innovation, including:



- Product Formulation
- Packaging
- Distribution
- Advertising

In effect, the very long product life cycle is composed of many smaller product life cycles. The long curve (right) represents the intersection, or tangency points, between the short-term innovation and the long-term curve.

Organizations, like Hawaii, develop hardy systems by non-stop innovation.

Is this process different for business developers? Can they learn their craft, find a market niche and a set of relationships

and reside there comfortably forever, unchanging?

Undoubtedly, some business developers can achieve this Nirvana. The rest of us, and those who prudently allow for setbacks and market changes, are well advised to seek non-stop innovation.

New ideas, successfully implemented, are the lifeblood of and drive a long, flourishing sales career, just as they drive a long product life cycle.

How can the business developer innovate? This can include new methods in:

- Communication
- Sales Management
- Self-Motivation and Commitment
- Sales Technique: The Standard Sales Call – Of great importance
- **The Sales Campaign**

We need a powerful standard sales call – a step-by-step procedure to help the prospect make the right decision – to buy from us. We need to improve the standard sales call, over time, to change with business conditions – including changing competition.

Without non-stop innovation we are destined to be supplanted by the next hardy stock brought to our island, our market. With non-stop innovation we can enjoy a long successful sales career, approaching Coca-Cola® longevity.



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Andy Gole has taught selling skills for 17 years. He started three businesses and has made approximately 4,000 sales calls, selling both B2B and B2C. He invented a selling process, Urgency Based Selling®, with which he can typically help companies double their closing or conversion ratio. Learn more about Andy's method at [www.bombadillc.com](http://www.bombadillc.com) or by calling him at 201.415.3447.