

Bedding Benchmarks



Jim Jacobus, left, addressed the Therapedic meeting.



The Therapedic logo shined brightly in the room where the night golf session was held. The event featured glow-in-the-dark putting cups and glow-in-the-dark golf balls.

Therapedic sales trainers offer new perspectives

By David Perry, Executive Editor, @DT_Perry

DALLAS — Top 10 bedding producer Therapedic rolled out a double-barreled approach to sales training at its annual meeting here.

The producer brought in two veteran sales trainers to address its meeting, giving the attendees two perspectives on key sales training and motivation strategies.

One of the speakers was Jim Jacobus, who said there are three types of salespeople: Unconscious incompetents, unconscious competents (“they are good, but they don’t know why”) and master salespeople.

He said top salespeople possess five key skills:

- They are resilient. They have the ability to bounce back from adversity. This is a must-have skill, Jacobus said.
- They are personally accountable.
- They are good at self management.
- They practice continuous learning.
- They are good at influencing others.

Jacobus said he recently learned something that surprised him: Money is overrated as a motivator. “Money doesn’t motivate people as much as I thought,” Jacobus admitted.

What does motivate sales-

people?

They want autonomy, freedom and flexibility. They also want to master their profession. And they want to leave a legacy in their company, Jacobus said.

He has more than 20 years of research and application in human behavior and performance, and has 17 years in sales and sales management with some of the country’s elite sales organizations, including PricewaterhouseCoopers, Halliburton, Akzo Nobel, Xerox and Toyota.

Also addressing the group was Ray Makela, co-author of “The High-Impact Sales Manager.”

He said passion and perseverance, focused on long-term goals, are the keys to building gritty sales teams, those that are capable of delivering solid results year after year.

Makela, managing director at Sales Readiness Group, said a “coaching mindset” is a key to success. That mindset includes a tactic known as “active listening,” which can be a challenge for sales representatives who like to be “talking and leading,” he said.

“The profile of the extrovert is being challenged,” Makela said. “The best reps ask questions and then listen.”

Makela practiced what he preached. On a number of oc-

casions during his talk, he paused and asked his listeners to discuss the points he was making.

Also addressing the meeting was Brad Cofoid, a veteran sales representative with Therapedic’s Midwest licensee.

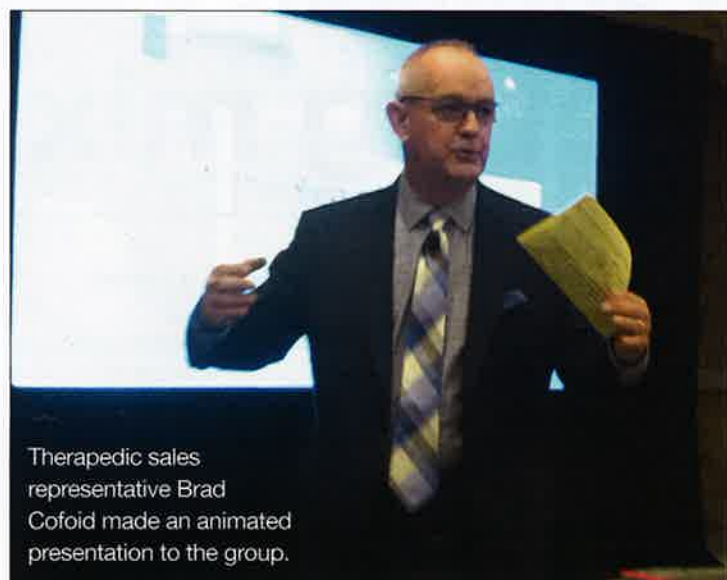
“Never sell products,” Cofoid said. “Solve your retailers’ problems. They need answers. Come to them with answers and you will have a chance to show your products.”

He said his success also hinges on the good beds the group produces.

“The integrity of the products is critical,” Cofoid noted. “Our products don’t come back.” ●



Ray Makela makes a point at the Therapedic meeting.



Therapedic sales representative Brad Cofoid made an animated presentation to the group.



Adam Weinman, left, and Chris Sanders, both of Therapedic.



Norman Rosenblatt, left, and Gery Borreggine, right, both of Therapedic, welcomed Jim Jacobus to the meeting.