

The Novak Principle

"Everything Boils Down to Motivation"

Motivation is the reason behind a person's actions that causes them to act or react the way they do. Motivation is the feeling that drives someone toward a particular objective and the need or desire that determines an individual's effort, behavior, and actions. Psychology tells us motivation is the driving force (desire) behind all actions.

In business and in life, people often ignore the motivation factor. Salespeople typically are too busy talking and over-selling, rather than listening to their client. Wouldn't it make sense to find the real motivation of the client — or why they will buy? Focusing on their motivation is what will give you the results you desire... a sale. A simple example of the motivation factor is the mom who is trying to get her son to take out the garbage. Mom asks, repeatedly, for Johnny to take the garbage out, but he is caught up playing his video games. He replies, "Mom, I'll do it after I finish this game; I have my highest score, ever." After a half-hour has passed with no results, Mom decides to use the motivational factor and says to Johnny, "You have a choice; you can take out the garbage now and then continue with your video game or wait to take out the garbage, and I will take the video game away for a week." Miraculously, Johnny gets up and immediately takes out the garbage. In this instance, Mom found the motivation factor — the video game, and she got the results she wanted.



Remember to seek out the motivation factor in sales. Slow down, listen, and find the driving force that will result in the ultimate action you want from your client. Search their objectives and find out why they will buy. When you find out the real reason why they will buy, your communication can focus on them (not just making the sale).

The next time you meet someone and shake their hand, remember

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