

This week I wanted to share a question that one of my clients asked me in a call last week.

We were talking about ideas to motivate her team.

This was her question:

*'How do I get my team to think like me, or to at least follow some of my behaviours?'*

We got talking about her love of reading; any books on business that she could get her hands on, she would read.

It was a habit she had learnt long ago, from one of her original managers.

She had discovered by reading these books, which shared successes in other companies, that she could apply many things she learnt to her own business.

Start a library.

I said to her "why don't you start a company library?"

She looked at me with a bit of a sideways glance, and said, "You aren't serious?"

"Yes I am" I said.

Not only start up a library, but bribe them to read a book a month.

Tell them that you will pay a \$50 bonus for every book report they submit each month.

It does not have to be a fifty-page novel, just a few pages on the key points they learnt from the book.

Whoever reads the most over the year, gets an iPad preloaded with a collection of both yours, and their favourite books.

You will certainly notice a difference in their attitude.

It's also a way to quietly bed down your culture.

The ones that you notice will go that extra mile and do the reading, are the people that you want in your organisation.

Have a great week.

Whatever career you decide to take in sales, it's always good to get some help.

That's why you can get FREE in your inbox every morning for 7 days; [the 7 Day Sale Challenge](#).

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Mike Brunel started [mikebrunel.com](#) after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his [How to Hire A Super Salesperson Each and Every time](#) - It's packed with tips and ideas on how to hire great

salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!