



INSIGHTSQUARED



100+ Motivational Sales Quotes to Inspire Your Team

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Introduction

Motivation is key in the world of sales.

It's why salespeople receive commission. Being rewarded for achieving or exceeding results motivates people to work harder – and smarter – so that they crush their quota and earn some extra cash.

Everyone knows that.

But financial incentives aside, motivating your sales team can be tricky.

How are you supposed to encourage your reps to push themselves to the limit if you're not increasing their commission?

It has to come from within.

Sales reps need to motivate themselves by recognizing that there's always room for personal improvement.

And as a sales leader, it's your job to help bring this realization to life.

That's why we put together this extensive list of motivational sales quotes – so that people like you can inspire your entire team to be better.

Hope you enjoy!

Section // 1

Hollywood Quotes

Hollywood Quotes

“A-B-C. A-Always, B-Be, C-Closing. Always be closing, always be closing.” – [Blake \(Alec Baldwin\), in *Glengarry Glen Ross*](#)

The mantra of every sales rep, and undoubtedly one of the two or three most famous sales quotes in Hollywood history. Blake’s repetition in uttering the line emphasizes that every sales rep should have the determined winning mindset of always looking to close any opportunity or deal.

“The most valuable commodity I know of is information.”
– [Gordon Gekko \(Michael Douglas\), in *Wall Street*](#)

While certainly true when the movie came out in 1987, this is even more critical for inbound sales today. The advent of the internet has seen an explosion of information that can help a sales rep be that much more prepared on what to expect from the prospective buyer before getting on a call. LinkedIn and other social selling tools have become essential weapons and commodities in a sales rep’s tool box.

“There is no such thing as a no-sale call. A sale is made on every call you make. Either you sell the client some stock or he sells you a reason he can’t. Either way, a sale is made; the only question is who is gonna close? You or him?”
– [Jim Young \(Ben Affleck\), in *Boiler Room*](#)

This is the type of aggressive, determined mindset that sales coaches and sales managers are constantly trying to implement in their sales reps. This quote should be extended even further – sales are made, not only on every call you make but really in every interaction you have with any prospective customers, partners or peers. There is always opportunity to build a foundation.

Hollywood Quotes

“Listen, here’s the thing: If you can’t spot the sucker in the first half hour at the table, then you ARE the sucker.”

– [Mike McDermott \(Matt Damon\), in *Rounders*](#)

While the above quote refers to a poker game, sales contains many similar elements. Namely, you have to know if you have spotted and are selling to the right prospective buyers. If not, even the best sales pitches might fall on deaf ears. Don’t be that sucker.

“Success is a menace. It fools smart people into thinking they can’t lose.” – [Bill Gates \(Anthony Hall\), in *Pirates of Silicon Valley*](#)

Even the best sales reps with the most refined selling skills and the most diligent work ethic will occasionally falter, or even go through cold streaks. As a sales manager, it is important to instill an even-keeled mindset among your reps – don’t get too high during times of great success, and don’t be discouraged during periods of struggle.

“Money is not the prime asset in life. Time is.”

– [Gordon Gekko \(Michael Douglas\), in *Wall Street: Money Never Sleeps*](#)

Time and urgency are critical factors in sales – after all, nothing kills a potential deal quicker than time. Talking to prospective customers at the right time, following-up in a timely fashion and generally operating with a sense of urgency and timeliness will help your reps succeed.

Hollywood Quotes

“The key to this business is personal relationships.”

– [Jerry Maguire \(Tom Cruise\)](#), in *Jerry Maguire*

We eschewed the most popular quote from this movie (all movies?) – “Show me the money!” – and opted for this more meaningful sales quote. The age of the impersonal sales rep playing a numbers game and simply talking to as many prospective customers as possible is over. The key to success in today’s Sales 2.0 world is to build a sense of mutual trust and build on personal relationships.

“The loudest one in the room is the weakest one in the room.”

– [Frank Lucas \(Denzel Washington\)](#), in *American Gangster*

Similarly, the loud rah-rah sales rep finds that his in-your-face tactics of yesteryear are not as successful today. Rather, sales reps are now being coached to ask probing questions and most importantly of all, just to listen. Listen to your prospective customers describe their pain points, their needs and how you can provide solutions for them.

“We’re trying to solve the problem here, Billy.” “Not like this you’re not. You’re not even looking at the problem.”

– [Billy Beane \(Brad Pitt\)](#), in *Moneyball*

The message behind this baseball movie is that thinking outside the box can sometimes provide the best and most innovative solutions to problems, whether in business or in baseball. Sales today requires such a data-minded approach – without looking at the numbers to identify and diagnose problems and areas of weakness, sales managers will be ineffective in driving real improvement.

Section // 2

Don Draper Quotes

Don Draper Quotes

Don Draper is the suave advertising man from popular television show Mad Men, set in the bustling Manhattan of the 1960's. Portrayed by talented actor Jon Hamm, Draper and his musings on business, marketing and life in general have proved timeless and resonate as loudly today in the real world as they did in...your television set.

"Success comes from standing out, not fitting in."

"You want some respect? Go out there and get it for yourself."

"You are the product. You feeling something. That's what sells. Not them. Not sex. They can't do what we do and they hate us for it."

"Nostalgia – it's delicate, but potent."

"Well, technology is a glittering lure. But there's the rare occasion when the public can be engaged on a level beyond flash, if they have a sentimental bond with the product."

"Change is neither bad nor good, it simply is."

"If you don't like what's being said, change the conversation."

"When a man walks into a room, he brings his whole life with him. He has a million reasons for being anywhere. Just ask him."

"People want to be told what to do so badly that they'll listen to anyone."

"The day you sign a client is the day you start losing one."

Don Draper Quotes

“People tell you who they are, but we ignore it because we want them to be who we want them to be.”

“Advertising is based on one thing: happiness. And do you know what happiness is? Happiness is the smell of a new car. It’s freedom from fear. It’s a billboard on the side of a road that screams with reassurance that whatever you’re doing is OK. You are OK.”

“We all try. We don’t always make it.”

“There will be fat years and there will be lean years, but it is going to rain.”

“Even though success is a reality, its effects are temporary.”

“I hate to break it to you, but there is no big lie, there is no system, the universe is indifferent.”

“You’ll tell them the next thing will be better because it always is.”

“Stop talking and make something of yourself.”

“You’re happy with 50%? You’re on top and you don’t have enough. You’re happy because you’re successful. For now. But what is happiness? It’s a moment before you need more happiness. I won’t settle for 50% of anything. I want 100%.”

“We’re going to sit at our desks and keep typing while the walls fall down around us because we’re creative – the least important, most important thing there is.

Section // 3

Dale Carnegie Quotes

Dale Carnegie Quotes

How to Win Friends and Influence People by Dale Carnegie is considered one of the seminal self-help books that have provided valuable lessons for salespeople and sales management. Its teachings still resonate today, even 77 years after it was first published. Here are our favorite sales quotes from the pages of Carnegie's classic.

"Talk to someone about themselves and they'll listen for hours."

"When dealing with people, remember you are not dealing with creatures of logic, but with creatures bristling with prejudice and motivated by pride and vanity."

"I have come to the conclusion that there is only one way under high heaven to get the best of an argument – and that is to avoid it. Avoid it as you would avoid rattlesnakes and earthquakes."

"Names are the sweetest, most important sound in any language."

"By fighting, you never get enough – but by yielding, you get more than you expected."

"Actions speak louder than words, and a smile says, 'I like you. You make me happy. I am glad to see you.'"

"Action seems to follow feeling, but really action and feeling go together; and by regulating the action, which is under the more direct control of the will, we can indirectly regulate the feeling, which is not."

"Only knowledge that is used sticks in your mind."

"Don't be afraid of enemies who attack you. Be afraid of the friends who flatter you."

Dale Carnegie Quotes

“To be interesting, be interested.”

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

“You can’t win an argument. You can’t because if you lose it, you lose it; and if you win it, you lose it.”

“The difference between appreciation and flattery? That is simple. One is sincere and the other insincere. One comes from the heart out; the other from the teeth out. One is unselfish; the other selfish. One is universally admired; the other universally condemned.”

“Criticism is dangerous, because it wounds a person’s precious pride, hurt his sense of importance and arouses resentment.”

“If some people are so hungry for a feeling of importance that they actually go insane to get it, imagine what miracle you and I can achieve by giving people honest appreciation this side of insanity.”

“The chronic kicker, even the most violent critic, will frequently soften and be subdued in the presence of a patient, sympathetic listener – a listener who will be silent while the irate fault-finder dilates like a king cobra and spews the poison out of his system.”

“Arouse in the other person an eager want. He who can do this has the whole world with him. He who cannot walks a lonely way.”

Section // 4

Jeffrey Gitomer Quotes

Jeffrey Gitomer Quotes

Jeffrey Gitomer is a speaker, business trainer, sales management expert, and best-selling author on a variety of sales topics. His most successful book *The Little Red Book of Selling* remains a seminal authority on the subject. He has also written *The Sales Bible* and *The Little Gold Book of YES!* among other best-sellers.

“The best way to find new business is to talk to old business.”

“People don’t like to be sold, but they love to buy!”

“The more a prospective customer clicks on you and your stuff, the easier it is for them to make a buying decision in your favor.”

“Quality performance (and quality service) starts with a positive attitude.”

“There is no one key to leadership. You need a fat set of keys that includes BOTH authority and influence. And anyone who tells you differently is trying to exert their influence, without an ounce of authority.”

“The difference between motivation and inspiration is that motivation must constantly be injected. Inspiration lasts a lifetime. Great leaders can instill both.”

“If leaders are to be followed, it starts with clarity of message.

“Great leaders are not just respected; they’re also measured. They have the responsibility to achieve, and their effectiveness is measured against their charged tasks and goals.”

“All great leaders have encountered, withstood, endured, and recovered from defeat – much wiser, and much more steadfast of purpose.”

Jeffrey Gitomer Quotes

“Persuasion occurs when trust and confidence meet belief, risk tolerance, and safety.”

“Wake up and write. It doesn’t matter what it is, just write whatever comes to mind. Don’t force yourself to do it, just let words flow. As you think, capture your words.”

“Identify your NOW feeling and state of mind. What’s up? Happy? Sad? Afraid? Mad? It’s important that your mind at least be in “neutral” before you start the thinking process, and the more the needle leans toward happy and positive, the more productive and rewarding the thinking time will be.”

“The key to mastering any kind of sales is switching statements about you – how great you are, and what you do – to statements about them.”

“Don’t let your thoughts get away. Rather than dwell on them, write down the key words so you don’t forget. Thoughts are fleeting. If you wait one minute and then go back to it, it’s gone.”

“After you listen to a strategy or sales technique, try to use it within the hour. Listening followed by doing leads to mastery.”

“Your ability to look someone in the eye as you speak to them is a tell-tale sign of your own self-respect and self-belief.”

“Sales is sales. It’s not who you’re calling on, or what you’re selling. It’s how you present yourself.”

“Making the sale is a gateway to a relationship.

“You don’t earn loyalty in a day; you earn loyalty day by day.

Section // 5

Guy Kawasaki Quotes

Guy Kawasaki Quotes

If Silicon Valley had a Mount Rushmore, Guy Kawasaki would certainly be one of the heads carved in stone. One of Apple's original employees and evangelists, Guy has more than 25 years of major league experience as a best-selling author, speaker, entrepreneur and investor. He spearheaded Apple's big movement to take down then-market leader IBM, became a co-founder of Garage Technology and recently joined the ranks of Google as an advisor for Motorola.

One of Guy's first jobs, however, was a simple sales position at a jewelry company. It was there where he truly learned the magnitude and importance of selling, as well as key skills that would shape the rest of his career.

"Enchantment is to delight people. The outcome is voluntary, lasting support that's mutually beneficial."

"If you provide them with the right info, they're the best judges of the suitability of your product."

"Ignore schmexperts – they're the bad combination of schmucks who are experts, or experts who are schmucks."

"Patience is the art of concealing your impatience."

"Simple and to the point is always the best way to get your point across."

"The goal is likability, not superiority."

"Don't be discouraged by the size of your network – inspire one person and you are doing good."

Guy Kawasaki Quotes

“Don’t be discouraged by the size of your network – inspire one person and you are doing good.”

“Facebook is for people, Twitter is for perspective, Google+ is for passion, LinkedIn is for pimping.”

“Suck up with subtlety.”

“Sell, don’t enable buying.”

“For selling to work, you need face-to-face, personalized and intense contact.”

“Enchantment is as necessary for people to diverge from a crowd as it is for people to join one.”

“When it comes to rainmaking, there’s clearly a reason why God gave us two ears but only one mouth.”

“The biggest titles don’t always have the biggest brains. Instead, go after key influencers.”

“When you’ve worked hard and walked through the doorway of opportunity, don’t slam it shut behind you.”

Section // 6

Trish Bertuzzi Quotes

Trish Bertuzzi Quotes

Trish Bertuzzi is the founder of The Bridge Group, an inside sales consulting and implementation firm that specializes in building, expanding and optimizing inside sales strategies for innovative and cutting-edge tech companies. She's also one of the most highly respected sales professionals today. Trish has been named as one of the Top 25 Most Influential in Inside Sales by the American Association of Inside Sales Professionals (AA-ISP) for four years in a row! She was also recently named one of the top 25 Sales Influencers by OpenView Labs and one of the top 50 Sales and Marketing Influencers by Top Sales World.

“Bad data is probably handicapping your team by at least 25%!”

“It is the cold that is dead – not the calling.”

“On average, managers are spending 2.4 hours per rep on monthly coaching – we need to do better!”

“Buyers won't engage with sales reps who pitch product, but they will give access to trusted advisors.”

“An effective process has the reps thinking in terms of *them* as opposed to *us*.”

“If you care about the effectiveness of your marketing campaigns or the productivity of your sales teams, you NEED to invest in data.”

“Hiring is one of the most critical factors in the success of any sales organization.”

Trish Bertuzzi Quotes

“What if you let your customers do the talking?”

“Buyers are researching sales reps as much as they are researching products and services.”

“It isn’t the medium as much as the emotion that matters.”

“You have to believe in what you sell and you have to care about your industry.”

“I’m bored with hearing how busy and wonderful we all are. Aren’t we boring ourselves too? We can learn so much more from what didn’t go perfectly and how we adapted, improvised and overcame.”

“Embrace the fact that investing in your data is a process, not an event. Data needs to be a line item on your budget and not a checkbox you fill in once and are done with.”

“The customer doesn’t care about features – they care about solving their problems.”

“Prospects are making their purchase decision based on whether they think you understand their problems and you have the knowledge, resources and commitment to solve them.”

Section // 7

Zig Ziglar Quotes

Zig Ziglar Quotes

Zig Ziglar was a World War II veteran who became a top salesperson and a visionary sales leader at several organizations before becoming a motivational speaker and sales coach. He passed away in November 2012, but his sales lessons and inspirational quotes continue to live on.

“Don’t count the things you do, do the things that count.”

It’s not just about the volume of daily activities in raw numbers that your team of sales reps accomplishes each day, but really how meaningful these activities are. Many managers track how many dials or emails each rep makes on a daily basis. The best managers focus on the conversion ratios of these activities to determine how many calls actually lead to productive connections that then lead to deals. Having this information allows sales managers to drive more productive coaching efforts that are well-supported by data analysis and points out specific flaws among individual reps.

“A goal properly set is halfway reached.”

A big component of a sales manager’s job is to ensure that sales reps are properly motivated and charged with tasks that are aggressive and ambitious, but also attainable. When sales managers set clear-cut data-driven goals – both long- and short-term ones – sales reps are better able to maintain focus, set priorities, hold each other accountable and maximize productivity. Measure the success of reps in attaining these goals and use this information to guide their improvements. The key is to follow the SMART acronym when setting goals to make sure that all goals are: S – specific, M – measurable, A – attainable, R – rewarding, T – timely.

“If you aim at nothing, you will hit it every time.”

Sales managers depend on accurate sales forecasts to guide their business decisions in terms of delegating resources, assigning sales reps and maximizing sales. An accurate sales forecast lets a sales manager know what types of goals they should be setting for themselves and their reps, how to grow the team if necessary and how to properly manage risk. Having a data-supported forecast to accurately aim at can drive more effective and efficient business decisions among sales managers.

Zig Ziglar Quotes

“People often say motivation doesn’t last. Neither does bathing – that’s why we recommend it daily.”

The best sales coaches and sales managers know the importance of regular reinforcement – not just of skills and goals, but also of motivation, mentoring and nurturing. According to sales coaching expert Gary Milwit, it is essential to schedule sales coaching sessions regularly. Set aside time dedicated specifically to coaching and make sure that each rep receives sufficient time and attention. Customize coaching sessions so that each rep gets as much as possible out of it and stays properly motivated on a regular basis and use sales performance metrics to pinpoint specific areas that need improvement. Bringing actionable insight supported by data to reps will make them more receptive to sales coaching.

“Make failure your teacher, not your undertaker.”

The best sales managers know that there is just as much – if not more – to learn from failure as there is to learn from success. Studying lost opportunities can provide a wealth of teaching points on learning from mistakes and therefore avoiding them or improving on them in the future. For instance, looking at the sales cycle for lost opportunities and comparing that to the sales cycle of winning opportunities lets managers know if there are flaws at certain stages of the selling process, or if certain reps are struggling at specific sales funnel stages.

“If you can dream it, you can achieve it.”

This last quote isn’t necessarily based in sales analytics, but it might be the most important one nevertheless. Sales managers and sales reps alike need to dream big and set the bar high to drive more effective performances. Simply dreaming about it will not lead to any accomplishments. However, motivational coaches often speak to the power of visualization and self-fulfilling prophecies, so encourage your reps – and yourself – to never be afraid to dream and reach for the highest levels of achievements.

Section // 8

Inspirational Quotes

Inspirational Quotes

“And the trouble is, if you don’t risk anything, you risk more.”

– [Erica Jong](#)

“Don’t Bunt. Aim out of the park.” – [David Ogilvy](#)

“I can’t change the direction of the wind, but I can adjust my sails to always reach my destination.” – [Jimmy Dean](#)

“Discipline is the refining fire by which talent becomes ability.”

– [Roy Smith](#)

“Nothing is impossible, the word itself says: I’m possible!”

– [Audrey Hepburn](#)

“The difference between try and triumph is just a little umph!”

– [Marvin Phillips](#)

“Business opportunities are like buses, there’s always another one coming.” – [Richard Branson](#)

“Nobody is going to buy from you because you have quota to meet. They are going to buy from you because they see the value in doing so.” – [Bob Burg](#)

“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.” – [Thomas Edison](#)

“When you want to succeed as much as you want to breathe, that’s when you will be successful.” – [Eric Thomas](#)

“Being defeated is often a temporary condition. Giving up is what makes it permanent.” – [Marilyn Vos Savant](#)

Inspirational Quotes

“Keep asking until you find the answers. In sales, there are usually four or five *no*'s before you get a *yes*.” – [Jack Canfield](#)

“The best sales questions have your expertise wrapped into them.”
– [Jill Konrath](#)

“People rarely buy what they need. They buy what they want.”
– [Seth Godin](#)

“Opportunity is missed by most people because it is dressed in overalls and looks like work.” – [Thomas Edison](#)

“Either run the day or the day runs you.” – [Jim Rohn](#)

“Prospects equal options. Master prospecting and you will be the master of your sales destiny.” – [Tibor Shanto](#)

“How you think when you lose determines how long it will be until you win.” – [Gilbert K. Chesterton](#)

“Nobody likes to be sold, but everybody likes to buy.” – [Earl Taylor](#)

“Even if you are on the right track, you'll get run over if you just sit there.” – [Will Rogers](#)

“Sales success comes after you stretch past your limits on a daily basis.” – [Omar Periu](#)

“The golden rule for every business is this: Put yourself in your customer's position.” – [Orison Swett Marden](#)

“The minute you're satisfied with where you are, you aren't there anymore” – [Tony Gwynn](#)

Inspirational Quotes

“Most people think “selling” is the same as “talking” but the most effective salespeople know that listening is the most important part of their job.” – [Roy Bartell](#)

“Instead of trying to sound interesting to others, be interested in them.” – [Brian Carroll](#)

“By far the best way to influence people is to start by really listening to them.” – [Charles Green](#)

“Catch on fire with enthusiasm and people will come for miles to watch you burn.” – [Charles Wesley](#)

“We must all suffer one of two things: the pain of discipline or the pain of regret or disappointment.” – [John Rohn](#)

“No one can ever master sales. It’s a philosophy. There is always more to learn.” – [Lee Salz](#)

“Kites rise highest against the wind, not with it.” – [Winston Churchill](#)

“The question isn’t who’s going to let me; it’s who is going to stop me.” – [Ayn Rand](#)

“I cannot give you the formula for success but I can give you the formula for failure, which is: try to please everybody.”
– [Herbert Swope](#)

“You have to have confidence in your ability, and then be tough enough to follow through.” – [Rosalynn Carter](#)

“Get up, stand up: don’t give up the fight!” – [Bob Marley](#)

Inspirational Quotes

“A champion is afraid of losing. Everyone else is afraid of winning.”

– [Roy Bartell](#)

“We must believe that we are gifted for something, and that this thing, at whatever cost, must be attained.” – [Marie Curie](#)

“I am a man of fixed and unbending principles, the first of which is to be flexible at all times.” – [Everett Dirkson](#)

“When you lose a couple of times, it makes you realize how difficult it is to win.” – [Steffi Graf](#)

“If there’s a 90% chance of failure, there’s a 10% change of changing the world.” – [Vinod Khosla](#)

“We find comfort among those who agree with us – growth among those who don’t.” – [Frank Howard Clark](#)

“They always say time changes things, but you actually have to change them yourself.” – [Andy Warhol](#)

“When I hit the wall I go learn something new. That picks me up and gets me going again. ” – [Ken Krogue](#)

“If something is important enough, even if the odds are against you, you should still do it.” – [Elon Musk](#)

“A lot of people are afraid to say what they want. That’s why they don’t get what they want. ” – [Madonna](#)

“You miss 100 percent of the shots you don’t take.” – [Wayne Gretzky](#)

Sales Performance Analytics

About InsightSquared

InsightSquared delivers powerfully simple business analytics for companies of any size.

Unlike traditional Business Intelligence (BI) solutions, with InsightSquared you'll be up and running within 48 hours and have immediate access to 300+ Sales, Marketing, Finance & Support reports. No more spreadsheets, no more data dumps. Real business analytics for real business people.

Hundreds of companies and thousands of users around the world use InsightSquared's award-winning analytics to maximize sales performance, increase team productivity, and close more deals.

Based in Cambridge, MA, InsightSquared was recently named one of the "Best Places to Work in Massachusetts" by the Boston Business Journal. in Massachusetts" by the Boston Business Journal.

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