



## **Andalusian psychologists manage to increase sales applying sport therapies**

LOCATION: Málaga

DURATION: 1'42"

**SUMMARY:** An enterprise from Málaga uses sports psychology as a tool to improve enterprise productivity. The creators of this method come from the world of high competition and assure that as it happens with athletes, workers must train to reach success. In the paddle court, workers work on behaviours and skills that then must be taken to the work sphere. In less than a year, fifty enterprises have requested their services.

### **VTR:**

#### **Ambience trainer**

*"The largest number of balls possible in three minutes maximum."*

Today's training is not to improve paddle's technique but to learn how to administrate time. The players are the workers of an enterprise dedicated to the sale of mattresses.

#### **Ambience**

*"Juan Antonio is the worst in this game and we have made him throwing balls as I was picking up them. I am a little better at this and I should be throwing balls that he should be picking up."*

The creators of this innovative system come from the world of high competition. Juanjo has been a professional tennis player and Javier, coach of the Málaga Football Club.

#### **JAVIER DE MIGUEL** **Sports psychologist**

*"An athlete needs to repeat a lot of technical behaviours to obtain performance. A person in an enterprise needs the same. A professional need repeating several behaviours that lead him to success."*

And, which are those behaviours? It depends on each enterprise. Better team work or improving the communication among different departments, skills trained in the court to apply them at the work sphere. In less than a year, fifty enterprises have trusted this system to optimize their productivity.

#### **JUANJO MARTÍN** **Sports psychologist**

*"All the enterprises that work with the public, that have a counter, ask us for sales techniques, mainly cross-selling."*

That's the ability that the workers of this pharmacy have trained.

#### **BELÉN ROZAS** **Pharmacists**

*"If you come here for something for the flu I am going to offer you something if your throat hurts to remove that pain. If you are coughing I will offer you some syrup."*

An in just two months, the have increased their invoicing a 6,5 per cent.