

Sales tips



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## Hope is a Strategy

The sign said, "Hope is not a strategy!" Maybe so, but without it why bother? Alone, hope is not a strategy. But hope with action makes dreams and goals possible. Are you hoping for success or do you have a goal and a plan? Dreams, goals and plans make everyday productive. Hope is defined as a desire of some good,

accompanied with an expectation of obtaining it, or a belief that it is obtainable. Average sellers just hope. Great sellers define their hope in the form of goals and plans and then take action. If your sales cycle is longer than three months you are now working on 2010 goals. Have you defined them? Do you know what actions you need to meet 2009 goals in this last quarter of the year? Put your hope into action with a daily goal either in sales or activity.

**When you say a situation or a person is hopeless, you're slamming the door in the face of God. ~Charles L. Allen**

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