

Sales Mastery™ 'Lead the Pack'

Sales Newsletter



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When hunting, a wolf moves carefully and quietly concentrating with all its senses. Setting goals and not being afraid to make a decision will allow salespeople to take action and maximize productivity.

Helping you achieve your sales goals

Successful people are not afraid to set goals. While most people believe they should set goals, it has been estimated that only five percent of the population actually do. An even smaller number of people convert those goals to a written form. Long-term studies show that people who commit to their goals in writing have a 95% greater chance of accomplishing them than those who don't convert their goals to written form.

A significant difference that author Jim Collins found in his research and reported in his book, *"Built To Last"* was that not only were the best of the best clear on their vision and principles they also had what he called big, hairy, audacious goals. They were not afraid to set goals. Goals determine the when and how, and purpose provides the why. Goals are concrete, easily expressed and more easily acted upon. The action of working toward goals frequently sets thinking about the way we are doing what we're doing and whether it is what we really want.

In preparing for the new year, don't be afraid to make a decision and set goals. Goal setting is a start that will tell you if you are on the right course. You must do something. You must start somewhere. You must take action. You can change course, change direction, you can change the goal, but you must start working towards something.

Begin now to focus on what you would like to accomplish, personally and professionally, in the next three months, six months and twelve months. Commit to your goals in writing. Having written goals will enable you to develop a plan that defines the specific monthly, weekly and daily activities necessary to accomplish those goals. You must also implement a system to track behaviors, activities, and measure results against the benchmarks defined by your plan.

Continued on the next page...

UPCOMING EVENTS

Please contact us for registration information.

303.462.1277

SALES MASTERY™ CLASSES & SALES MASTERY™ ADVANCED

View our calendar at:
www.LeadershipConnections.com

SALES MANAGERS' WORKSHOP 1:30 PM—5:00 PM

December 12, 2007

Field Coaching & Changing Behavior

Face-to-face time with decision makers has never been more valuable or scarce. Classroom training must be applied in the real world. Sales call pre-briefing and debriefings are the proven tools to reinforce skill sets, obtain ROI from training sessions, and build desired behaviors. Everyone agrees that doing the right things in the right way will produce the right results. The question is why are people doing the wrong behavior and how do we change it? If telling and telling has not worked this session is for you. Learn an effective, simple process that will eliminate undesirable behaviors and replicate desired behaviors. This process is a proven way to get results!

Classes held at Leadership Connections Training Ctr,
2420 W. 26th Ave., Suite 445D Denver, CO

303.462.1277

Info@leadershipconnections.com

Read Garry's
December article **Selling Consulting
Services in the Denver Business
Journal**

Helping you achieve your sales goals

In writing goals make them **SMART** = **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and include a **T**imeframe.

Begin by:

- (1) Obtaining a notepad.
- (2) List those things you can think of that you would like to do, accomplish, achieve or experience in 2008.
- (3) Do not worry about priorities or how big or little right now.
- (4) Include skills, specific steps, self-development, behaviors and perceptions, beliefs, quotas, education and training necessary to help you reach your goals.
- (5) Prioritize and write down actions steps, timeframes, dates, and benchmarks you can follow to reach your goals.

Make your life active rather than passive. Goals should not just be focused on career. We should have a balance and examples would be social goals, financial goals, spiritual goals, knowledge goals, family goals, personal development goals, and career goals. Make things happen and purpose and mission will find you, and it may even cause you to change goals in the priorities in your life.



Happy Holidays!

In writing down your goals it makes them more powerful and it helps set the process in motion for you to achieve success in 2008!



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Better Communication Through Better Listening

Most of us think we are good listeners. We assume listening comes naturally. However, listening can be just as complicated as reading, writing, and speaking. Listening should consume a major portion of a salesperson's workday, here's a few keys to improve your listening skills on your next sales call.

1. FIND A COMMON INTEREST
2. JUDGE CONTENT, NOT DELIVERY
3. DELAY JUDGMENT UNTIL THE PROSPECT IS FINISHED
4. LISTEN FOR THE MAIN IDEA AND MAIN POINTS OF THE MESSAGE
5. TAKE NOTES ON THE IMPORTANT POINTS
6. CONCENTRATE ON LISTENING; BE ALERT
7. AVOID PHYSICAL AND ENVIRONMENTAL DISTRACTIONS
8. LISTEN WITH AN OPEN MIND; DON'T LET PREJUDICES OR ASSUMPTIONS CAUSE YOU TO MISS THE MESSAGE
9. USE YOUR SPARE LISTENING TIME TO ANALYZE AND EVALUATE THE MESSAGE
10. TALK LESS AND LISTEN MORE

"A good listener is not only popular everywhere, but after awhile he gets to know something."

Wilson Mizner

