

# Sales Mastery™ 'Lead the Pack'

## Sales Newsletter



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**Fear** takes courage to overcome  
Top sellers have no more courage than the average seller. They just have it five minutes longer.

### Three Strategies You Need Now

There is little doubt recent economic events have weakened business confidence and in some sectors business spending. Economists joke that a recession is when your neighbor loses his or her job and a depression is when you lose your job. Universal consensus on the definition of either doesn't exist, but many economists say a recession is a decline in Gross National Product for two or more consecutive quarters and a depression is a decline of greater than ten percent. Even if you consider the worst-case scenario of a ten percent decline, roughly ninety percent of your customers and prospects are most likely still buying. It is still a great time to be selling because history confirms many competitors cut back on marketing and sales efforts in challenging times. If your market sector is in retreat or is likely to suffer, there are three musts for every seller, sales manager, and sales team. Use AAA as your acronym for success. First, you must keep your 'head on straight' and maintain a positive can do **attitude**. Second, you should double your **activity** and third you must bring your '**A**' game.

**Attitude** Confidence, conviction, resilience, goal orientation, and other terms that describe a good attitude are numerous, and it is inevitable that even the best salespeople or sales team will experience one of them and slip into self-doubt or a slump. Arnold Palmer's father said, "Whatever game you play, ninety percent of success is from the shoulders up." You might not be responsible for events that bring you down, but it is your responsibility to bring yourself up. If it does happen to you, get an accountability partner, talk it out, be aware of your self-talk, journal, be appreciative, or any number of things that will get you back on track. Nothing can help someone with the wrong attitude, but no one can stop someone with the right attitude. Make humor your constant companion. Maintaining the right attitude is so important, no manager or company should keep any seller who is not resilient and capable of working to maintain a positive attitude. And every seller should avoid whining and look for new ways to make sales.

**Action** Keep the axiom, "Ideas are a dime a dozen, but action is priceless," in the front of your mind at all times. Write it where you can see it several times a day. Every seller and manager must recognize and accept that more effort will be required in the coming months. A good rule of thumb is to try to double your sales activity. Make twice as many prospecting calls, ask for twice as many referrals, ask more questions, and participate in twice as many networking events. Shoot for twice as many appointments.

*Continued on next page...*

### Sharpen your A-Game Now!

Please contact us for registration information.

303.462.1277

SALES MASTERY™

- Increase GPM
- Increase Opportunities
- Increase Wins

View our calendar at:  
[www.LeadershipConnections.com](http://www.LeadershipConnections.com)

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

**December 10, 2008**

**Field Coaching and 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-briefings and debriefings are the proven tools to reinforce skill sets, obtain ROI from training sessions and build desired behaviors. This process is a proven way to get results!

**"It is not enough to do your best. You must know what to do, and then do your best."**

W. Edwards Deming

Classes held at Leadership Connections Training Ctr,  
1767-A Denver West Blvd., Golden, CO

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## Three Strategies You Need Now (Continued)

Don't fall into the trap, however, of just doing twice as many proposals and presentations. Remember that you are increasing activity to find more prospects that are qualified. Don't waste resources giving proposals and presentations to buyers who are not ready to buy. Dramatically increasing activity means you must get organized, set priorities and stop letting email and other distractions manage your day. It also means that you spend time making contact with your universe of prospects when they are generally available even if you must do administrative work, proposals and record keeping at night or at other non-productive times. You will reap two major benefits. First, you will have greater success and behavior improves attitudes. It is like working out. You may not want to do it, but you always feel better afterwards.

**A-Game** Finally, you must bring your A-Game. Nothing less will do. It is not business as usual. Do not go the extra mile on behavior, bring a great attitude, and risk failure with weak skills. It is survival of the fittest in tougher times. Great athletes watch game tapes to get better. Likewise, every seller should pre-brief and debrief sales calls. Work on every single step of your sales process and selling tools. Strengthen existing relationships with appreciation, added value, and honest and direct communication. Don't assume your relationship will keep the business. Many decision makers will have little choice but to cut costs, so have those discussions before it is too late to reverse their decisions. An ounce of prevention is worth a pound of cure. Gain real evidence of stated needs and identify decision criteria as clearly as possible. Be thorough in qualifying budgets and decision processes. Sharpen those presentation skills so your presentation has stickiness, and will be more memorable to separate you from competitors. Bring value and credibility by knowing your customer's business and market place as much as possible. Now is not the time stress over numbers, quotas, and sales targets. Now is the time for sellers and managers to focus on positive attitudes, increasing activity, and skill development. The rest will take care of itself. A-Game, attitude and activity should be the mantra for everyone and every team who wants to be successful now. **Sharpen you're a-Game now!**



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Happy Thanksgiving!



## Prospecting Phone Messages: Leave Them or Don't Leave Them?

Experience and surveys substantiate it is a rare moment when return calls come in from prospective customers that are in response to a voice mail message.

In fact, more often than not, leaving information and a message can be detrimental if it is with someone you specifically must meet or have targeted. Too much information often creates reasons not to call you back. Start with a simple "name and number and times available" message. Referencing a recent event related to them or their company improves response rates. If you do leave a message remember who you did so with, so you can receive their call with sincerity and appreciation. Also, be there when you say you are going to be there.

Secondly, messages left to people we know (and don't know) should be left in a brief manner. Decision makers tend to delete long rambling messages. Start with your name and number, a brief message, and end with name and number so they do not have to listen to the message twice. Speak slowly and enunciate when giving numbers. Leave your number with everyone, even those who have your number. Since they may not be in their office or have their data base with them, make it easy by always stating your number.

You can also get a better response to voicemails, left for prospects and customers, by remembering to say the person's name before hanging up. For example, "I look forward to talking with you. Thanks, Rhonda!" Personalization at the end leaves a friendlier impression. Following these simple principles increases your chances of receiving a return call.

