

Sales Mastery™ *'Lead the Pack'*

Sales Newsletter



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"Wolves are a constant source of curiosity. Their perceived loyalty, love for each other, and teamwork are attributes that many wish mankind as a whole would emulate."

Turn Change into a Selling Advantage

It is tough out there, and naturally changes in the economy are going to impact your business – if they haven't done so already. Here are some tips you can use to help change be used to your greatest advantage.

- 1. Add Value** The easiest way to grow your business is with current customers. Adding value means giving customers things they need that they don't already have, and revealing the positive impact your offerings will have on your customer's business. Another way to think about it is how will working with you make their business more successful. Remember these things about customer buying decisions— it's important they trust the person selling it and the organization marketing it. Actually, the product can sometimes only be one-third of the value that the customer buys.
- 2. Increase New Business** Getting and retaining clients is your most important activity. Nothing should get in the way of doing this. Ask yourself during each day, "Is this activity getting and keeping clients?" In sales, you spend your time in three ways – customer service, new business development, and non-selling activities. Use your time wisely focusing on increasing new business, especially if you are spending less time servicing existing customers as they may be buying less during economy downtimes. When you invest in new business development you will improve your entire overall sales levels.
- 3. Invest in Personal Development** The time has never been better to invest in personal development. By investing in yourself, you'll have better skills to survive in both good and bad times. A great salesperson continually handles adversity to excel.
- 4. Evaluate Your Approach to the Marketplace** As times change, we need to evaluate why we do the things the way we do. Take time to evaluate your approach to the market and determine ways to become more competitive in the changing marketplace. Re-evaluating your strategies and approach to the marketplace should be reviewed on an ongoing basis.
- 5. Technology Success** Effective use of technology can help you reach out to more prospects than you could have done otherwise. Technology can help you better distribute the products and services you sell, and it can even help you learn more effectively.
- 6. Accept No Excuses for Poor Performance** In a healthy economy, mistakes can be made and covered up. In a tight economy, the same mistakes definitely impact sales. Excuses have a negative purpose, since each is specifically designed and used to justify disappointing performance.

Remember, selling shouldn't be a complicated process. The harder one works to reduce selling to basic components, the more successful one will be.

UPCOMING EVENTS

Please contact us to register.
303.462.1277

www.LeadershipConnections.com
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COACHING & ACCOUNTABILITY TRAINING:

Ongoing sessions available

Our accountability coaches are experts in training, encouraging, and assisting sales personnel to stay focused and improve performance while achieving sales goals. Telling is not coaching. Our team members know how to coach, inspire, train skills and hold sellers to a plan and develop personal accountability.

Sales Mastery 'Lead the Pack' SALES TRAINING

Every Tuesday | 8:30 AM–10:30 AM

SALES MANAGERS'

WORKSHOP: Territory Planning

March 11, 2009 | 1:30 PM–4:30 PM

Plan your work and work you plan is the focus of this workshop. Identify your best customers and prospects and build a plan which creates 'raving fans' and captures the right new business!

PROSPECTING WORKSHOP:

Selling more by phone

April 23, 2009 | 8:30 AM–4:30 PM

Master the powerful techniques that will help you reach decision makers, get past the gatekeepers, have more engaging conversations, lower defenses, and get the most from each sales appointment.

Investment: \$395.00 per person



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When is the “right” time to get started?

A high-powered sports car has a tremendous amount of potential energy, but cannot leave the starting gate until someone turns on its ignition. The powerful engines of a wide-bodied jet cannot lift that plane one inch off the ground without someone activating its controls. A locomotive can be held by a single block of wood placed under its wheel, yet under power it can go through a brick wall—10 feet thick. Raw power has only potential. Machines cannot turn themselves on—**PEOPLE CAN!**

If you're going to wait to feel “right” about doing something it may never happen. The self-starter knows that there is never a “right” time to get started. Too many people sit around waiting to be motivated—as if there were some chemical reaction about to take place. The self-starter acts on his/her goals, and the motivation to achieve those goals is built into that action.

If you are not feeling “up to it” no amount of concentration, wishful thinking, smoke screen planning will get you into action. Things in motion tend to stay in motion, things at rest remain at rest. The more you think about becoming motivated, the better the chances you won't. The self-starter knows that regardless of how he feels at any given moment, and how he will feel in the next moment, is determined by the action he takes.

If you have set worthwhile goals, and have developed a plan of action, set your plan into action any time of the day or night by acting on them. Don't lose precious time by waiting for the time to be right—become a self-starter.

It's how you act that determines how you feel, not how you feel which determines how you act.

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