



Developing Goals, Focus and Leaders

Winning Ways

A publication of

Winning Ways

Developing Goals, Focus and Leaders

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This copy of Winning Ways is a gift for you from Winning Ways, Inc. Our strategic planning resources are designed to help you attain and sustain the processes that will bring you the results you need to grow your business.

Call Joan Fletcher 703 273 9299 today. We are committed to help you achieve your goals.

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Reinvent Yourself For Better Sales

You've been in sales a while. What's worked for you before just isn't doing the trick any more. In the current economy, you are faced with increasing competition in the face of downsized companies, consolidated vendor lists and squeezed budgets. Depressed? Don't be. It's a good time to re-examine your sales tactics and, indeed, yourself. What you will gain is a new attitude and a new perspective on achieving your goals.

The Power is in You

You need to take a look at why your tactics aren't working. Are you facing increased competition? Are your customers now buying for price, rather than quality? Have they eliminated the need for your product or service? Or just eliminated your contact person? You need to answer these questions honestly, then look for ways you can crack those issues. Tackle it as a new challenge, not a negative situation. You are the catalyst of change in your situation.

You are the Best

First and foremost, you need to have lofty goals, high expectations of yourself, and a positive attitude. Are you losing regular customers because of budget cuts? Do you find yourself blaming the economy, the competition, your company's product? Do you have self-doubt? If so, your attitude about your profession is going to sag. Guess what? Everyone around you will know it, including your customers. Remember the old Canon

camera ad, "Image is Everything"? As a salesperson, particularly in a rough period, attitude is everything. American philosopher and psychologist William James 1842-1910 said, "The greatest discovery of my generation is that a human being can alter his life by altering the attitudes of mind." Generations later, that is still true.

Rather than make excuses for a poor sales environment, accept it as a challenge to find new ways to present yourself, new ways to sell, and new customers and markets to which to sell. A top IBM sales executive once said, "If they don't buy you, the sure aren't going to buy whatever you are selling." Positive self image is an important aspect of sales success. You need to present yourself as a skilled, knowledgeable and flexible person.

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Changing Your Attitude

Your attitudes are habits, and habits give you some intrinsic satisfaction. As objectively as possible, you need to find out what about that habit you are content with. Then you will be ready to accept a new habit — or attitude — for a positive result.

To change the habit, you need to replace it with a new habit that will give you more satisfaction. And you will need to work at it. Learned habits don't go away overnight!



Are You Sales Success Savvy? Take this Simple Test!

What you think makes a successful salesperson may not be true. Take this simple true or false test and learn more about the keys to successful sales.

- | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------|------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------|
| 1. A successful sales person is committed to lifelong excellence both personally and professionally. | TRUE | FALSE | 6. Setting lofty goals is a trademark of a highly successful salesperson. | TRUE | FALSE |
| 2. All business is demand driven. | TRUE | FALSE | 7. Successful salespeople generally have more failures than unsuccessful salespeople. | TRUE | FALSE |
| 3. In today's challenging arena, businesses will always maintain a competitive advantage by attracting new customers. | TRUE | FALSE | 8. In today's selling arena, sales are made because the customer clearly understands how their needs will be met by the product or service they are buying. | TRUE | FALSE |
| 4. Truly successful people are always satisfied. | TRUE | FALSE | 9. A successful salesperson always needs to be reactive. | TRUE | FALSE |
| 5. Success is a highly personal concept. | TRUE | FALSE | | | |

Check your answers on page 4! *Test from Success in Sales, Copyright ©2001 Resource Associates*

Reinvent Yourself . . . continued from page 1

In tough times, your customer has enough to deal with internally. Your job is to help make that customer's life easier. Unless you are the only salesperson on the planet selling the only product that person has to have, the customer can pick who he or she buys from. Your positive attitude, knowledge skills, and attention to the customer's needs give your customer reasons to buy from *you*.

Prepare for Success through Goals

Pearl Buck noted, "The secret joy of work is contained in one word — excellence. To know how to do something well is to enjoy it." To be an excellent salesperson, you must prepare. Preparation means not just knowing your customer and your competition, it means setting your goals and your targets. Stumbling into sales by being in the right place at the right time does not a career make. Rather, you need to write down a list of goals for yourself that are both positive and specific. Make sure they are realistically high, attainable and measurable. Then you will be ready to work hard to achieve them. Remember, the most successful salespeople have more failures than mediocre sales people. Why? Because they keep their eye on the prize. They don't settle. They constantly maintain a positive attitude. They are proactive to the situation. You must not let failures tip the scales from the positives in your daily life. Keep your attitude positive and looking for the things you can affect. It's what you can do, not what you can't.

Understand the Process and Work With It

As a salesperson, you know that the buying/selling environment is constantly changing. Products that were hot are now not. Technology changes so rapidly that what's new today is obsolete tomorrow. The economy sours and then spikes. Whatever it is, the environment is in flux. However, customers buy for a variety of reasons, including time, price, product, your company, and you.

Listening to what customers tell you is essential. By effective listening, you will learn why your customers are buying. Re examine your existing customers by finding out the problems the customer is facing, and the real needs the customer has. And a key skill you need to develop is helping the customer identify and recognize his or her needs. Look closely at what you have to offer, and tailor it precisely to the customer's needs. This will give you the competitive edge — focus on the customer, not the product or service you sell. By fine tuning your approach to meet the customer's needs, you are putting your knowledge of the customer into action.

Objective Listeners Can Help

Sometimes you may be overwhelmed by setbacks, or have a difficult time truthfully analyzing your sales tactics or your situation. Your best step can be working with a business coach. Your coach can help you look at your situation objectively, and help you realize the changes you need to make. It is an excellent investment in your path to career and personal success.

Networking Done Right: It's a Powerful Tool

Too many of us attend networking event or below to net working groups and come out with lukewarm leads or no leads at all. Why? Most of us haven't developed the appropriate networking skills.

Donna Messer, a professional networking coach, says that "Success in networking is when preparedness meets every opportunity." "Ask an Expert: Interpersonal Networking Skills," CanadaOne Magazine Online, www.canadaone.com . You should have a 30 second introduction ready that clearly and concisely describes your business and the type of lead that is good for you. It is also appropriate to set goals for each networking function. Decide how many people you would like to meet. If you have the guest list in advance in many cases you can get one you can predetermine who you want to meet. You can ask the host of the function to introduce you. You can also find out who at the event knows you well enough to make introductions.

Consider every networking opportunity presented to you think about who will be part of that group and find out how each opportunity will benefit you. Don't attend a network ing function only to find direct prospects. In fact, your objective in networking is not to sell. Rather, networking is your opportunity to introduce yourself and what you do for a variety of people. The greater advantage here is finding prospects indirectly. One person you meet may know six

people who can use your product or service. Don't be afraid to ask for referrals! The people you meet, who get to know you, will provide the introduction to new prospects who are anxious to hear about your product or service.

To network successfully, you need to "work the room." That means circulate, talk to people, ask questions, make eye con tact, and listen. And be comfortable, because then you'll seem approachable to others. You should not, however, take the easy way out and "hang out" with people you came to the event with or friends you meet there. You'll not only lose your opportunity to develop contacts, your tight little group quickly will become unapproachable by others.

As you network, you will be able to work on your approach and your message so that the people you meet will have a clear understanding of what you do. Messer says that "Good communications are invaluable in any situation. Be articu late, concise, enthusiastic, honest, open." And just as you need to do with your customers, be a good listener. Not only will you be listening for clues to help you find prospects, you'll also be able to help the person you are talk ing to with his or her prospecting. According to Messer, you need to be open to new ideas, opportunities and people. "There could be magic in everything and everyone," she says.

Never attend a networking event without business cards! You may think, "of course not!" However, without making a point of grabbing a stack before you go, you may come up short. And women should wear clothing of some sort with pockets your cards will be handy rather than buried in a handbag.

Networking is a tremendous opportunity to learn. You'll meet a lot of people who can potentially bring you a lot of business. You'll be able to help those you meet expand their businesses. You'll be working on developing relationships which many not benefit you now, but could benefit you in the future. You'll have fewer cold calls and more personal introductions to potential customers who have an interest in your service. Use and continue to develop your networking skills, and you'll find the return on your investment tremen dous!

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Targeting For Sales Success

If someone asks you “Who are your potential clients?” and you answer “Everyone,” you may be in trouble. While it may be true, you’ll be wasting a lot of time and energy trying to sell to everyone. Often, company and salespeople fail because they throw spitballs and hope a few will stick. Sales are made by targeting your audience, not randomly trying to find it.

Your audience for your product or service can be very narrow or very broad. Either way, it is important to find the best group within your audience with whom you will be most successful. These are the customers who have the need you can fill with your product or service. Your efforts will be much more efficient, cost effective and rewarding.

Companies spend millions of dollars buying TV, radio and print advertising based on demographics specifically who is buying what, watching what shows, listening to what stations. You need to do the same thing. Take a look at your demographics the type of businesses or individuals who need or want your service, and who are likely to buy it. It may be based on a type of industry, it may be based on price, or something else. Your job is to find it. And if your competition is stiff, you need to find a reason for the customer to buy from you.

Targeting can be broad or fine. It can be a smaller group within your likely prospects. The finer you can target your audience, the more likely you’ll improve your results.



Who We Are and What We Do

Joan Fletcher launched Winning Ways in 2001 to work with businesses and individuals focusing on effective sales and strategic business planning through implementing personal and professional business and life plans.

Joan serves as a facilitator to help managers organize their thoughts, respond creatively and think it through to implementing the best processes and results that result in improved sales and increased revenue.

Oakton Office:

Joan Fletcher
3312 Saddlestone Court
Oakton, VA 22124
703 273 9299
jfletcher@winningwaysinc.com

Developing Goals, Focus and Leaders

“Leadership should be born out of the understanding of the needs of those who would be affected by it.”

— Marian Anderson

Sales Success Savvy Answers

1. True.
2. False. Competent selling is the driving force of business, not necessarily demand.
3. False. In order to keep and grow market share, attracting new customers AND maintaining existing customers is critical.
4. False. Truly successful people are never satisfied. They are constantly striving to improve.
5. True.
6. True.
7. True.
8. True.
9. True.

How’d you do? To improve your sales success savvy, call Joan Fletcher at Winning Ways today! (703) 273-9299



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