

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. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our sales, strategic planning and coaching services. We help you achieve the results you and your business want! Call Joan Fletcher 703-273-9299 today. We are committed to helping you achieve your goals.

Winning Ways NewsBits

Joan Fletcher will be the guest speaker at an event at the Tower Club on December 7th. Randy Taussig from Taumark Systems will be hosting the event. Check out the website for more details!

Winning Ways will offer the next "Winning at Sales" course starting January 20th 2006. A sales seminar will be offered on January 12th, 8:30-noon, breakfast included—register now to hold your seat.

Thank you to everyone who responded to the request for platelets and blood for Nick Franca. He still needs donations: if you weren't able to give last month you can give this month. Thank you!

Sales Magnetism Part 3: Taking Control

A key difference between average salespeople and extraordinary salespeople is found in the way they think about the things that are making it more difficult for them to achieve their goals. An average salesperson will use those things as excuses: "I would have done better this quarter except that..." "I could have made my quota if only..." It's an easy, knee-jerk reaction to look to circumstances and think, "I could have done a lot more, only these things got in my way." Without realizing it, average salespeople tend to think of their performance as the result of a simple equation: My Ability – Negative Circumstances = Performance.

In contrast, an extraordinary salesperson looks on negative circumstances as obstacles to overcome. They recognize that there will always be problems, hindrances, and setbacks, and instead of letting those things become excuses for why they didn't do better, they find ways to overcome them.

The real difference is where they consider the center of control in their lives to be. By using negative circumstances as excuses, average salespeople let external factors take control of their success or failure. Extraordinary salespeople, on the other hand, refuse to be dependent on externals: they will work around whatever circumstances are before them in order to succeed.

Obstacles can be the most powerful teachers of all, helping you develop new skills, insights, and experience. In finding ways to overcome obstacles, you draw on your own resources and the resources of people around you—mentors, teachers, assistants—to rise above the external

circumstances. In doing this, you learn new things, and become stronger, more experienced, and more confident. What tremendous opportunities for growth we miss when we give in to negative circumstances and make excuses for ourselves, instead of reaching to overcome the obstacles!

Another important difference in the way average and extraordinary salespeople talk can be found in one little word: "try." Average salespeople use this word a lot. They're always trying... trying to do more, trying to do better, trying to change something. This word is always used in good faith: they really have good intentions, and they really want to do more.

The problem is, by saying they'll try, they've already given control over to external circumstances. After all, what does "I'll try" really mean? There is no such action as "trying." In practice, "I'll try" usually means, "I'll do this if I can, and if circumstances don't get in my way." Then, if circumstances do get in the way, or if it turns out to be a lot harder than you expected, you can still say you tried. You've done what you said you would do.

Success, however, is not measured by what you try to do. It's measured by what you do. When you say, "I'll try," it feels like you're promising something, but really you're promising nothing. Extraordinary salespeople don't try to do things; they do them. If you say "I will do this," you're committing yourself. You no longer have an out if circumstances don't go in your favor. This is very scary to average salespeople, but to extraordinary salespeople it's another way of

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expressing that they are in control of their lives.

By promising to “do” instead of promising to “try,” they are affirming their ability to deal with the obstacles that arise.

Of course it's not enough to blindly declare you will do something. Extraordinary salespeople have learned the secret of following through on their intentions: identify, plan, execute. As Posey and Turner say, “They identify the things they want, set a plan to achieve them, and execute the plan.” All three parts of this formula require practice and attention, but anybody can learn to identify what they want and focus on it; anybody can learn to make a workable and effective plan for reaching their goals; and anybody can learn to diligently and skillfully execute their plan.

The key word here is *learn*. Success and fulfillment do not come overnight. Even a highly experienced salesperson has things to learn. Average salespeople often make the mistake of assuming that, because they've been in the field for many years and because they don't make obvious mistakes, they've mastered the craft of selling and have nothing more to learn. Extraordinary salespeople, on the other hand, recognize their need for continual development. There are always more skills to learn, always ways to become more effective.

Extraordinary salespeople aren't content with doing well today, or this week, or this month. Extraordinary salespeople have a life-long focus. They aren't just out to make a particular sale or gain a particular promotion—they're out to build a life for themselves that integrates professional development with personal goals and values. Posey and Turner describe how “they carefully design a life that will give them all the rewards they desire in a balanced and meaningful way.” They think about what they want, and what is most important to them, and they build a well-proportioned and satisfying life. They are often envied by others because they seem so happy, so fulfilled, and so energized in their work. What others fail to realize is that this contentment comes out of deep reflection, careful planning, and absolute commitment to realizing the goals they have laid out for themselves.

The good news? What works for them can work for you too. Study the habits and the mindset of the successful people you admire. Invest in yourself and your development. Don't be content to live moment-to-moment... build a life for yourself, and watch as you move from average to extraordinary!



Who We Are and What We Do

Joan Fletcher launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Joan works with clients on sales, strategic business planning and leadership. She believes that combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Her expertise is in helping you find the solution to your business challenges.

Caryn Franca is the director of coaching programs at Winning Ways. She has 12 years of experience in coaching people to develop their talents and capabilities both in their work and personal lives. She works with small business owners and individuals who want to develop personally and professionally.

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