

Winning Ways

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A publication of

Winning Ways

Developing Goals, Focus and Leaders

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.

A Student's Attitude, a Salesman's Success

Frank Bettger's classic, *How I Raised Myself from Failure to Success in Selling*, is full of the secrets Bettger learned on his journey from being a depressed young salesman barely making enough to get by to becoming a nationally-known figure. He has ideas and principles in every area, from attitude to interview techniques to time management.

Probably the most striking secret of Bettger's success, though, is never mentioned outright in the book—though it is found on every page. Bettger never had a college education; in fact never finished grade school. And yet his book makes evident that he was constantly and diligently educating himself, everywhere he went. He learned from supervisors, from prospects, from boat captains and taxi drivers. He learned from people who were buying from him and from people who were firing him. He tells story after story about object lessons taken from chance encounters, insights gained from casual acquaintances. Many of these lessons are the very ones he cites as key secrets to his success.

Did Frank Bettger just have a lucky streak of instructive encounters in his life? No: the things he learned from are the kinds of things that happen to everybody. The first one he mentions, in fact, is getting fired from his baseball team early on. Surely this isn't a lucky break! I don't know anyone who complains that they haven't succeeded in life because they haven't been fired often enough.

The key is not in the specific things that happened to Bettger, but in what Bettger did next. He says, right after telling how he was fired from the team: "My whole life might have been different if I hadn't gone to the manager and asked him *why* he fired me." There is the key: rather than being frustrated, angry, and letting himself feel victimized, he sought to *learn* something: why was he fired? The answer gave

him a prize secret which he used to achieve great success in baseball, and later transferred the same secret to his sales career.

His eyes seem to have been always open, his ears always alert, his mind always ready to apply what he saw and heard to his life, for his benefit. And he took action. When he saw a weakness in himself, he acted to fix it: to change his approach, alter his behavior, take a class or read a magazine. And he did not hesitate to ask those around him to help him and hold him accountable as he tried to change. When he realized he needed to be a better listener, he asked his wife to alert him every time he began talking too much—who better for that job!

In addition to learning from the things that happened to him, he learned from people he wished to be like. He would go to publicly respected salespeople, or just people in his company who were doing better than him, and ask for wisdom and insight. In time, he became someone other young salespeople would come to for advice, and he gave it: but he also took care to learn from them!

Possibly the most important person Frank Bettger learned from was himself. Early in his career, he began keeping detailed records of his calls, contacts, and sales attempts. Then, when he wasn't meeting his goals or found himself "in a slump," he could go over his records, find the problem, and fix it. He went like a bulldog after inefficiencies and failed methods, weeding them out and replacing them with new strategies.

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It's so hard to see what's happening in our day-to-day lives just by trying to remember. Memory is weak and selective; looking back on a slow week, your memory is very unlikely to pick up on the fact that you made only half as many calls this week as last. Instead, you're likely to feel a general sense of discouragement that things "just aren't going well." If you have a detailed record for that week, though—the number of calls made and appointments kept, who you talked to and how they responded—then you suddenly have a clear, unambiguous picture of what happened. Maybe you made lots of calls, but only got out to see a few people. Maybe you spent most of your time that week on pursuing one difficult prospect. Whatever the cause, it's there for you in black and white. You have the information you need to fix the

problem and use your time more effectively next week.

If you don't already, try keeping records of your day. Track your calls and appointments. How does your time get spent? Where are you concentrating most of your activity? Try keeping detailed records for a couple of months, and review them at the end of each week. It will reveal to you things you never would have guessed about your strengths and weaknesses, and where you can improve.

The world has many more opportunities for learning than we usually take advantage of. All around us are ideas and lessons that can help us, if we'll only pay attention and use what we see. And the most valuable teacher of all can be... yourself!



Who We Are and What We Do

**Joan Fletcher
President and Founder**

Joan 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.

**Betsy Hudson
VP of Business and Educational
Development**

Certified as a Sales Professional and as a Facilitator by the National Association of Home Builders, Betsy has held leadership positions in sales and marketing with the leading home building companies, including Pulte Homes and Centex Homes. In her 18 years in this field, she has earned a reputation for her ability to motivate both clients and team members to set and achieve goals.

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Developing Goals, Focus and Leaders

Three Tips to Sales Success

1. Know a sales process and follow it!

If you don't know a specific sales process then find one – either read about one in a book or take a class and hone your sales skills by using a 3 -8 step process to sell your service or product.

2. Set specific goals and stick to them.

Set specific goals for your year, quarters and months. Continually check whether you are "on goal" or "off goal" each week, month and quarter. Remember to connect your personal goals to your sales goals.

3. Track your activity and reflect on the data.

Design an easy way to track your sales progress and track your activity each day. Are you spending as much time as you need to spend on selling your product or service?

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