

January 2012

Issue 1

## Sales Quote of The Month:

"Don't wait for your ship to come in, swim out to meet it!"  
- Gary Wood

## Sales Tip of The Month:

Carry with you at least 2 blanks of every type of paperwork your prospect has to sign to process your order. That way you won't have to make return trip if you happen to make a mistake. More importantly, you will always be prepared to close the sale whenever your prospect says yes!

***We wanted to offer you some of our most popular sales tools for from the B2B Sales Connections Free Download Centre!***

## ***Start The New Year Off Right With These Free Tools from B2B Sales Connections!***

Happy New Year!

It's at this time of the year when many of us evaluate the past and look forward to a better future.

To help you make 2012 everything you want it to be, we wanted to offer you some of our most popular sales tools for free from the B2B Sales Connections Free Download Centre at [http://www.b2bsalesconnections.com/download\\_centre.php](http://www.b2bsalesconnections.com/download_centre.php)

Before you dive head first into your New Year's resolutions, do you really know what your goals are? Most people don't have clearly defined goals for their life.

Since studies show those with specific goals and objectives have a higher chance of achieving them, we are continuing to make our **"Goal Setting and Action Planning Tool"** available for free download.

You may have noticed that we post a daily motivational quote in our status updates

every day. The positive feedback we have received from doing this has been so strong, we've decided keep our eBook, **"Daily Motivational Quotes - If misery loves company, then motivation must breed happiness"** available in our Download Centre for a limited time.

Do you want to make 2012 your best year yet? Remember, your thoughts control your outcomes and you control your thoughts. So choose wisely!

If you have been a subscriber to our newsletter over the years, you've probably read one of our monthly Quick Sales Tips.

When a subscriber wrote us and said, "... if sales folks would follow your "sales tip of the month" every day...their life would change" we decided to put all our best tips in one place and created the eBook, **"Quick Sales Tips - Practical advice in bite sized pieces"**.

To help you get your year started off on the right foot, you can now download it for free for a limited time.

This is a new eBook for 2012 and contains many sales tips never before published. Whether you are an entrepreneur marketing your own products and services, or a direct sales representative servicing your assigned sales territory, this book will improve your skills so you will sell more.

As mentioned, you can download all of these tools and more for free from the B2B Sales Connections Free Download Centre at [http://www.b2bsalesconnections.com/download\\_centre.php](http://www.b2bsalesconnections.com/download_centre.php)

"As we make our resolutions for the year ahead, let us go forward with great hope that all things can be possible." - Author Unknown.

**Aim Higher!**



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## ***Ask The B2B Sales Coach***

Dear B2B Sales Coach:

How do you know when it's time to start looking for a new sales job? - Jack, Vancouver, BC

Dear Jack:

There comes a time when many of us evaluate the past and look forward to a better future. For some, that means the question arises as to whether they should make a career change and start looking for a new job. Should you move to greener pastures with a new employer? After all when you consider how many hours we spend working, life is too short to settle in a position where you are just not happy. On the other hand, changing jobs is risky as you really don't know what you would be getting into. The devil you know is better than the devil you don't, so to speak.

The only way to truly answer that question is to ask yourself if you are achieving your goals with your current employer. If the answer is no, and more importantly you think you never will, then yes, it's time to start looking for a new job.

Before you start sending out your resume though, do you really know what your goals are? Are you sure because most people don't? To help you with yours, download our Goal Setting and Action Planning Tool from the B2B Sales Connections Download Centre. It's available for free for a limited time.

Once you have clearly defined your goals and you still believe that you need to make a career change to achieve them, start your career search. We have a number of job search tips on our Blog to help you get started.

The bottom line is you shouldn't settle for anything less than the best course of action to get you where you want to go in life. As a wise person once said - "Many people look forward to the new year for a new start on old habits." - Author Unknown.

Aim Higher!

- The B2B Sales Coach

## ***Recommended Reading***

### **The One Minute Sales Person by Spencer Johnson, M.D. and Larry Wilson**

Part of the "One Minute" series, this is a quick and easy read which has very valuable lessons for sales professionals. Everyone in sales, at every level of the organization should memorize and internalize "The Wonderful Paradox" so that they can practice it with their internal and external customers!

## ***About B2B Sales Connections***

*AIM HIGHER* is written and edited by Susan A. Enns, a b2b sales coach and managing partner of B2B Sales Connections. She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience. She has also written the downloadable e-courses "Action Plan For Sales Success" and "Action Plan For Sales Management Success", numerous automated sales tools and her work has sold on four different continents.

B2B Sales Connections is the online sales training website with free sales resources, a specialized job board & free resume listing services dedicated only to business to business sales. Our mission is to help you achieve your sales potential!