

Sales Quote of The Month:

"I can't is just another way of saying I choose not to." – Susan A. Enns

Sales Tip of The Month:

Can you describe what you do in 30 seconds or less? Most sales reps can't. The best elevator speech answers the question, "what does a good referral look like?"

Getting off to a great start is one of the key components to having a great year.

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Start 2010 With A Sales K.I.S.S.!

Written by Robert J. Weese, Managing Partner of B2B Sales Connections:

Happy New Year! By most predictions 2010 is looking better for most businesses and the economy.

However, you're probably still concerned about last year's struggles and the goals that weren't unachieved. You may even be tempted to completely change your selling approach.

Instead of "reinventing the wheel", you should start your New Year off on the right foot by setting goals and getting back to selling basics.

When a sports team goes through a rough patch, the coach and GM don't design complicated new plays or spend money on new equipment. Instead, they call the team together and focus on the basics. They concentrate on what made them successful in the past. They practice the fundamentals; passing, blocking and working on

plays which are proven winners.

As a coach, when I see one of my athletes struggling, we create a strategy that focuses on a few key skills which made them successful in the past. Heading into the heat of competition is not the right time to overwhelm players with new ideas and strategy.

The same focus is needed in sales. Keep It Simple _____ and get back to the fundamentals of selling!

Focus on prospecting. Are you making the right calls to the right people? Are you making enough calls? Have you identified your best market potential? Do you know why your current customers buy from you? Are you finding out what causes your prospects *pain* and how you can help them *gain*?

As a sales professional, you need to take the time to monitor your productivity. Anyone who has read even the most basic business psychology text knows that the simple act of

monitoring an individual or team leads to increased productivity. When we know someone is watching we work harder. If you take a few minutes each and every day to ask yourself about the calls you are making and analyzing the specific outcomes, you will see improvements in your sales results.

Make sure you set personal and business goals for the New Year. You need to determine exactly how many suspects, prospects, proposals and closed sales you need each week or month to make your target.

Getting off to a great start is one of the key components to having a great year. Business associate Ron Vereggen of Rapid Success Coaching provides the following insight; "If you are on track by March 31st, you have an 80% chance of hitting your year end goals. However, if you are not on track by March 31st you only have a 20% of achieving them."



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Ask The B2B Sales Coach

Dear B2B Sales Coach:

My New Year's resolution is to become more productive as a sales representative. Do you have any ideas that would help?

- Joel, Ottawa, ON

Dear Joel:

I cannot think of a better resolution than to free up more time to sell! Studies show that sales people only spend about 25 percent of their time selling. That is actually only ten hours of selling time a week, or only 500 hours per year. If you have a \$1 million quota, your time is worth \$2,000 per hour!

One of the best ways to become more productive is to automate routine tasks. Proposal templates, automatic price calculators and automated sales reports are just a few ways to do this. Virtually anything you do over and over again can be automated, freeing your time to spend on more profitable activities.

You should also delegate non-selling tasks like administration or service issues. If you handle them yourself, before you know it, the whole day is gone, and you haven't even picked up the phone! As a sales professional, you are the quarterback of the team, not the whole team.

Lastly, work your territory geographically by booking your appointments in the same geographical area every day. Time spent traveling in your car is unproductive, so minimize it!

Remember, when you become more productive, every hour freed for selling earns you \$2000! Can you think of a better investment? I can't!

Good luck and good selling!

- The B2B Sales Coach

Recommended Reading

Mentored by a Millionaire: Master Strategies of Super Achievers by Steven K. Scott (Recommended by George Richards)

This book is a great read for learning how to set and achieve goals "Unlike many goal setting books this one helps you set and achieve your goals with a very simple step by step approach."

For more reading suggestions, visit www.b2bsalesconnections.com/books.php

About B2B Sales Connections

AIM HIGHER is written and edited by Susan A. Enns, 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", and numerous automated sales tools.

B2B Sales Connections is the specialized job board, free resume listing service and sales training website dedicated only to business to business sales professionals. Our mission is to help you achieve your sales potential!