

Sales Quote of The Month:

"Whether you think you can or think you can't, either way you are right." – Henry Ford

Sales Tip of The Month:

When you make a sales call, be sure to stop into the companies on either side and across the street from your original call. That's five calls every time you park the car!

What you think and believe will happen actually will because you will act in ways that cause it to.

September 2009**Issue 1*****Don't Be Your Own Worst Enemy!***

I participated in a few charity golf tournaments this summer. At each one, I kept hearing the same comments from some of the participants. "I never hit the ball well off the first tee." and "I won't make the putt because I am not a good putter."

Interestingly enough, everyone who made those comments was right! They didn't hit well off the first tee. It wasn't that they couldn't hit the ball because they certainly did off the next tee, but why not the first?

The reason is they kept telling themselves they wouldn't. They thought it to be true therefore they made it be true.

The sociologist, Robert Merton called this a self fulfilling prophecy: What you think and believe will happen actually occurs because you will, either consciously or unconsciously, act in ways that cause it to happen.

Many bestselling books like *Think and Grow Rich* and *The Secret* have

documented countless examples of history's greatest men and women who believed they could, and therefore did.

One of the best examples of the power of positive thought happened this past Labour Day weekend. An unknown, 17 year old tennis player kept pulling upset after upset at the US Open Tennis Championships, taking the sporting world by storm. One simple word was written on her shoes to serve as a constant reminder to stay positive no matter what. The word? *Believe*.

Be it sports or sales, it works the same way. We all have that inner voice that talks to us. What does yours say?

Do you tell yourself "I can't make quota because our prices are too high." Or do you think "No one is buying right now because of the recession."

Stop being your own worst enemy! By telling yourself you can't do it, you are making it so. As a sales

professional, you must make a conscious effort to stop being negative and start being positive.

Start your day with a positive thought and end it with another. A cartoon or a motivational quote can put you in the right frame of mind, as will reminding yourself of your past victories.

Congratulate yourself on the effort needed to close a sale rather than the close itself. Calculate how much commission you make per call. Set daily activity goals and relish in achieving them. Reward yourself when you do.

Associate with successful people who believe they can, and walk away from those who say they can't.

Turn off the gloomy evening news and read a motivational book instead. Surround your home, car and office with items that are inspirational to you.

Your thoughts control your outcomes and you control your thoughts. Choose wisely!



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Ask The B2B Sales Coach

Dear B2B Sales Coach:

I want to purchase an off the shelf CRM software program for my home office. What should I look for when evaluating my options?

- Carol, St. John's, NL

Dear Carol:

The first year I purchased CRM software, my individual sales increased 20%, so I think your decision to make this purchase will prove to be a wise one.

While choosing CRM software is largely a function of preference and budget, whatever program you choose should have the following abilities.

- The ability to add user-defined fields. This allows you to customize the program to ensure that you are tracking your specific target market characteristics.
- The ability to customize drop down lists within these user defined fields so that you could just choose the data being entered as opposed to having to type it in for each record. Not only is this a huge time saver, but it also ensures you enter the data the same way each time, making it easier to search your database later.
- The ability to make search the database across multiple fields. This can be critical to ensure that you are pinpointing your sales efforts in the right place at the right time.
- The ability to make certain fields mandatory for data entry. This allows you to decide what critical information must be entered into the database in order for it to be accepted. For example, I highly recommend "Next Sales Contact Date" be a mandatory field, otherwise you will be just creating a glorified phone book!

Good luck and good selling!

- The B2B Sales Coach

Recommended Reading

Life is Sales – Change Your Life – Be More Persuasive and Get What You Want by Gary L. Ford and Connie Bird

This book focuses on the psychology of getting others to say yes so you can reach your goals. It's filled with useable ideas that are backed by numerous case studies and supporting research. If you ever have thought about giving up, read Chapter 1!

To recommend a good sales read, just email the B2B Sales Coach!

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.

B2B Sales Connections provides consulting services to the business to business marketplace, including the operation of Canada's premier niche job board and career training website dedicated only to business to business sales professionals. The firm helps clients achieve greater sales success by focusing on recruiting, training and marketing services for both the employer and employee alike.