



Start 2012 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 and your sales team 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 Download Centre](#).

- Before you dive head first into your New Year's resolutions, do you really know what your goals are? Does your sales team? 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? Then your sales team has to be in the right frame of mind to make it happen. Remember, your thoughts control your outcomes and you control your thoughts. So choose wisely!

- If you have been a subscriber to our sales newsletter over the years, you've probably read one of our monthly Quick Sales Tips. When a subscriber, a VP of Sales, 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 and your team 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, a direct sales representative servicing your assigned sales territory, or the sales manager who manages him, this book will improve your skills so you will sell more.

As I mentioned, you can download all of these tools and more for free from the [B2B](#)



[Sales Connections Download Centre.](#)

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

For proven techniques used by today's top producing sales managers, check out [Action Plan for Sales Management Success](#). This [sales management training program](#) includes the techniques used by today's top producing sales managers and comes with 100% money back guarantee.

Action Plan For Sales Management Success is also available as a [sales management training eBook](#) and by popular demand, is now available in [a print version](#). You can also purchase it at [these fine retailers](#): Amazon.com, Amazon.ca, Amazon International, Barnes & Noble, Apple iStore, Kobo, Diesel, Sony, and Smashwords.com

How can you increase the productivity of your sales team? Find out what the experts do! Join our LinkedIn Group Discussion at <http://lnkd.in/2paaT9>

Looking for more ideas on how to manage your sales team better? Join us for [our free sales management webinars](#) to learn how top sales managers do things.

Quick Sales Recruiting Tip – Is It Time To Fire Your Non-Producing Sales Rep?

At this time of the year, many sales managers are asking themselves what they should do with their nonproducing sales representatives. Is it time to sever the employer - employee relationship and let them go?

To answer that question you first need to ask yourself if the nonperforming sales rep knows what needs to be done to be successful. Does he really know how many calls it takes to make quota? If not, have him download our Goal Setting and Action Planning Tool from the B2B Sales Connections Free Download Centre.

If the answer is yes, they know what to do, then the second question you need to ask is if they know how. If they don't know the proper way to make a sales call, show them. That's your job as sales manager!

However, if they do know how to sell, and you know that because you have witnessed their skills first hand, then ask yourself one last question. Do they want to? Simply put, are they willing to do what it takes to be a successful sales person at your company? If you get to this last question and the answer is no, there is not much more you can do.

No one likes to fire anyone. In fact, once you have done it once, it will teach you to hire better in the first place so you don't have to do it often. The fact remains however, it is sometimes in everyone's best interests to go your separate ways. The sales representative is not happy as they are not reaching their personal goals, and neither

are you.

Now before you march the sales representative into your office and hand him his walking papers, wait! There is a defined process you need to follow to do this. Otherwise you could cost you and your company thousands of dollars in a lawsuit!

For more information on the proper way to unhire a sales rep, including detailed instructions and templates, check out my book, [Action Plan For Sales Management Success](#). It will give you the information you need to ensure you handle things properly. More importantly, it will provide you with the right recruiting tools and pre-screening procedures to hire the right sales candidate replacement. As a business associate recently said, "Your content, delivery and practical examples provided the students an excellent foundation to understand the complex topic of sales recruitment and socialization".

By popular demand, [Action Plan For Sales Management Success is now available in a print version](#) as well as [these fine retailers](#): Amazon.com, Amazon.ca, Amazon International, Barnes & Noble, Apple iStore, Kobo, Diesel, Sony, and Smashwords.com

To download a free copy of our white paper **How To Recruit The Best Sales Professionals** which includes "11 Telephone Interview Questions to Find Top Performers", visit our [Sales Download Centre](#).

Aim Higher!

Regards,
Susan A. Enns, Managing Partner,
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Are you a sales manager wondering how to improve your team's results? If you would like me to personally help you manage your sales team to reach their sales potential, check out our [Coaching Services](#). For less than an average dinner out, we can talk every day.

"I would recommend anyone (and I have) to Susan, her website, her books if you want to become a better sales person."

The Action Plan For Sales Success Series are now available in print versions as well as these fine retailers: Amazon.com, Amazon.ca, Amazon International, Barnes & Noble, Apple iStore, Kobo, Diesel, Sony, and Smashwords.com

"I have Susan's sales training book and I highly recommend it. She has produced a step by step process for winning at the sales game - Her many years of personal sales success, plus the many situations she has helped others win at are captured in an easy to read, and follow, discussion along with all the tools you need to get yourself on track and stay there."



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Do You Have A Virtual Sales Bench? "You guys provide better value than any other method of recruiting we use, and we have tried them all. The candidates we get from your pre-screening process save us a lot of time and allows us to focus on the sales people who have the skills we need." To find out more about what makes the B2B Sales Connections Virtual Sales Bench unique, visit our [specialized B2B sales job board](#).

Are your sales meetings as effective as they could be? View our presentation video "Sales Meeting Ideas" where we share quick and easy ways to make your sales meetings more interesting and productive. View the presentation video in our Download Centre at www.b2bsalesconnections.com/download_centre.php

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It is an amazing resource for anyone involved in B2B selling."

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