



Tricks of the Trade

August 2011

7 Sizzling Summer Sales Tips

1 Get the GOAL right

Yes that old chestnut. Powerful goal setting -and how to keep on track to achieve them - is one of the most talked about subjects in sales and personal development land.

Everyone has individual techniques to try to master the art of setting goals. You might like to try this one...jump ahead in time and Imagine it's ('insert date').

Think to yourself 'If Only I'd....' Whatever big stuff comes to mind - that's your focus for the period you chose. Useful - and particularly if you're a little on the 'glass half empty' side of life.

2 Inject some FUN!

Some say that sales is not much fun these days. Well it's up to you to re-install your fun formula! First - get more fun into YOUR life; watch a stand up comedian; watch your fave comedy TV show; read a joke book - anything to get you laughing more.

Then when your with a prospect you'll feel better equipped to make them smile, putting them at ease and creating an atmosphere full of rapport.

3 Get in a TIP TOP STATE!

What's your inner state today? If you're feeling positive & motivated to get stuff done then celebrate & have a fantastic day.

If you're feeling a bit flat or negative, go for a short break, look up & smile the biggest smile you can.

Changing your physiology is a brilliantly easy way to change your state.

Think about all the things you are grateful for & focus on what you want rather than what you don't want!

4 Get MOTIVATED!

Ask yourself...Do I believe that what I'm selling is the best? Is my company the best? Are my work habits the best?

Am I letting outside pressures get in the way? Am I really taking care of myself?

Yes there's an economic slowdown, but before you blame 'it', take a look at 'you'. Make sure you're fir for purpose!

5 Do it NOW!

Many people have ONE task to do that they continually avoid. Ring any bells? Yet when they eventually do it they find out it wasn't that bad after all and they feel great for doing it.

So what's that ONE TASK that you have been putting off that's beginning to haunt you? Go - Do it today - You'll feel so much better by tonight. Go Go Go!



6 Do the RIGHT THING!

You can always find stuff to do to keep you busy but how useful is the stuff you do at generating sales? Focus on Income Producing Activity before all other tasks and you will increase your sales.

Remember also that if you focus on getting tasks done you may forget the purpose of the task...it's not about getting through the calls/visits it's about connecting with people and either starting or developing the relationship.

7 Happy Customers? - Get a REFERRAL!

When was the last time you asked for a referral? If you're currently doing work for someone NOW is the time to ask.

Just finished working for someone? Ask quickly before it's too late.

Ask your top customers. Referrals are free. Referrals are quick. I challenge you to ask for at least one before the end of today. Go Go Go!

Until next time...

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Get Help With Your Sales

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