



## Tricks of the Trade

December 2011

### Learning from 2011

#### So how was 2011 for you?

December is a great month for reflection. It's the right time for taking stock of 2011 and putting in place some ideas that can help you thrive personally and professionally in 2012.

I've dusted down my own 'year end audit' questions and repeated them below to help you reflect and learn from the past twelve months. You can pat yourself on the back for where you've excelled - and reflect how you can bounce back from the things that didn't go as well as you would have liked.

#### What did you learn from 2011?

You can learn positive things from everything that happens. If something goes really well, what was it that made it a success? When something goes badly, what could you have done differently to get a better result?

Now for 2011! Take a notebook, find a quiet space and ask yourself the following questions. Take your time. Dig deep. The answers will help you create your strategy for 2011.

#### Great Stuff

**List all the great stuff you did this year - and all the great results you had. For each one ask:**

What was your focus?

What actions did you take?

What personal qualities did you use to achieve success?

What strengths did you draw upon?

Who else was involved in this success?

What qualities did they bring?

In what other areas or situations could you use this strategy?

## Not so Great Stuff

**List all the not so great results from 2011. For each one ask:**

What was your focus?

What actions did you take?

What did you fail to notice at the time?

What could you have done differently?

What got in the way of success?

What, in your heart of hearts, really stopped you?

and...

**What will you do next time in view of these learnings?**

What you learn from these questions will give you more control in the future and a greater ability to overcome challenges when they happen. Remember, the more you learn, the more you earn!

The next step is to write down all the things you want to achieve in 2012 because we have a great goal setting tool for you in our January Tricks of the Trade.

Wishing you all a great Xmas - together let's make 2012 a fantastic year!

Let me know how you get on.

Until next time.

**Leigh**

## Get Help With Your Sales

**020 7903 5426**

### Bonus Tips...

#### Quick Sales Tip 1

**When you meet someone and swap business cards, on the back of their card jot down some memorable details from the conversation. Drop them an email saying how much you enjoyed meeting them and hope you can stay in touch. You'll be doing what hardly anyone ever does - and you'll become memorable to them as a result.**

#### Quick Sales Tip 2

**One of the most obvious steps to success is practice!! Some say for every hour of speaking you need 10 hours of practice. Practice in front of mirrors, record yourself, and if possible practice in front of trusted colleagues. You'll build**

**confidence that way and fewer nerves and surprises when it comes to the real thing.**

### **Quick Sales Tip 3**

**Meeting a sales prospect? You'll need fabulous rapport to make it a total success. Ask yourself beforehand 'what kind of voice tonality should I use' - 'what can I do to encourage my client to be at ease and to talk freely' - what will I do to ensure the discussion flows freely? Where there's rapport, you can achieve ANYTHING!**