



the sales consultancy

Tricks of the Trade

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Take the Cappuccino Challenge for Sales Success

Spend a couple of hours away from your normal working environment, maybe at a cafe or coffee shop. Switch the phone off, no interruptions. All you need is something to write with, something to write on, your utmost honesty - and a large cup of your favourite coffee!

Consider...

Is your performance all it can be?

How are you with your own performance?

When was the last time you received honest feedback on your performance?

When did you last give yourself a self appraisal session?

What do you feel pleased with in your personal progress?

What worries you?

What can you do about it?

Are you setting the right standards?

Are you setting the right standards for your organisation and those around you?

Are you proud of those standards?

Where might things be clarified or improved?

Does everyone around you understand what those standards are - and work by them?

Acid Test

What issues really need to be addressed?

What's getting in the way?

What's the single biggest obstacle that's holding things back?

Where can calm and thoughtfulness help to make things better?

Do you have the courage of your convictions?

Blame Audit

Has laying blame crept into your organisation?

What or who is suffering because of this?

Are you tending to lay blame?

Are you taking responsibility?
How can you turn things around?

You

How can things be better for you at work?
How can things be better at home?
What's really going on right now?
When did you last review your personal mission and vision?
Have you got a personal mission and vision?
How does this fit with your business or career mission?

Let's be clear - this is not an afternoon off! On the contrary, it can be one of the biggest contributions you will make to your business, career and personal success.

Clients have tried this when they least thought they could spare the time. Afterwards they felt so much more energised and ready to focus on making the RIGHT things happen.

Friday afternoon is the best time - so you can return to work on Monday feeling fresh and absolutely clear on what's to be done.

Let me know how you get on.

Until next time.

Leigh

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PS - please forward these tips to anyone you think would benefit from them.

Get Help With Your Sales

020 7903 5426

Bonus Tips...

Quick Sales Tip 1

Meeting a sales prospect?

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?

This will contribute greatly to the rapport levels achieved.

Where there's rapport, you can achieve ANYTHING!

Quick Sales Tip 2

If you tell people a long list of things about your product or service, they probably won't remember any of them. If you tell them one thing, then they will remember it!

So what's the one thing you want your prospects to remember about you the next time you connect with them?

Quick Sales Tip 3

When you think about your business, remember, you don't necessarily have to re-invent the wheel every day to beat the competition - you just need to find a more efficient way of making the wheel turn...