



## Tricks of The Trade January 2012

HAPPY NEW YEAR to you from all at The Sales Consultancy.

I hope you had a fantastic Christmas and New Year holiday.

The big question is...how ready are you for 2012?

Surely this will be the year when our economy turns and things will ease? Well I wouldn't bet on it and the truth is if you're looking for more sales and more success in 2012 than 2011, you're going to have to generate it without much help from the economy.

January is the natural month for goal setting and in this month's Tricks I've given you some tools for 2012.

### Creating Dynamic Goals for 2012

Well-defined goals are vital in all elements of business. The following process is one I use in business and personally. Work through the questions and remember that your initial response is normally the most useful.

#### Stated in the positive

- What do I want?

#### The evidence

- What would be my evidence that I have achieved my goal?
- How would I know if I were getting my goal?
- What would I be doing to get it?
- What would I be seeing/hearing/feeling?
- What would be a demonstration of it?

#### The specifics

- Where do I want this goal?
- Where do I not want this goal?
- When do I want this goal?
- When do I not want this goal?
- With whom do I want this goal?
- With whom do I not want this goal?

#### The actions

- What resources can I activate to get this goal?
- What resources can I acquire to get this goal?
- What can I do?
- What can I continue doing?

## The future

- What will happen if I get this goal?
- How will getting this goal affect other aspects of my life?
- How does getting this goal benefit me?
- What might I lose if it happens?

These questions will really help you define your goals and give you the motivation and a framework to achieve them.

Good luck with your 2012 goal setting. Bear in mind further research on goal setting which concludes that your goal setting will be more effective if you;

- Take action immediately and often to achieve them (obvious but...)
- Tell a supportive friend/colleague/mentor what those goals are
- Regularly update this person on the progress to achieving your goals

So find yourself a quiet and inspiring place and get to work! Whether your aims are financial, personal, social or business, write them down and most important of all - TAKE ACTION!

Wishing you a happy, healthy and very successful 2012

Get in touch if you want help with your goal setting...we're here to help. Let me know how you get on.

Until next time

**Leigh**

**[leigh@sales-consultancy.com](mailto:leigh@sales-consultancy.com)**

**[www.sales-consultancy.com](http://www.sales-consultancy.com)**

**To get your FREE download of "The Biggest Sales Mistakes" go here**

**For previous 'Tricks of the Trade' go here**

**[results@sales-consultancy.com](mailto:results@sales-consultancy.com)**

**[The Sales Consultancy](#)**

## Quick Sales Tip 1

**Decide that from today you'll take full responsibility for your communication.**

**Don't expect the same message to hit the target every time. What makes perfect sense to you could be complete nonsense to someone else!**

**Everyone's different - and it's up to you to take responsibility for ensuring the listener, or reader, gets the message in the way you intended.**

**Be prepared to change the message to suit the receiver. And crucially, check they understand.**

### **Quick Sales Tip 2**

**Do you ever get complaints?**

**See them as a perfect opportunity in sales! It's those that don't complain and quietly ditch you that are the concern!**

**A complaint can be subtle - they may tell you very calmly, rather than shown in anger, but they are giving you an important message all the same.**

**See complaints as your chance to shine. Respond proactively and these customers will become your biggest fans.**

### **Quick Sales Tip 3**

**Have you got a team?**

**If you have - you are training them how to treat you.**

**The way you interact with each member of your team will cause them to behave in a particular way.**

**If they do something you're unhappy with and you say nothing, unconsciously you're saying to them that it's OK for them to continue.**