



the **sales** consultancy

## Find Yourself a Great Strategy

Hello Jonathan

November already!

Is anybody else wondering how the year went by so fast?

Christmas is fast approaching - much to my excitement!

However I'm a little unsure how I will organise Christmas presents in time! I definitely need a good strategy! And sometimes finding the right strategy can be tricky!



## In Sales too!

Have you ever wondered why some in your team are able to exceed Sales targets easily and consistently and others try really hard and don't get the same level of success?

It's all down to **Strategies!** When you do things brilliantly and effortlessly it means you've developed a great strategy. When you struggle it means you have an ineffective strategy.

You have millions of strategies. You'll have one for getting up in the morning. You'll have one for your journey to work... the list goes on. You have devised a strategy for everything you do.

## So what is a strategy exactly?

In this context it's precise...and I mean precise...order and sequence of what you think and do from the trigger point to completion of the specific activity. Every thought you have during the process impacts on your inner state and behaviour.

If you aren't getting the sales results you want, my guess is your team have got some strategies that just don't work for them. In fact once you start scrutinising them you'll probably find that some of their strategies are actually making it more difficult for them to achieve the sales success they want and you need!

So the Secret to being an amazingly successful sales professional is to carry on using the strategies that deliver results and ditch the ones that don't...and in their place install proven strategies you know will get you the results you want.

A great tool to use to find these great strategies is to find someone that is already achieving the results you want and elicit their strategy so that you can use it yourself and your team!

But make sure you find someone that gets **the exact results you want** and behaves and thinks in a way that you would be happy to model!

Whose strategy can you model?

Until next time...

**Leigh**

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