

# **Simplify Sales**

**....and travel the world !**

**By Sandy Colombo**

**HOW TO INCREASE YOUR PROFITS**

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# INTRODUCTION

Why would you need this book?

Everyone everywhere sells themselves every day. Those who are successful in business are good sales people. They may not be selling a product or a service, but they sell themselves every day to everyone they meet. If you think you are not in sales, think again. Every person on the planet is selling themselves in every encounter they have. I grant you some are very poor at it, and others label it differently - connecting, customer service, being nice, charisma, doing my job, helping others, giving support, caring, reacting, manipulation, influential, understanding - the list goes on.

If you can truly master the information in this book, then you will be more successful than you ever thought possible. Hold that thought; we will get to that later! It does not matter what industry you are in, what position you hold, or if it is in your work or home life, understanding, accepting, and having a sales mindset will dramatically change your life for the better.

Why is sales so important?

Every business - be it American, Indian, Chinese, or Australian - has one obvious need: to make a profit. How do you accomplish that? You sell either a product or a service to others who need what you have. As simple as that sounds, it is the most discussed topic in business. Why? Because everyone thinks it is simple. Just put your product or service out there, and people will come running. In some cases, through following a process or by pure luck, this happens. It is usually not that simple, though, because the person selling has a mindset around sales - this could be positive or negative.

The internet is a great example of this. Many business owners and managers do not understand that with internet sales, just like with traditional business sales, you need a sales plan and process. Successful business managers or owners would never put on a sales person without a sales plan and process to ensure the sales person was supported and successful. This may include perhaps a business plan, marketing plan, or

an idea of what they will sell and who their customers are. However, the internet is flooded with sites that are not customer focused or currently maintained and updated.

Social Media is even less understood. Many business managers and owners just “do it” because it needs to be done, but they often do not understand it. They do not think about what message they are sending (and in many cases send no message at all) to their clients and potential clients. If you cannot be bothered with keeping your sales message consistent and updated on either social media or your internet websites, what are you telling your clients? Better to focus your marketing and message on something that you will keep current and show your customers you care.

Sales is a reflection of who you are and what you stand for in your business. People do not buy a product or service. They buy the person. They buy your values and your intention. Have you ever felt like you are being sold to? That is because you were.

Why was this book written?

I’m glad you are interested and curious to know why this book came about. I have been in sales my whole life. In fact my sister said to me when I was very young, “you simply get along with everyone.” I had natural rapport before I knew what rapport was. I was confident, funny, honest, chatty, happy, and always eager to please others. Perhaps, thinking back, to a fault in my early days.

I have worked in the Tourism Industry my whole career and - you guessed it - always in sales. I have met some amazing people who enter a room and fill it with charisma, and I have meet sales people that have been poorly trained (if at all) and give sales a really bad name. Often “sales people” get a bad rap because of the perception of sales. Your belief around a “sale” will make or break your business.

Small business owners often go into business because they have a great product or a great idea. Not because they want to be “sales” people. In the end it is simply *no sales, no business*.

When I started in the Travel Industry over 25 years ago, things were very different. My desk consisted of a typewriter, notes pads, phone, and ashtray (as we all smoked at our desks). There were no computers, internet, fax machines, or photocopiers. When my boss (who was

addressed simply as Mr.) walked in with headphones for our commander telephones, we thought it was heaven.

My day consisted of the following: FIRSTLY, organising the brochure room. There were hundreds of brochures for Australia and around the world. Each one needed to be stamped and filed. It was a nightmare, but this was our product, so it was important. Then there was writing tickets, which meant pressing so hard on the top copy that your hand would feel like it would fall off, but that way it would clearly go through several vouchers. After that we typed up the itineraries with carbon so that the office could retain a copy. If you made more than one mistake, you needed to start again. Then we spent hours on speaker phone to service providers like airlines, hotels, etc to make reservations. This was an endless task. If you had 3 services for one client, then that could take most of the day. I certainly learnt very quickly the value of multitasking back in those early days.

The client did not change much, really. They were all unsure, undeceive, and asked for lots of quotes. You could lose a client over five dollars. I believe this is still the case, but one thing has changed - the client's knowledge.

Back in the day the only knowledge a client had was the information that the Travel Industry provided. Information from media, service providers, and travel agents were the only way to find out about a destination. We thought we had it tough back then.

At a conference I attended during my first job as a retail travel agent, a discussion paper was presented on "How the Travel Agent will survive the Millennium." Perhaps thanks to my youth at the time, I thought this was ridiculous. Everyone needs to travel therefore you need a travel agent. The presenter's argument was that if we as Travel Agents do not value our time by charging for it we will become the dinosaurs of the Millennium.

Of course fast forward to today and the presenter was correct. The Travel Industry has changed from the days 25 years ago that I described above. It is not good, or bad, just different. All industries need to grow and move with the future, but one thing remains the same today as when I stated in travel - TIME IS MONEY !

Start with the end in mind

“Go for the moon. If you don't get it you'll still be heading for a star”

Willis Reed

Always start with the end in mind, in your life, your business, a project, a relationship, even reading a book !

Starting with the end in mind gives you direction, focus and a clear perspective when heading towards your outcome - maybe you achieve more - maybe you achieve less - the fact is you are headed in the right direction.

Activity:

List what you want to achieve by reading this book

# ONE HUNDRED PERCENT RESPONSIBLE

Speaking with many small businesses, I find it amazing how many have difficulty finding good staff. I started to question this, because clearly, what is a “good” staff member? I suppose it is like anything, really. What is a good football team, a good husband, a good car, or a good anything? It depends on you and your expectations.

I briefly worked for a business in my twenties that constantly had “bad” staff. In fact turnover was so high that some staff only stayed a month. I remember asking the CEO about this, and he said we just cannot get the right people. After I worked there for three months, I had my review. I was asked some very clear questions about my thoughts, and I answered them honestly. This was not what the CEO wanted to hear. Sales figures are sales figures, and they describe a very clear picture to what was going on in the business.

The question for this CEO was whether it was the staff, or the leadership? If this CEO only took on 5 percent or even 10 percent of the responsibility, what difference would this have made to his business? If there is massive turnover in staff, then the question needs to be asked, “What is going on?”

Lesson number one here - and it may not be easy if you want to do well in business - you must take one hundred percent responsibility for everything. You have to give up all your excuses. Every single one of them!

Everything you experience today is the result of choices you have made in the past.

What if the CEO asked the first person that resigned “why?” And what if he then “listened” and choose to “take action.”

It could be that the HR Manager was not hiring with the right alignment to the company. It might be that the lines of communications were not clear. It might have been that the culture in the company was negative, or it might have been no one liked the soup they served for lunch.



The turnover in staff made the CEO believe that it was difficult to get “good” staff. This is called a limiting belief. It suited him to think that way as it was easier than looking for the underlying issue. The turnover of staff is a symptom of poor leadership.

Tim Farris said, “People will always take unhappiness over uncertainty.” I am wondering how unhappy you need to be to break the cycle? If you keep doing what you have always done, you will keep getting what you have always gotten!

You have to give up blaming, and you have to give up complaining! How much energy does that take? If you are unsure, get on Facebook and read some of the negative posts. The most interesting thing is that these posts often get the most attention. The question here is what are you getting from blaming and complaining?

If you have a complaint, then who are you telling? If you are telling everyone at the water cooler that your husband is spending too much time watching footy on TV, how can they help change the situation? The only person who needs to hear about it is the only person who can do something about it - your husband! (You could call the cable TV company and cut off his access to footy - haha.) In the end he may still spend too much time watching the TV. He just might watch something other than footy.

You either create or allow everything that happens to you. Think about it. We all get “alerts.” Those gut feelings, clues, inklings, and suspicions. Often we become emotional about a situation and push down the emotion. Ever notice that these emotions then get stronger and stronger? Your emotions are there as flags of awareness.

I recently did something that I knew was not good for me. I did it because it was easier in the short term, but in the long term it caused me more pain. Why did I do this? For a few reasons, one is because it has been a pattern and two because I did not think it through and it looked easier. I know I can be impulsive, and I know that I find it hard to say “no” (I always think now that “no” to others is a “yes” to me). A friend told me once to take a glass of water to every meeting, and then take a long sip before I say anything. As it is not yet easy for me to say “no” I have replaced it with “I will think about that.” The glass of water gives me time and reminds me not be impulsive with my yes!

Pay attention....your results do not lie!

I worked with a man named John, who I knew socially and was a really nice guy. I and everyone else really liked him. Our working situation, however, was not great. Each night I would come home and tell my flat mate how John behaved. We would both be confused and say, "But he is such a nice guy!" What I didn't know, and what I learnt working with him, is that he took responsibility for his situation but put no action behind it. In other words: he did not walk his talk.

John would agree, understand, and take responsibility for the situation - it was all lip service. There was simply no action behind it. Now you can fool some of the people some of the time but not all of the people all of the time. When you work closely with another person and spend a lot of time with someone you see their true colours.

John always knew what to say, but he did not know how to put action behind it, and more importantly he would not ask for help. He was like a man drowning a meter from the boat who refused to admit that he could not swim and needed help. It was frustrating to watch and annoying how many people he hurt by his refusal for help.

In other words saying "I take full responsibility for my situation" is very different than believing it and living it. How can you tell the difference? Is there action behind the taking of responsibility? For example, John would accept responsibility; he would apologise, but that is as far as it would go. He never asked "what can I do to fix this situation?" Nor did he fix the situation he created by following through with actions to support his words. After listening to John for a while I understood that his words had no meaning because they had no integrity. It was clear that John has learnt what to say.

There is a very simple way to apologise, and I feel the same can be used for taking responsibility.

1. Acceptance - I am responsible / I apologise for the situation (leave all justification aside - and absolutely no "but.")
2. Ask the Question - what can I do to move the situation forward?
3. Action - follow through with actions to ensure the situation moves forward.

# TIME IS MONEY

Time is money. This has always been the same in business. We have progressed with wonderful time-saving devices like word processors, fax machines, email, photocopiers, and internet. Certainly time saving office equipment is fabulous for any office. Then why are we busier than ever before?

There may be many reasons why, but I believe the main reason is that many people do not value their time. Therefore neither do their clients. Everything you do in business costs you money.

The business owners out there who are making money are making really good money because they have worked out that time is money. They know what they are worth and they know how to charge. They are in control, and many do not have shop fronts and work on referral only. They also have a “niche” market and do not try to be everything to everyone. They specialise so that clients will come to them. Clients with money to spend not clients who just want to waste their time. Working this out is the first step to good time management and people with good time management make more money.

Your time is valuable and important. Everyone's time is valuable as it is something that no matter how much money we have we cannot buy more of it. There are only 24 hours a day. All clients, no matter the business, are after good value and service. Therefore, clients are buying your time. Time to make the product. Time to sell the product.

**IF YOU DO NOT THINK YOUR TIME IS WORTH ANYTHING, WHY WOULD ANYONE ELSE?**

**Activity:** Work out what your time is worth in the office. This will empower you to make quicker decisions.

For example: If I earn at ABC Travel \$30,000 pay and I pay \$6,000 in tax my net salary is \$24,000.

I work 5 days a week and 8 hours a day = 40 hours

Note: 40 hours in the office are NOT 40 hours of productive time. Good time management means working smarter not harder.

I have 5 weeks holiday out (inclusive of paid public holidays) of 52 weeks  
= 47 weeks

During my 8 hours I take the following (need to be honest here).

- 1 hour for lunch
- 1 hour over each day for morning tea and breaks
- 1 hour of personal phone calls chatting to office staff about non work things

This gives me a total of 5 hours per day working time x 5 days a week =  
25 hours per week multiplied by 47 weeks = I work 1175 hours per year.

My net salary is \$24,000 divide that by my number of hours worked =  
\$20.43 per working hour.

Now that I have a figure that I am worth and the cost to my company, I  
need to add profit for the company. Let's say around one third and round  
up to an even \$30 per hour.

Activity:

What are you worth per hour ?

*Note: When working this out you need to be honest with how many  
hours you work as many business owners work longer than a 40 hour  
week.*

# TIME BLOCKING

Congratulations! For the first time ever you know what you are really worth! Setting yourself up for effective time management within the office is the next step.

Where you sit on the office hierarchy makes no difference. If you want to progress, and you want to make money, then effective time management is a must.

Look at your week and see where you are most inactive or non-productive. Do you always feel behind? Are you working long hours? Are your sales falling behind? What areas do you want to improve?

Activity:

Brain storm and write a list on what you want to achieve:

Time block once a week and set up your working week. Outlook has a fabulous schedule and so do most smart phones. However the task is to time block not get caught up in devices. So a piece of paper is just as easy to use.

Benefits of time blocking:

- Stay focused on your goals and tasks
- Stop procrastinating about next task
- Prioritise work items

- More time effective
- Better at your job and getting work done
- Help you to achieve more and feel better
- Improves sales and makes you more accountable for effective time management

Sample of a time blocked day for a travel agent:

Monday 20 July

8-9am	Staff meeting - Qatar doing presentation
9-10am	Check “to-do list” and then follow up quotes
11-12noon	Check emails
12-1pm	Lunch
1-2pm	Appointment with client
2-4pm	To-do list items
4-5pm	Check emails and update “to-do list”

Most people will say yes, but I still have to help anyone that contacts us and deal with them. You can factor this in, and I would suggest having a roster with both walk-ins if you have a retail business and phone calls. If you are answering phones, spend that time doing an easy task like filing or cleaning up your work station. Keep the jobs that require more concentration in blocks of time where you are not trying to do other things like answer phones.

Always be thoughtful about what it costs your business or you. When you do any task, ensure that if you are worth \$30 per hour, you are not working on a business that will give you a return of \$20 for two hours. If this is the case either delegate or charge more.

Now ask yourself these questions... *(using the case study)*

How much did it cost my company when John Black from a company called Palege Pages asked me to look at flight schedules and I emailed him every one?

2 hours x \$30 = \$60

If I had just emailed 2 airlines, he would have been just as happy. He did not say how many he needed, and it would have taken 30 minutes. If he needed more he would have asked.

0.5 hours x \$30 = \$15

What if I only emailed him the best flight schedule regardless of the cost as John knows time is money anyway - How much more time would I have saved?

Really, this is just an example to show that everything you do in the office costs money. Make your time more effective by knowing what you are worth and by doing what you are asked and not more than is needed.

We will come back to customer expectations later and meet up with John and see what he thinks. Now if you only work off commission or have high sales targets, you will understand this already.

Activity:

1. Think about your daily activities. List three and work out what each activity costs. This could be your time on social media, answering emails etc

2. What could you have done differently to save time (which will increase profits) ?

# GOAL SETTING

The first thing you need is to set your big picture goal and work backwards, breaking that goal into smaller and smaller achievable tasks.

Everyone's goals are different, but one thing sets people apart from having different level of achievements: their ability to set goals and their drive to obtain them. For many people having a job that pays the bills is enough. For other people it is not; they may want to be a multi billionaire. No matter your goal, you can obtain it. Everyone can obtain their goal. If you have the desire and want it - it will happen. It may be easy, it may not. The first step is to set your big picture goal. You need this as how will you get somewhere when you do not know where it is you are heading?

Establish an emotional connection with the life you want to create for yourself. It's going to be so much fun! Such excitement! Such adventure! Such a great feeling to fill your "think tank" with uplifting and positive thoughts! Your life is about to become extraordinary.

And now to the "how" of creating a new life...

People who commit their goals to paper have a 90% better chance of achieving them. Knowing this, why wouldn't you write your goals down? Remember, it takes time, thought, and energy to do it. Goal setting is one of those things that can be put off to the next day and gets easily sidelined by daily tasks. Often, that next day never comes and hence achieving the end goal seems almost impossible. It is similar to getting in a car and driving without knowing your destination. How will you know when you have arrived? I believe SMART goals are beneficial because they give you a model to follow - simple, measurable, attractive, realistic, and timed.

*If I put 1 % more time into goal setting, how much more could I achieve?*

*What are SMART goals?*

**S (Simple - or, Specific):** Are you absolutely clear on what you want? If you don't know what you want, how will you know you have it? It's like going to a restaurant and ordering "food" - you never know what you'll get unless you ask for a specific type of food. Keep your goals simple and clear.



**M (Measurable):** Milestones keep you on track and motivated. It's very rewarding to see progress that you can measure!

**A (Attractive - or, Attainable):** Even if your dreams seem out of reach, are you willing to do what it takes to make it happen? Do they light your inner fire? In other words, are you going to train for that marathon because it excites you, or just think about it because you're not sure it's right for you? Are you going to sit around and wait for opportunity to come knocking, or will you go out and create opportunity?

**R (Realistic):** Don't be put off by grand dreams. "Realistic" simply means that your desire and your expectations have to be in perfect alignment. You must believe that you can achieve this.

**T (Timed):** Give yourself a deadline - a healthy sense of urgency. Use deadlines to stay "tensioned" and moving in the right direction. "Someday" will never happen. Go do it now.

If your goal(s) do not meet all of these criteria, rework them until they do. Cast out the goals that are vague, not measurable, unattainable, unrealistic, and 'someday'.

Now that you have a destination, use focus, time management, and self-motivation to get there!

**Focus:** I have always found that keeping focused on your SMART goals will get the results that you want. It takes effort and planning to achieve your goals. They don't happen magically. This means a number of big, ugly frogs must be eaten for breakfast daily. Focusing on what you want to achieve is important, as is reminding yourself to focus on what you do best and to ask yourself what your natural talents may be. **Doing what you love motivates you.** This represents what I have always done in my working life: a career that I love and enjoy. For me, success will always follow my passion, and it is easier to focus on what I am passionate about. So think about what makes you passionate and follow that passion.

Activity:

1. How much focus are you giving to what you want to achieve?

Why your goals must be as exciting as your next holiday ?

Start most people on the subject of travel and you just can't stop them talking about where they have been and what they have seen. It is exciting to travel so why are your business goals not as exciting as that next trip you are looking forward to ?

Goal setting is the most important activity you can do in your business and yet I see Business Owners and Managers avoid it like Bali Belly !

If you are avoiding your business planning and goals setting you already know it is costing you and that your business, staff and bottom line would increase dramatically if you just did it.

Rather than have it hanging over your head about what you "should" do ask yourself why you have not yet set those goals ?

You're just simply not in love with your goals. Your goals need to excite you make you feel passionate driven and wanting to jump out of bed each morning. It is the difference between a free trip to Italy and a free trip to the Airport. (Unless you love visiting the airport)

How to set and easily obtain your business goals....

1. Link each goal to a meaning for you rather than just a amount of money you will make or how many sales you will close.
2. Think of you goals as someone you love and want to attract. You don't date people who you don't like or who make you feel bored. You want to attract your goals not push them away. Like attracts like.
3. Be excited and grateful to be given this opportunity to have time to plan and set your business goals. Engage others in this process and get the energy of excitement happening. Ever noticed when one person in your office books a holiday everyone else starts thinking about where their going at Christmas ?
4. Make your goal setting time special and something you enjoy. You have lots of options of what you could do to make the process enjoyable. Set time at a beach location for an afternoon of goal setting, or a long working lunch outside the office. Take your staff on a conference or day out of the office to have time and enjoy the process rather than thinking its something I "should" do.
5. Link your goals achievements major and minor to outcomes that excite you and your team. "When we reach target "X" we buy a coffee

machine for the staff" or "When we reach "X" I will book that holiday to America I always promised the family."

6. Set your business goals up for success. Ensure you have a planning and goal setting strategy for success - It is worth the investment in a business professional to keep you on track.

7. Have fun with your goal setting - this is exciting stuff ! You are only limited by your dreams and you have an opportunity now to make your dreams come true!

Activity:

Write your three (or more) big S.M.A.R.T Goals

# STAYING FOCUSED

Staying focused on what you want is easier with these tips:

Narrow your focus. Unfinished business saps your energy. You can only give your best if you pay attention to one thing at a time. Getting stressed and feeling overwhelmed by taking on too much simply zaps your energy. Choose one goal. Give it your all. Finish it. Move on.

De-stress. Meditate, go outside and exercise, remove yourself from the problem and learn to master your thoughts.

Go public. Tell supportive friends (and your partner if you have one) about your goal. Sell the project to them and build your own excitement in the process! The more you make it public, the harder it will be to quit.

Go with the flow. Motivation and energy have an ebb and flow. It's best to stick to a plan and be consistent no matter how tired you feel. A temporary slump doesn't have to spell the end of your dreams if you use the ebb (low energy/low motivation) period to recharge your batteries, maybe do some reading on the subject, meditate to seek intuitive guidance, etc.

Value your time. It's precious! Any time you spend procrastinating, wishing instead of doing, sitting in a black funk instead of creating... *is gone forever*. If you must drag yourself up off the couch to work on your dreams, do it.

Do less. Simplify your life.

If your mind wanders from here to Patagonia when you're busy with your project, EAT YOUR FROGS FIRST! Get them out of the way; having slimy frogs hanging over your head is bound to make your mind want to run away and hide! A clean slate - a mind not full of unfinished business - is a real joy. Get those frogs out of the way when your mind is fresh and uncluttered and then chill out, mission accomplished.

Every successful person has mastered the art of staying focused. The more specific you can be the more successful you will be. You can do it too! Setting your big picture goal is an easy first step.....

Step by step, now, remember to start asking yourself the following:

Where do you want to be in 10 years?

How much do you want to earn?

Will you work for someone, run the company, or own the company?

What does it look like? What does it feel like?

What do you want to achieve?

The second step is also relatively easy, but many people fall down on it. I must admit to this myself at times. Write it down and pin it up where you can see it daily! It is a known fact that people who commit goals to paper are at least 90 percent more likely to achieve them. Knowing that, who would not want to write their goals down? Apparently quite a lot of us! So let's give ourselves the best possible chance of success and write them down now.

Other ways to achieve your goals include vision boards to visualise your life style and position at work, or whatever it is that you wish to obtain as your goal.

Look/read/see/remind yourself daily of your goals.

If your goal appears too big, break it into smaller and smaller tasks then assign the tasks to years, then into months, then into weeks, and then into days.

I will give you an example of years:

Goal: to be CEO of ABC Airline by 2010

Complete ACA accreditation by 2008

Complete leadership accreditation by 2007

Sales Manager by 2006

Further training in Sales and Management completed by 2005

Sales Executive by 2004

Diploma of Tourism by 2003

Telephone sales by 2001

Find a mentor in the telephone call room to help me by the end of 2000

Have a job at ABC Airlines cleaning in 2000 - 10 year plan

Once you have that, you can break each task down further. If you are not sure what's needed to get to the next level, "ask." Most of the things we want someone already has, so ask open questions and find out how they got there.

Get yourself a mentor, a life coach, or do extra training. Invest time into your goal, and it will be more achievable and quicker to achieve it. To achieve your goal, work a little each day. You will be surprised how quickly you will have what you desire.

Be focused on what end result you want - this is about you - the clearer the goal the better the result. SMART goals works best.(see last chapter)

Goal: I want to be rich

Goal: In 5 years' time, I will be the CEO of Telstra and earning a six-figure income.

Have a flexible and focused plan for your goal - set achievable time frames. The above time frame may not be possible if you are currently the cleaner at Telstra. But just because the time frame is too short doesn't mean that you will fall short of your goal, becoming CEO. You just may need 10 years rather than 5 years.

Success is not where we end up; it is a measurement of where we started to where we end.

Activity:

Take your three big S.M.A.R.T Goals and break them down into smaller actions and milestones

# TIME EFFICIENCY IN THE OFFICE

The colleague who never stops talking, that client that keeps calling you but spending no money, and the never ending battle with the email are all there to keep you away from doing your job. You cannot change any of them but you can change your reaction!

The colleague who never stops talking and stops you from doing your work is annoying and frustrating. State clearly your boundaries of when it is okay to chat and when it is not. Everyone loves to have fun at work and banter, but some people can talk and type at the same time. If you can't but your colleague can, then you have a problem.

Talk to your colleague and explain how you feel. Explain that you are not like them and need a little less chatter to get through your work - most people will understand and respect that you have set some boundaries. Travel agents often work in large open offices and this can cause friction with different ways people work. There is no wrong or right way, but with a good discussion you can find a middle ground.

If you have time wasting clients, sack them and move on. I will talk more about this later, but it is one of the most common time wasters for anyone in sales. If we have low sales, or need income, this is often the hole we dig for ourselves. We take any sale because we need the money or the sales for our figures. If you find yourself in this situation, ask yourself three questions

1. Is it good for me (or for my business)?
2. Is it good for the client (is this something they will praise my business for)?
3. Is it good for the greater good (am I doing this for the right reasons)?

If you answered no to any of the above, then say no to the client. In the long run it will save you time, effort, and money.

Email is great, and in many cases it can be a time-saver, however in most offices it is the biggest time wasting inactive activity. Never answer your email more than twice a day or you will find yourself in an email

conversation. Before long you will find you have wasted hours of time responding only to be hit with another 2 or 3 emails with more questions.

I strongly suggest that you only check emails twice a day and that you take off your email pop-up flag. When you are working on a quotation and the email pop-up flashes from Jenny re Sales, it is distracting you from doing work. Every time you are distracted, you take time to refocus. If this happened 15 -30 times a day, think of all the time you have wasted being distracted.

When answering your email take no longer than one hour and in many cases less. The biggest mistake people make with email is that they answer it! I know that sounds funny, but if Jenny sent you an email about her quote with several questions within the email, do not stop to find out the answers. That could take a long time - in fact you could spend all your allocated email time answering Jenny's email and not even get to the 20 other emails you have.

Clearly this is not time effective unless it takes you less than 5 minutes to answer Jenny's email. If it will take you longer, then I suggest you do one of two things. You could answer Jenny, thanking her for her email and telling her you will get back to her by end of business tomorrow with the answers (knowing that you can answer later in the day but give yourself time), or you could print out the email and add it to your "to-do list." Later, leave her a message after you have finished your allotted time blocked for emails. Whichever way you proceed, the key is to continue with your emails in allotted time and not get stuck with one client.

Social media is another time-waster. I know that many small business owners spend a large amount of time using Facebook or LinkedIn. I had one client, Jane, who I was coaching. She could spend hours on social media without any results. Like any activity you do in your business, you must work out the cost of the activity. When we worked out the cost of this activity for Jane we found she could have hired a team of experts to set up her sales funnel and do all her social media for half of what it was costing her to do it herself.

That is not to say social media or any activity you do in your business is not worthwhile. Work out how important it is to you and what exactly it



costs you. Then you can decide if it is worthwhile or not. Your time is money as that is all you have to trade.

Be smart with your time and aware of what it costs you for each activity that you do. Before you sit at your computer or go to your office, plan what you want to achieve in that day and the priority of each task. Prior to booting up my computer, I write on a sticky note the two or three tasks I want to do and how long they will take. I stick it to the screen and I achieve them without distraction. If they are important, then I unplug, turn off phones, and motor through them. I always start with the task that is causing me the most amount of procrastination (my big ugly frog). If I have a large task, I remember that old question:

“How do you eat an Elephant? One spoonful at a time”

Activity:

Write a list of where you could be more time effective in the office or workplace.

# TO-DO LIST'S

I love the “to-do list,” and it is a must in any time-effective person’s life. To be the most useful, it needs to be kept simple and in the same place. If you are out on the road as a sales person, then in your diary is a great idea, but if you work at a desk, perhaps put it in a spiral folder. It is the first thing and last thing I check each day and I always prioritise my list.

There are lots of digital schedules that you can use. Figure out which list is best for you but keep in mind that this is about keeping it simple and effective. This is an idea of how a few days would look. As you complete the items at the top, reprioritise what is most important. Your list may always be long but you know quickly at a glance what needs to be done.

Monday 16 July

1. Call Robin re Europe
2. Itinerary for Fagan family
3. Call Creative Holiday re Smith vouchers
4. Ticket Brown and Greenwick this week
5. Contact quotes from last week
6. Buy tickets for tennis
7. Call rep from EK re group
8. Need brochures for insurance restocked

Tuesday 17 July

1. Call Creative Holiday re Smith vouchers
2. Ticket Brown and Greenwick this week
3. Contact quotes from last week
4. Buy tickets for tennis

5. Call rep from EK re group
6. Need brochures for insurance restocked
7. Ticket Redman family this week
8. Pay deposit for Dunne
9. Check details for next week's presentation

Wednesday 18 July

1. Buy tickets for tennis
2. Call rep from EK re group
3. Need brochures for insurance restocked
4. Ticket Redman family this week
5. Pay deposit for Dunne
6. Check details for next week's presentation
7. Ticket Harris family this week

Procrastination is the biggest time wasting activity. Before you know it, you have been thinking for 15 minutes, "what next?" Only to start something and remember something else is more important. The above process used properly gives you the next task without even having to think about it. You must, however, give your list time at the end of each day to reprioritise. That way, when you, when you arrive at work tomorrow, you have a fresh list. If you only get two things done on your list, they must be the two most important. Tasks will move up your list as items that were not important 3 days ago become a priority 3 days later.

The benefits of the "to-do list" are:

- Never forget an item that must be done
- Leave work behind when you leave the office
- Become more time effective
- If you are away from work unexpectedly, your colleague/Manager has a list

- Feel in control of your job
- Prioritise and keep clients happy
- No need to procrastinate about what next
- Enjoy work by being more proactive and in control

### The Danger of the “to-do list.”

I coached a successful business woman named Vanessa who had three children and who ran her own business. I arrived at her house for our coaching session one morning. The kids were all at school, the house was perfectly neat and clean, and the smell of coffee met me as she opened the door. Before we had even walked into the kitchen, I asked, “How are you?” and Vanessa was in tears. This was not a single tear; this was like a flood gate of uncontrollable sobbing.

I sat her on the couch, grabbed a box of tissues, and made the coffee. As I was pouring the coffee, I noticed freshly baked banana bread still warm on the stove.

I sat next to Vanessa and we talked. Vanessa could no longer maintain her never-ending “to-do list.” She told me that it had taken a life of its own and that it was never ending. No matter how much she had ticked off the list, more just appeared. It grew faster than Vanessa could manage. In fact, for every one tick, 7 more “to-dos” were added.

Vanessa is a high achiever, clearly, and most sales people and business owners are highly motivated. This is how they became successful!

We discussed how we could manage the list. “Let’s split the list into two,” I suggested to Vanessa. That way we have one “to-do list” for today, and a “someday to-do list,” and then we can prioritise. Vanessa loved this idea and took it one step further - three lists were created (all hand written - watch out for technology. It’s handy, but it can create another issue). Each item of the first list was prioritised:

1. Today’s to-do list
2. Weekly to-do list
3. To-do list someday

About a year later Vanessa told me that she was still working the three lists and how successful it was. I asked Vanessa why it worked so well for her. She laughed and told me she was putting unrealistic expectations on herself and by splitting the lists she could monitor her work flow and delegate other tasks. She told me she only ever had three things on her first list and achieved them before 10am every day. This made her feel totally motivated and she felt she had achieved so much each day.

My understanding deepened a few months later when I coached Lisa. Lisa was also very successful and would most days be able to tick off 4-8 things on her list. Rather than focusing what she did achieve each day Lisa was focusing on what she didn't achieve. It is important to acknowledge your achievements each day, not to beat yourself on what you haven't yet done.

Activity:

Set your intention here - moving forward how are you going to run your work day ?

# SYSTEMS

If you are finding that you are doing any task more than once, then create a system for the task. I remember when working in group travel. I was writing emails constantly about what my clients were asking me. The emails I would receive sometimes had thirty questions all about the trip. Often questions ran into each other and it would take me hours to reply. After about a year of answering these emails, I was getting so busy that I had to find a solution. I decided that as most of the questions were similar (although slightly different), I could put together a fact sheet with commonly asked questions. Then I added another sheet with step by step instructions on how to run a successful tour. After another year I had several sheets that answered a range of questions I was asked daily. Depending on the email I received, I would send the applicable sheet to the client. This saved me a huge amount of time. It also helped my clients because it was given in a way that they could take the information and just follow it step by step. It was like a manual that gave them information on things that they had not even thought about. Remember: often if we are doing something new, we do not yet know what we don't know.

Another example of a system is my husband's situation at work. He is the Managing Director of a company. They mainly deal with trade business, but they do get retail business by phone or directly to the factory door. While these people who call and visit are lovely and my husband is a very patient man, it was becoming a real problem for him. Often if production in the warehouse was during a busy time, like Spring, where they can hardly keep up with the orders, my husband might be the only staff member left in the office. When Jo Smith called for a small retail order, he wanted to ensure he had the right thing, but he took up valuable time of a Managing Director. This is not cost efficient. Although outside the spring season, this retail side of the business could be quite lucrative and not something they want to lose.

My husband found ways to keep the sales coming in while limiting the amount of time needed on the retail sales. They started an online shop for retail buyers and limited hours for pick-up of deliveries. They also

installed a phone system that directed calls to particular sales staff members' mobile phones when production in the warehouse was the busiest.

Once a system is in place, that system needs to be able to run without you. If you think that your business needs you and you are the backbone of the business, then your business is a lifestyle business. It is not a business you can sell, and it is important to see your business as saleable.

To make a business grow, you must take out your ego and create systems so everyone can feel empowered to grow your business, with your vision. It is really like a car production line where everyone knows their job and must depend on the system - the person before and after them - to complete the car.

One day, no matter when or how, you will not be your business.

Activity:

Brainstorm what systems you could implement in your position or your company that would save time (and money)

# WORK SPACE

Your work space must be neat and clean. Your desk must, too, in order for you to work in the most time-effective way. Ever lose notes or bits of paper where you have scribbled down quotes, or information, then spent half an hour to find it again? That is not a productive way to work. I suggest, as a sales person, to use your diary. That way you never lose that information, and if you work in an office, use the back of your spiral notebook where you keep your to-do list. This may seem obvious to you, but simple works. It's one less thing you need to worry about. You now know where everything is located

If you are the type of person who has a messy desk, you need to time block organising that - weekly or daily. Sometimes you are just not sure where to keep that paperwork, and you can spend a lot of time just moving it around your desk. This is normally why people have a messy work area.

The theory of handling paperwork once is great - and works really well if you are organised. However, people with organised workspaces do not have the issue of a messy workspace.

A really good way to clean up quickly and keep your space neat is to clean as you go. If you have paperwork with no home, start a "might need it later" file. This can be a file on top of your desk where you put paperwork that you are not sure what to do with. This stops the procrastination which is really what is stopping you from filing that paperwork. Then time block once a week or fortnight to clean that file out.

Activity:

Set an intention around your workspace that would help you be more efficient.



# UNDER SERVICE OVER DELIVER

You will have heard of this before, but understand it and put it into practice, and those annoying clients, managers, and colleagues will leave you alone. You will then move through work life with everything running smoothly.

If we go back to our client, John, in the earlier example regarding flight schedules, we may have done too much work as the example shows. The cost to give John every flight schedule was high, but it was lower to give him the two best. When we talked with John later, he was annoyed because what he wanted was the best flight schedule. To John, cost was not important. When he received the email with several, he was annoyed for two reasons. First, it took him time to read and understand everything, and it made him question why he had even gone to a Travel Agent in the first place, and secondly, it took longer than he imagined to receive the information.

The Travel Agent is confused because she did what he asked and still her client is not happy.

In this situation by under servicing and over delivering, John would have been much happier. If his travel agent had given him one flight schedule within a shorter amount of time with a possibility of other options if needed, John's expectations would have been met. The decision for John would be made and the sale done.

If in doubt ask your client what their expectations are and then meet them.

Give yourself time and do the minimum of the requirement. You can always give more information if needed. In fact less is more. By advising a client on Monday that the quotation will be completed by Wednesday (knowing you could have it done by Monday) you are setting up the expectation. Delivering the quote on Tuesday makes you look efficient and client is happy. It also gives you time if something does not go to plan so no more staying back after work because you promised.

Activity:

List three ways you could under service and over deliver in your position or company

# ASK THE QUESTION THEN STATE THE INTENTION

John's question may have been misunderstood, so ask the question and state the intention.

Asking clients clear, OPEN questions is important to match your client's needs. John may not have been clear to you what he required, however, he was sure he was clear. Perhaps if we had asked John the following we may have saved everyone time and had a happier client.

John, I understand that you require airline schedules; however, what is the most important to you, the timing or the cost? Now I know it is your time. I have the best airline schedule for you, so I will send that one to you - is that okay?

Avoid using industry jargon or making clients feel silly because they do not know what you know. They are your income so have respect and speak clearly using easy to understand words. In sales there is no room for arrogates or being insincere. Give each client your full attention and focus and your sales will go through the roof. We will talk about how long you give clients a little later, but no matter how much time, give them one hundred per cent of you.

Look them in the eye, ask open questions, and listen. You will need less time if you are focused and more time if you are distracted. In fact you might as well say, "Sorry cannot help you today," because if you are distracted, you will not get the sale anyway.

Questioning and listening skills are important to anyone wanting to sell anything. To establish your client needs you have to ask questions. Understand how your customer makes decisions and their expectations.

There are 4 main types of questions

- Open
- Closed
- Probing
- Rhetorical

Effective listening is a key communication skill and it is best to understand your client and get the most from your questioning skills. Remember you want to meet your client's expectations so you need to find out what they are. It is good to remind yourself that you have two ears and only one mouth for a reason.

OPEN - new information and insight. Using questions starting with HOW, WHAT, WHY WHEN, WHAT i.e. How many flight options do you need?

OPEN PROBING - i.e. If you are looking at having a fantastic holiday, what are your three priorities?

OPEN IMPLICATION - i.e. What do you think the major hurdles for you are to get this holiday across the line? What would it cost you not to proceed?

CLOSED RHETORICAL / Needs - i.e. So are you happy for me to do the next stage of the quotation?

CLOSED / RHETORICAL BENEFITS - i.e. Fantastic! Now before we move to the next stage, I want to show you some amazing new additions to this proposed package that have been included for free! Do you have 5 minutes?

Objective handling is also part of the sale process. Remember that objections are often based on misunderstanding, and objections are buying signals. Most objections you will have heard before. Think about how to best work on a response to common objections.

Knowing the common objections makes you prepared for how to handle them. You can even have them listed on a cheat sheet which makes it easier if you get a bit flustered.

In my experience most objections are about time and money. So if you are unsure what your objections might be, start with these two.

Activity:

List common objections to your service or product and your responses

# NICHE MARKET

Finding your niche market is the best way to move forward and make a profit in sales - in fact in any industry. I always think of Jack of all trades master of none. Look for a niche that you can specialise in and know everything about it. If you are working for someone in a sales position find out what sets your company apart from others.

One issue I hear from many sales people is that everyone is now an expert thanks to the internet. Turn it around by knowing everything there is to know about your niche market. That way, when a client has researched your niche, you will still know more about it than they do.

When working for a company where management are not open to new ideas or concepts, and this is causing you grief, it may be time to move on. Or you can move forward by doing the best you can with what your company offers.

For managers and employees trying to work under these conditions, it is frustrating, difficult, and always results in high turnover of staff due to burn out.

If you are a manager, turn your group into a team and look for a common goal and niche market. You may have it already, and it is there under your nose!

In a team, people work together for the good of the common goal (the outcome - your business). Would you like to make more profit for your business? If the answer is yes, then start by investing in your staff.

Start some training but first ask the people who know a few questions - the staff. What is the worst that could happen? You may learn something!

Asking your staff for ideas gives them ownership and gives you ideas to move forward - it can only be a win-win all around. By asking questions, you may find out things you never knew.

What have you got to lose?

Activity:

Check in with your staff or team and find out...

1. Are you happy at work?
2. Are you happy in the team or work place ?
3. How could we make more profit?
4. Do we work as a team?
5. Is there a niche we could work on?
6. If this was your business, how would you increase profits?
7. What do you want out of your job here?

# HOW MUCH TIME TO GIVE CLIENTS?

This will depend on how much you are worth and what you charge. No matter what amount of time you give clients, ensure you are one hundred percent present. Never answer phones, look uninterested, or get distracted. If you behave in this way, you are wasting your time and your clients'.

Keep in mind everyone's time is valuable - not just yours. Keep your clients on track and drive the sale. State your time intention just after your greeting and before allowing your client to sit. You could give the following a go.

*Great to see you today, Peter. I'm really interested in helping you; however, I just need to tell you I have only 15 minutes today. I'm sure you are really busy also and we can get what you need done in time - Is that okay with you?*

Set the time you have and set the agenda - ever been to a meeting where no agenda has been set and no one knows where it is going? Or what to expect or be prepared for? If a client walks in off the street and you do not have time, speak with them, but if it takes longer than 5 minutes, then you can always schedule an appointment with them later.

*Great, you are interested in Fiji. I have some general information; here, take this with you, and might I contact you tomorrow to discuss your options? Maybe you could chat with the family and bring your wife in? I have some great value-added packages, but I have an appointment shortly, so what would suit you - tomorrow at the same time?*

Sack clients who do not value your time and worth. We all have those clients who no matter what we say or do, they spend little and use too much of our time. These clients use more time so charge them accordingly - if they are unhappy, they will move on and annoy someone else. If they are happy, you make what you deserve. If you want to get rid of them, just keep charging more or tell them you can no longer help them. Do not put simply up with them. They will make your working life unhappy, waste your valuable time, and never stop complaining which can affect your sales - it is just not worth it!

In my experience a funny thing happens when you say no to a client. They want whatever you are selling that much more. By stating clear

boundaries with clients you drive them into a sale. Something like, “I really cannot help you unless you pay a deposit this week,” will work if they are going to buy. If they are not, then you have saved the several time-wasting phone calls that follow only to find out weeks later that they have booked with another agent.

Your objective in this mission is to get to an answer as quickly as possible. It is not important whether the answer is “yes” or “no.” The faster you get to the answer, the less cost (your time). If it’s “yes,” great, you have the sale, and if it’s “no,” great, you move onto the next “yes.”

Activity:

Write down what type of clients you do want to attract.

# PROACTIVE VS INACTIVE TASK

All profitable sales people know the difference between a proactive task and an inactive task. People good in sales know that the proactive task is going to get them the business. The inactive task is going to take time away from your ability to sell.

Having goals and writing them down makes working out what task is proactive and what task is inactive clear.

Be focused in what you require - A reminder of the 80/20 rule with focus. You must invest 80 percent of your time every week doing what you do best (e.g. SALES) and 20 percent in delegation - let others do what they do best

Either you delegate or you stagnate!

**GOAL: To increase my sales next week by 20 per cent.**

Inactive tasks - *Anything that will not increase your sales*

- Checking email more than twice a day
- Not being 100 percent present when speaking with clients
- Handling paper more than once
- Procrastination and not being focused
- Making things harder ( suggestion - keep it simple )
- Doing what is needed (suggestion - read twice, answer once)

Proactive tasks - *Anything that will increase your sales*

- Follow up quotations
- Close the deal by asking for business
- Contacting past clients
- Doing a mail out or newsletter to your client base
- Under service over deliver
- Networking



Proactive pitfalls - I see this time and again, especially when someone has had success. All of a sudden it looks like there is not more business coming in the door. This is always about the proactive task being forgotten. Not today or last week, but last month, last quarter, or last year. Proactive tasks must be done on a daily basis. Being proactive in sales and being constant are the most important things to remember. The proactive tasks are the tasks that bring the rolling sales into the business. Many people forget this and become so busy with the business that they stop doing the proactive task over a period of time, and then one day they are shocked that the business has dried up!

The key here, if you suddenly find yourself in this situation or you simply want to avoid it, is your database. Ensure you have a really good contact database and not just emails but contact address. If you haven't already, start building this part of your business and you can to systemise your sales (and proactive activity) which will free your time.

And remember that your clients like to hear from you and not just because you want to sell them something. Establishing a relationship with your clients, helping them solve their problems because you are interested in them (rather than just a quick sale) is as important as having a good database.

Activity:

1. How often do I contact my clients ?
2. What could I send my clients to help them in their business ?
3. Is my database effective and up to date ?
4. Thinking about your answers what area's could you improve ?

# CORE SELLING SKILLS

Now that you are asking open questions and you have more information, you need to sell the product your client needs. The core selling skills are the features and benefits of the product. A feature is a means to an end - the end is the benefit. To convert a feature into a benefit, challenge it by asking “so what?” or “what does that do for me?”

I know nothing about cars, and when I went to buy a car, the sales man said to me that it has ABS brakes. Great, congratulations, I am happy for the car, but in terms of my world, what does that mean? He has told me the feature of the car but not the benefit to me. Linking the two would be something along the lines of, “It has ABS brakes which is a safety feature that will enable you to stop more quickly in the wet.” Ah now he is talking my language.

People do not buy features. They buy the benefits those features provide. So it is very important to link the feature to the benefit.

Example of benefits would be:

This eye-catching new wall calendar will be a constant reminder of where you are going and enable you to count the days.

This new product fills a price point gap in the range and will still tick all the boxes required for your trip because it has cooking facilities and kids' club.

Tell your clients why the feature will be important to them by telling them the benefit that they need.

Activity;

1. What are the features of your product or service ?

2. What are the benefits for your clients ?

# CLOSING THE SALE

This is the part so many people in sales do not do - ask for the business!

Being afraid and not asking for the business will get you zero business. You must close the sale. If the answer is no, then ask why, listen to the feedback, and learn from it. Every no gets you one closer to a yes. If you do not ask, you will not know, and then you will waste time working on business that you do not have. In fact you will be doing work for your competitor. No one wants to do that! Ask for the business and qualify your time.

If you find it hard to ask for the business, put it into a question that suggests it is not you that requires the deposit, or put it into a question that has a positive outcome.

Give these a go:

The airline will not hold the seats any longer without deposit. Do you want to pay deposit now to secure this cost?

The Hotel will need a deposit to move forward from here so can I invoice you now for payment?

We take credit card or cash which would you prefer?

**You have done the work and you have a happy looking client in front of you. Do not do any more work until you have confirmed business. Confirmed business is what your goal is as this is where your client needs to make a commitment. Do not let them leave without an answer - there are only two ways this will go at this point:**

- 1. Paying you therefore making the commitment**
- 2. Saying “no.”**

***This is where you will waste the biggest amount of unproductive time if you do not ask for the answer while they are with you or on the phone. Start watching and learning from sales people in other industries to see what works. It is always interesting to be sold to if you are in sales.***

# THE T.O.T.E MODEL

The T.O.T.E model stands for test, operate, test, exit. Everything is a strategy, from brushing your teeth to selling your product. You can apply the T.O.T.E Model to all of it.

Let's look at brushing your teeth. When do you know that you need to brush your teeth? It may be when you get out of bed, when you feel your teeth are furry, or when you have bad breath. This is the test that you begin your strategy with. The next step is the operation. You walk into the bathroom and you take your tooth brush out of the cabinet. You put tooth paste on the brush. You run the tap and you put the tooth brush under the water. You are getting the idea that operate is the doing part right up to putting the tooth brush back in the cabinet. How do you test that your teeth are clean? This might be by running your tongue over your teeth, it may be looking at your teeth in the mirror, whichever you do you test that they are clean. If they are clean you exit if they are not you go back to operate. Rebrush your teeth, use mouth wash or similar, and then test again. When they are clean you exit.

In a sales or business transaction, the same model needs to be applied for it to be successful. Test your product, operate it or demonstrate, test again, and exit.

If you are a trainer who writes programs and you run this strategy without exiting, you will have lots of programs without selling them and therefore no money coming in.

If you are a sales person and you are selling your product and you do not ever ask for the business and close the deal (therefore you never exit), you will not be a sales person for long as you will make limited sales.

If you spend time producing and preparing marketing for your product but you do not exit the strategy by showing potential clients your product it will not matter how good your product is. No one will know about it to buy it.

# WHAT IF?

***“Whatif,” by Shel Silverstein***

*Last night, while I lay thinking here,  
Some Whatifs crawled inside my ear  
And pranced and partied all night long  
And sang their same old Wharf song:  
Whatif I’m dumb in school?  
Whatif they’ve closed the swimming pool?  
Whatif I get beat up?  
Whatif there’s poison in my cup?  
Whatif I start to cry?  
Whatif I get sick an die?  
Whatif I flunk that test?  
Whatif green hair grows on my chest?  
Whatif nobody likes me?  
Whatif a bolt of lightning strikes me?  
Whatif I don’t grow taller?  
Whatif my head starts getting smaller?  
Whatif the fish won’t bite?  
Whatif the wind tears up my kite?  
Whatif they start a war?  
Whatif my parents get divorced?  
Whatif the bus is late?  
Whatif my teeth don’t grow in straight?  
Whatif I tear my pants?  
Whatif I never learn to dance?  
Everything seems well, and then  
The nighttime Whatifs strike again!*

Worry can become such a habit that you aren’t even aware of how much mental energy and time you waste worrying what “might” go wrong. Well, it might not! It really depends on two things: one, the quality of your thoughts and emotions (which drive your actions and therefore your results); and two, how you perceive the outcome. Learning to look at “failure” as an important lesson and helpful guide can take the sting out of it and make it easier to take chances. It feels great to take action.

Even if you don’t have a clue what you’re doing. Even if you don’t know how, you will pick up the necessary skills and knowledge along the way.

Remember, you’re here for a purpose! You’re here to share your talents. Don’t let your “what ifs” paralyse you into inaction. Start by understanding where the “what ifs” come from. The “what ifs” are your

conscious mind keeping you safe. If you were standing on Malvern Road, it is your conscious minds that reminds you to “look both ways” so you are not run over. It is important in business to remind yourself that your conscious mind works the same way as it only knows what you have already learnt. Therefore your conscious mind’s job is to give you the message to be careful when you are doing something you have not done before.

Acknowledge the thought and thank your conscious mind for its intention to keep you safe. When doing something different, like starting a business or accepting a sales position, we are just learning.

Activity:

Write down a rebuttal to each “what if” that pops into your head. List all of the reasons you can think of why you might (possibly, maybe, probably, etc.) fail, and then brainstorm all of the reasons that you will succeed.

# SELF-CARE

What does self-care have to do with sales or business? Everything!

I had a sales person in Perth, Mandy, who was a lovely girl. Smart, pretty and totally inefficient as a Sales Executive. Mandy worked so hard for the company, 16-hour days, that she lost us business. When you asked Mandy what type of clients she had, she would say, “Frustrating, time wasting, and confusing.” This tells me that Mandy was frustrating, time wasting, and confusing her clients.

Mandy worked long hours without giving herself any self-care, and she had a string of jealous, thoughtless boyfriends. Mandy would visit our office every few months, and on one visit, I saw that she had lost weight, looked stressed, and unhappy.

We went out for lunch and Mandy ordered a sandwich. She was unclear in what she wanted and changed her mind several times, confusing the cafe waitress. When they brought the order, it had avocado in the sandwich. Mandy hated avocado. The waitress offered to change the order, but Mandy was indecisive and in the end told the waitress to leave the order. Over lunch, Mandy complained about the sandwich, and then said that avocado made her want to vomit. Now I am really confused because she had the opportunity to have the sandwich order redone.

Next I watched Mandy open the sandwich and take a straw and scrape off the avocado. The whole time Mandy complained about the avocado. Interesting, I was starting to see a pattern. I asked Mandy why she would eat something that would make her vomit. Oh I did not want to be a problem. That was interesting as everyone in the cafe could see she was unhappy with her order by the look on her face and by her actions, and the waitress was looking at us in a concerned manner.

Then I asked Mandy why she thought she would be a problem as surly the cafe would have preferred to make her happy. Mandy had not thought of it like that. Then I asked Mandy why would you treat yourself so poorly to eat something that made you vomit rather than expect to get what you paid for. Mandy just looked at me. She said she would still pay for the sandwich even if it was not what she thought she ordered.

This lunch visit explained to me what was going on with Mandy in her life, and how it played out in many areas. Her personal life, her sales, and every relationship Mandy had. I learned a lot just from a lunch.

I sat down with Mandy and instructed her to work no more than 8 hours a day. We time blocked her week, looked at the most effective tasks that will move her forward the quickest, and streamlined what she sent clients. It was interesting that it took Mandy 16 hours to do what took others an hour, as Mandy had poor time management skills. Mandy also started several things and completed few, reinvented the wheel constantly, and spent a lot of time procrastinating. She was so busy she does not eat, exercise, have fun, or turn off. Mandy is a totally ineffective worker even if her intentions are coming from a good place.

If I asked Mandy about her work, and she would tell me of all the things she had not done. Mandy was focusing on what was not completed rather than what was completed. Focus on what you have achieved, congratulate yourself, and treat yourself in the way you would treat a friend, child, or someone you love.

A day of rest is 24 hours, and that means no work from midnight to midnight. We time blocked first, exercise, meditation, and some fun stuff. No phone, email, or paperwork, and no thinking about any of them either. This time allowed Mandy to refocus, prioritise, de stress and become more effective when she was working. For Mandy the line between work and home was blurred, because she worked from home. It had become a big trap!

We enrolled Mandy in some workshops to help her work through her issues, and she was too busy with work and only attended half. Mandy was not helping herself as Mandy is the lowest priority to Mandy. We started to play a game together, and I asked Mandy if she was her best friend, what would she tell Mandy to do?

While Mandy could not do it for herself, she certainly could tell her best friend what she needed to do.

I think it was Ghandi who said, “I have so much to do today that I must meditate twice as long.” Self-care is one of the most important parts in being successful in business or sales. How are you treating you? If you are not sleeping well this is a big red flag.

Activity:

Be your best friend. Write down what needs to change now.



# DIFFERENT WORLDS

We all know that people from around the world are all different, but what experienced sales people learn (and often through trial and error) is that people in the one community who are like-minded have different ways of buying. That depending on the type of the person, different words appeal to them. We know that like attracts like in sales, but how can you learn to speak with different people effectively.

One point that is very clear to me is that most people “sell” how they liked to be “sold” to. Again, it is reflection. If we want to influence others or sell to other people, we must speak their language not ours.

To fast-track learning, one tool you can use is Extended Disc. It works with a four quadrant model that shows how different styles see each other and once completed is an effective resource for all aspects of business, and will fast track sales experience. People are more than their types; however, learning how to communicate effectively increases sales. This will give you an overview and is a quick and easy way for people new to sales to understand basic types.

In the four quadrant model, there are four styles, or the **D.I.S.C.**:

**D:** Decisive, tough, strong-willed, competitive, demanding, independent, self-centred

**I:** Sociable, talkative, open, enthusiastic, energetic, persuasive

**S:** Calm, steady, careful, patient, family-oriented, trustworthy, good listener, modest

**C:** Precise, follows rules, logical, careful, formal disciplined

Fun facts...Who are famous people who fit into the four types?

**Style D:** Russell Crowe, Margaret Thatcher, John McEnroe

**Style I:** Steve Irwin, Bill Clinton, Robin Williams

**Style S:** Princess Dianna, Mother Teresa, Nicole Kidman

**Style C:** Albert Einstein, Bill Gates, Clint Eastwood

In a situation where a Boss tells an employee “Good Job,” how does each of the styles react?

Type D: With the high ego, thinks, “I know, I planned it that way. What else did you expect?”

Type I: “Oh did you like that? Let’s get a coffee and I will tell you how I did it”

Type S: Says calmly, “Thank you,” and thinks, “I am happy he said it without making it more public.”

Type C: Wonders what the boss really meant by the comment. They analyse it and may think that there’s a catch to the compliment

### **How to identify your customer and how to sell to them**

How to identify a type D style: Often appears to be in a hurry, is direct, says what they think, may be blunt, states own opinions as facts, and interrupts others. They may talk to many people at the same time, and want to know “what’s the bottom line?” and may be aggressive and demanding.

How to Sell to a type D style: Be direct, provide alternatives, ensure he/she “wins,” give immediate feedback, concentrate on subject, act quickly, let him/her speak and listen, focus on issues, show interest, provide direct answers.

How to identify a type I style: Is open and friendly, talks a lot, gets easily excited, is animated, talks about people he/she knows, does not focus much on details, and does not listen for long.

How to sell to a type I style: Maintain positive atmosphere, help achieve popularity and recognition, allow to express him/herself, take time to chat and talk, be more enthusiastic, focus on the big picture, focus on the people aspect, and get involved in the process.

How to identify a type S style: Appears calm, does not get excited easily, listens carefully, nods and goes along, is easy going, asks questions and inquires about the specifics, seems to have a strong opinion but does not express it vocally.

How to sell to a type S style: Proceed in a logical order, ask specific questions to find out true needs, provides support, and provide precedents to reduce uncertainty, remember fairness and justice.

How to identify a type C style: Appears reserved and somewhat timid, is quiet, focuses on detail, asks many questions, studies specifications and other information carefully, proceeds cautiously, and doesn't easily express disagreeing views.

How to identify a type C style: Listen carefully, answer questions calmly and carefully, be thorough; remember to include all relevant information, slow down your presentation, utilise written supporting materials, find out what the key issue are and focus on them.

Activity:

1. What type do you think you are D.I.S.C ?
2. Why ?

*\* Note: Extended DISC profiles are offered by Colombo Consulting*

# EXPECTATIONS

Peter Lane was explaining to me how he was not happy with the course he was completing in Business Management. He felt that even though he was almost finished the course, he was treated like the students who had just started. He felt there was a lot of care and promises in the beginning when he signed up but he did not feel his expectations had been met. I asked Peter in what way was he unhappy with the course. Peter told me it was expensive, his achievements were not recognised, and he felt unacknowledged even though he was connected to the college.

The course administrator was a nice fellow named Daniel, and without discussing Peter's particular situation, he told me there are always a few students who are unsatisfied. We discussed why and it always comes down to the person's expectations.

I thought about this for some time, and it made me think about some of the clients I had in my travel retail days. Often they had champagne tastes with beer budgets. It was more than that, however, it was that, as the sales person, it was my job to clearly spell out what the client was buying and ensure their expectations were being met.

Trip Advisor is full of people complaining about hotels all over the world. I grant you some are correct and the hotel maybe horrible. However I was, on a regular basis, working with budget hotels in central Rome that were a reasonable cost and good, clean family-run properties. These hotels kept popping up on Trip Advisor which interested me. My clients were happy so why were all these people complaining?

Then I looked at the complaints. Room was too small, bathroom small, towels were not fluffy, reception was not 24 hours, no lift or too small, poor location, dirty streets, and dangerous area.

I then wondered had these people ever been to Rome before? In fact, had they ever been to Europe? What were their expectations on good value for money and what type of hotel were they expecting?

While in Rome, I spoke to a few of the managers of these hotels and asked them what was going on and why they had poor ratings on Trip Advisor. The answers were all very similar: guest expectations were not being met. Often these guests were booking online, and they would think that the cost in Euro was a lot of money (rather than blaming

exchange rate) so it must be a good hotel. And good hotels have specific things like fluffy towels, large rooms, etc.

It was simply that their expectations had not been met, even if their expectations were unreasonable when in Rome. They did not understand that even the expensive hotels in Rome have small rooms, or few lifts, because these hotels were not purpose built like in Australia or the US. Their expectations were based on what hotels were like and what their money would buy at home.

It was all starting to make sense to me now. What expectation was the client holding in their mind prior to the sale - had the client told the person they are buying the product or service from what they are expecting? Maybe not. So as a sales person, we need to ask the buyer what their expectations of the product or service were.

Going back to my clients, they were all really happy with those hotels in Rome because I clearly matched their expectations to the product. I asked and listened and then sold them what they needed.

Often budget was important. So if their expectations were champagne but they had a beer budget, then I would demonstrate the difference and offer to up sell them to what they liked. It was not up to me to tell them which hotel they could afford but it was up to me to be honest and ensure they knew what their options were and what that cost.

Activity:

How could you better meet your clients expectations ?

# NETWORKING NETWORKS

Small business or starting a sales area from scratch can be not so easy. It is harder if you do not have systems, procedures, and a map in place before you start.

I recently coached a business (leadership coaches) that wanted to start to grow but had no systems or procedures in place. They had huge amounts of information, a number of clients, and no database. These days, with social media and software, it is much easier than ever before to keep good systems. But still small businesses and some sales people manage their time efficiency poorly because of their lack of utilising what is at their fingertips.

This business put on two sales staff without any thought to how these sales people would bring in business. That is a huge amount of money, time, and effort without the right foundations in place.

The database was an excel spreadsheet with few clients and hardly any contacts the business owners had made. They had been so busy running the business that the foundations (and your database is everything) were forgotten. Step one is to get that database updated. Have those contacts you know and who are buying from sorted into a database.

Being busy and in a hurry, they just made another costly mistake. They downloaded all of their contacts from LinkedIn into the database. While this may look like a quick solution to fix the problem, what you end up with is a group of people that may or may not buy from you. And therefore the integrity of the database is lost.

Be careful here. If you are adding a person to your database, then send them information. You could end up with a database full of people who are very annoyed!

Your networks are everything and your database is gold! It is not the number of contacts on your database; it is the number of *right* contacts on your database. Once you have a group of people who love you and your service or product, you have your hungry crowd. It is always interesting to me how the database in most companies falls under the most junior person in the office as it is the most important process in your business.

There are lots of different ways to keep in contact with your hungry crowd. Emails, newsletters, special offers - just make sure your contact is relevant to your client's needs. Send them tools that will make their jobs easier and help them to find the solutions for their needs. They will see you and your business as trustworthy, helpful, and someone they would spend their money with.

This hungry crowd which is growing and buying from you, their trusted business partner, creates one big problem now for you. What if you have sold them everything you already have? You have sold to them A, B, and C, and they have bought it and are super happy. What do you have next to sell?

This is another critical point because you can now focus on growing your business to sell A, B, and C. You know it and you are good at it. You need to find more new clients to buy from you and you can continue to do that. Before you do, let me ask you this. How much harder is it to find a new client than sell to a client that is already super excited about you your company or product?

Think outside the square and offer your hungry crowd D, E, and F. Now what are D, E, and F? You may know already, and if you do, test it before you do anything with your hungry crowd. If you don't know or you are unsure ask your hungry crowd. After all they are the people that love you your service company and or product.

You may be an expert in A, B, and C, but you don't need to become an expert in D, E, and F. There is no reason here to reinvent the wheel as there are people out there (in your network) who do D, E, and F really well. Connect with these people and share your contacts. Maybe their networks need A, B, and C. This is an easy way to increase your profits and retain client loyalty.

I work with businesses that want to increase profits but also are passionate about their business. They want to have some fun, inspire their clients, and make a difference in the world. When a business comes to me, one of the things we explore is who is in your network and how could you work with others to expand sales. It is a win-win.

A great tip for business is asking, "What would I need to do or put in place to sell my business?" If your business is always ready to sell, your business will always thrive. It is the little things that make the biggest difference.

I asked someone at a networking event recently what they did, and the reply was, “I am the Senior Vice President of International Function Managing.” Great blah blah is what I heard ....really, what do you do?

If you have a complicated title, or even if you don’t, at networking events, tell people what you do rather than your title. This makes the conversation flow better, keeps communication going, and no one feels like an idiot.

Rather than saying that you are a Digital Marketer, say that you help small businesses identify ways to use their networks to increase profits with marketing.

I also recommend that you have a longer, formatted pitch of what you do. That way when someone asks, you can tell them clearly. Ensure that when you are explaining that you are using non jargon words so that whoever you are speaking with clearly understands your message.

I think of it as “the mother-in-law” factor. If I can’t explain it to my elderly mother in law, who was never in the business world, then it needs simplifying. It is not that my mother in law is not smart - far from it - but she uses no jargon and needs a clear, simple explanation. In other words, a description that anyone can understand.

Everyone you meet will not instantly be a match for you and your product or service, but they may be someone who passes on your details to another. Always treat people you meet at networking events with respect, understanding, and with a curious mind. There is a reason why we have two ears and one mouth.

In the book called the “Tipping Point,” they talk about different types of people that may enhance your business, product, or service. There are people who are not your client but connectors to your business. They may know a large range of people, and may recommend your product or service or introduce you to a potential client. It is important to understand that this is the art of networking. While the person you are speaking with may not be a potential client, the person they connect with may be.

Networking is an art and going with a friend and standing with him all night may be more comfortable, but it will not get your message out there. It may be outside your comfort zone (totally), but it’s better to



have dinner with the friend and network alone. That way you have to introduce yourself!

To get your message across effectively when networking, the 10 second elevator pitch is a great tool. You will notice at the end is our pitch and you just take the words like we have (bolded & underlined) to make your pitch your own.

### 10 Second Elevator Pitch Template...

(I / **We**) (action verb - **help**, guide, teach, review, provide, consult with, present, aid, assist, support, grant, give, award, evaluate, assess)

(negative emotions being experienced - frustrated, furious, **overwhelmed**, clueless, demanding, frightened, desperate, struggling, angry, concerned, worried)

(ideal client description - executives, young adults, chronic pain sufferers, overweight men or women, homeowners, **business owners**, brides-to-be, new mothers)

**who want to** (what they want - **increase their profits**, find an honest plumber, purchase that perfect diamond, find the relief they need, find the best deal)

(solution - discover a process, **learn a fast and easy way**, create the perfect solution, uncover the best method, determine the number one reason, realize the best course of action, find the dramatic solution, locate the best deal, position themselves, place themselves first, find out everything they need to know)

**to** / so that they can (list 3 benefits - live a pain free life, **build the business of their dreams**, finally give the perfect gift, feel they're getting the most value for the money they pay, pay the lowest price, receive the highest value, obtain the best guarantee, receive award-winning service, receive the highest level of expertise at the lowest possible price).

**We help overwhelmed business owners who want to increase their profits learn a fast and easy way to build the business of their dreams.**

**Network, network, network... Get yourself out there!** The more people you talk to, the more people know your message and the better your sales. Join a networking group, go to networking events, and time block this activity into each and every week.

# UNDERSTANDING & BUILDING RAPPORT

There have been times in my life where, like everyone, I have judged a book by its cover and have for some reason or another not particularly liked a person I have just met. Now if this situation is at a party, I just excuse myself and head to the bar, but if this person is someone I need to get along with, what do I do?

It may be a person on a committee, a parent of your child's best friend, a colleague at work, a client, or your new boss, but for some reason, you have that feeling that you would never be dealing with this person unless you have to! I am sure we have all been there and the situation is that you must move forward and forge a relationship.

I had a client many years ago, Ben, who was a referral from another client. From the minute we meet, I had that feeling that he was not my type of person. Funny, because often, when I have that feeling, I do not always get the business, but in this case I did. Over the years I really warmed to Ben. In fact the rough exterior was just a wall to protect his kind, loyal, and generous heart. How quick I was to judge and how long it took for me to discover the real Ben was someone I was proud to call my friend. I never would have thought all those years ago that we could ever be friends and yet underneath he was a totally different person.

Let's start the definition of rapport - it is the uncritical acceptance of suggestion by the unconscious mind. To make a sale we need people to trust us and, as such, rapport is important. Where does the word originate? It came from the French word "rapporter," which means to carry something back.

In the 1970's Richard Bandler and John Grinder (together with Erickson) became founders of Neuro-Linguistic Programming, often referred today as N.L.P. This is a way we use language to achieve desired outcomes. They taught how to establish rapport with anyone at any time.

What people did not understand was that rapport is the process of responsiveness, not necessarily liking. If the outcome I want is to establish rapport with anyone at any time, how effective would that make my sales? If my strategy around sales is that I have to like my client, then how can I build rapport with anyone?

You may do it naturally as I did for many years as a sales person. I certainly did have a belief (as I told you in the above story about Ben) that I normally only worked with people that I liked. However I did like Ben in the end. It just took a lot longer than my other clients.

Communication is a big part of rapport; I am sure you will agree. I was shocked at the percentage within communication that built rapport. The words we use when speaking is only 7%, our tonality is 38%, and physiology 55%.

If physiology is the biggest percentage, then that is what I need to build rapport with anyone. It is the posture, gestures, facial expressions (even the blinking) and the breathing. It is more than just the body language.

Tonality is about the tone we use. It's in the pitch, the tempo which would be the speed, the timbre which is the quality, and the volume which is the loudness of our voice.

Our words are about our key expressions, common experience, and associations and the content chunks. This means how you chunk information small details or large chunks.

If my goal is to build rapport with anyone at any time, how can I do that? Remembering and understanding now that rapport is the process of "responsiveness" not "liking" you can use a technique called "matching and mirroring."

Matching and mirroring is one of the (if not the) most useful NLP techniques there are. If someone is very good at mirroring, it is very difficult to dislike them. Mirroring, while considered part of the NLP syllabus, has been used innately by people throughout history. Even chimps (which I believe are our genetic ancestors) use mirroring within their groups. This begs the question: why do I need to write about mirroring if it's so natural? Because just like any other skill you can name, there are vastly different levels of ability, and you can get much better by practicing.

Mirroring is simply the process of mimicking subtle behaviours found within whomever we are communicating. Before you go and start mimicking someone's every word, be aware that mirroring must be subtle as to appear to be unconscious!

Some say that accents can be mirrored, but I certainly don't think this is true. If you mimic somebody's accent, it is immediately raised to

conscious levels and becomes incongruent to good communication and rapport.

Another important point to remember is that rapport is not some new technique that we are learning here for the first time. The state of rapport is something that occurs quite naturally on a regular basis during our communication, without any conscious effort on our part. What we are learning here is how to actively and rapidly create a state of rapport with another individual whenever we choose.

Some people believe that if another person becomes aware that we are actively using specific techniques to create the rapport state, then it is highly likely that the state of trust and responsiveness will be lost. Thus, we will have a higher success rate if we match and mirror the most unconscious elements of the other person's behaviour during communication. Others believe that if someone is making an effort to "match and mirror" behaviour, then they are actively wanting to build rapport. It could be said that with active listening, a sales person is making more effort by listening to their clients. That's what we want as clients, to express our needs and be heard by the sales person so they can help us.

Somewhat conveniently, the elements of communication that are most outside of our conscious awareness are our physiology and tonality which, also conveniently, amount to 93% of our communication.

So by matching and mirroring the physiology and tonality of the person we are communicating with, we can make ourselves most like them, and generate rapport, without their becoming consciously aware of the process. Remember that subtlety is the key. Make your matching and mirroring a feint reflection of the other person's behaviour so that it does not become obvious to them consciously.

We can also match and mirror the words that are used by the person we are communicating with. This will obviously be more inside their conscious awareness, but it will add to the rapport. Using some of the same words is a natural part of conversation.

Let's first of all consider some of the parts of a person's physiology that we can mirror. An exhaustive list if you start thinking about it - there are infinitely subtle elements and nuances that we can match and mirror if only we have the sensory acuity to notice them. Here are a few suggestions:

## **Posture**

- Are they sitting, standing, kneeling, or slouching?
- Are they relaxed or tense?
- Are they leaning in any particular direction?
- Are their legs or arms crossed?
- Are their hands in their pockets or holding an object?
- Is their head tilted in a certain direction?
- Are their feet together or apart?

## **Gestures**

- Do they gesture with their hands in a particular way?
- Do they gesture with nods of the head or another body part?
- Are the gestures large/small/exaggerated/restricted?
- Are their gestures toward a particular person or thing?
- Do they use gestures to assist in describing objects or locations?

## **Facial Expressions**

Humans have 53 facial muscles which contribute in varying degrees to a myriad of nuances of facial expression that we are capable of. If you have enough sensory acuity, you will be able to distinguish facial expressions far more exquisitely than I can describe here in mere words alone and, as a rule of thumb, if you can observe it, you should be able to match and or mirror it.

Obvious areas of the face to consider are the brow (is it wrinkled or smooth, raised or lowered?), the mouth (including lips, teeth and tongue), the bridge of the nose (wrinkled or smooth?), the eyes, the cheeks and cheek bones, the jaw and also look for facial symmetry or asymmetry.

## **Blink rate**

Not an obvious part of physiology to match, some may say, but it can be more powerful than one might think in establishing rapport, and it is very far outside of a person's consciousness.

## **Breathing**

- Rate - is it fast and shallow, or slow and deep?
- Location - high in the chest, low in the stomach, or the mid-line of the torso?
- Pattern - is it regular or irregular?

Now the difference between matching and mirroring is just that are you mirroring the person or are you matching the persons' moves. I watch people do this all the time with young children or babies as a game. If you want to practice, have a little fun and start with kids. They are just like little sponges.

# MODELLING EXCELLENCE

I was chatting to a friend, Greg, a top sales person in selling musical instruments, the other day. He was telling me that in the 70s, he was a sales person for real estate and worked off commission only. Back in those days, Greg said, he was just starting out and wanted to be the best sales man. He also wanted to eat as he received no money unless he sold a house. On his way to his appointments and whenever he was in his car he would listen to Zig Ziglar.

Now Zig Ziglar is an American author, salesman, and motivational speaker with a net worth of \$15 million dollars today. Greg had his tapes, and yes, these were cassette tapes that you could put in you car's cassette player to Zig's words of wisdom on how to sell.

When Greg met a client he would *try* and remember Zig's words of wisdom and use them on his clients. The problem was that Greg was not Zig, and the clients were unimpressed. They did not buy from Greg. After a number of months of no sales, Greg was confused and unsure where he was going wrong.

Today Greg laughs about this time. Now he understands eye patterns. When a person is trying to remember or recall something, like Greg was recalling Zig's words of wisdom, they break eye contact. Depending on which way a person is organised, they look up to the left or the right to remember their "sales pitch," breaking rapport and eye contact with the client.

Now, whenever Greg was face to face with a new client, and his eyes are darting all over the place, how do you think the client would feel about Greg? More than likely, they would think he was being shifty. Yet all Greg was doing was recalling the tapes in his car so he would have a perfect sales pitch.

This is the same with whatever you are remembering. It may be what your Sale Manager told you to say, what your elevated speech is, or what you read in this book.

While it is important to have these tools, it is even more important to stay connected to your client. Understanding eye patterns makes you aware of what you are projecting during the sales transaction. More importantly you can tell what is happening in your client's head.

Apply this idea to networking. You have just used the template for your elevators pitch 5 minutes before you headed into a networking forum. Second person you meet is your dream client, and they ask you want you

do. Your head goes into a spin, your palms are sweaty, and you “try” and recall your pitch (eyes go up). You break rapport and within a few minutes your dream client has excused himself and headed to the bar. There is a lot of information here and remembering everything may not be so easy at times.

Greg said that back in those early days of real estate, with Zig Ziglar’s words ringing in his ears, the one thing that he did not do was what was best for the client. He was so busy being Zig that he forgot the purpose of the sale: the client. What do they want? Once Greg relaxed and concentrated on what the client wanted and needed, everything just fell into place. Greg was even able to use some of the things that Zig had taught him in the tapes, but it really was not as important as finding the right house for his client. It was about having a strong value in wanting to help others rather than making a sale.

I was asked in a workshop, “What makes you Sandy so good in sales?” I really had to think about it. My answer was, “I never sell anything to anybody unless they need it. I find the need and offer a solution. Otherwise there is no sale.”



# RECIPE FOR YOUR SLICE OF SALES

*"If you do what you've always done, you'll get what you've always gotten."* ~ Anthony Robbins

Anthony Robbins states that people have 6 core needs: certainty, variety, significance, connection, growth, and contribution. We will achieve these core need every day, either resourcefully or un-resourcefully

To achieve these needs resourcefully - and balance them - requires doing things you would rather not do. Putting yourself out there. Selling yourself. Saying no when you are afraid to. Setting goals and setting boundaries. We have been through all that, so how do I do it?

*"Expect problems and eat them for breakfast."* ~ Alfred A Montapert

It may not come as a surprise that these are the habits of highly successful people: those who know the difference between working hard and working smart; those who know the difference between working efficiently and working effectively. Do you?

Working hard (efficiently) means moving at 100 miles an hour, doing everything in your path. Some of it you may manage to do well; other things, half-assed, but who cares, you're getting them done! Working smart or working *effectively*, on the other hand, is a lot more productive. You are more concerned with quality than quantity; you focus on the things that are most important and urgent; (that will move you forward fastest to your end goal) and giving these few things the best you can.

In business, working smarter, not harder, means being able to take myself (and my ego) out of the equation. The most successful business formats can replicate the same results no matter who is running the system. In business we (and I was certainly guilty of this) often cannot see the business without our input. It can be our own ego that comes in the way of making our business successful.

While working as a manager, one of my staff, Jenny, asked me a question I had been asking myself for the past 10 years. She asked, "Why does the MD stop us making him more money?"

The answer is: ego. By micro-managing the office, we spend a good percentage of time managing upward rather than making him money.

Any business can be successful if it has good systems and procedures in place. Often it is the leader who has the inspiration and drive to start the business; however it is important to listen, understand, look at all options, and keep the business growing. Business is either green and growing or dead and dying. Each and every person has their reality and this is our box - we are all in a box it is just some people are just in bigger boxes than others.

Working “in flow” is what we all want to achieve. It is simple to work in flow all of the time. This is the recipe...

### Working in Flow Cake

#### Flow Sauce

- 1 cup of me time everyday
- 1 cup of passion
- 1 cup of self-love
- 2 cups of positive thinking
- 1 cup of meditation

#### Flow base

- 1 cup of procedures
- 1 cup of written goals
- 1 cup of open mind
- 2 cups of smarter (not harder)
- 5 proactive tasks per day
- 1 cup of feedback (good or bad is fine)
- 1 pinch of mastermind group
- 1 pinch of accountability partner daily

Separate the ego from the mind and set it aside (you will not need it). Combine all ingredients for the flow sauce and stir until thick. Meanwhile take all the ingredients from the flow base and put together into a pot. Simmer on low for at least 30 days. Each day rinse and reset. Visualise how the cake will look morning and night. Once set put mixture into cake tin and top with Flow Sauce mixture. Place in oven to cook. Test cake using the T.O.T.E model at every opportunity to get maximum results

Reminder: Take time to enjoy the cake - practising mindfulness!

# LEADERSHIP IN SALES

**Be the best version of you consistently.** It sounds simple, but it is not always easy to put into practice. Sometimes, it is easier in the short term to ignore certain things just to keep the peace - whether with other people or in your own head. Whenever your beliefs and your desires argue, your beliefs win out. It's easier NOT to change. It's easier to stay stuck in a rut and mindlessly follow that rut.

I found that, while that strategy of avoidance may work externally for a while, internally it has caused me uneasiness and conflict. My values are part of what makes me who I am. I want to be the best version of me for me. It may not always be easy. However, often the hardest road is the most satisfying and rewarding. Having this mind set has made me successful in sales as people “feel” that I walk my talk. This goes a long way in every aspect of my life not just in sales.

*If no one was watching, how would I act?*

*Do I feel good about the things I have thought, said, and done today?*

This subtle exercise will rock your world. For one day, pour yourself 100% into everything you do, no matter how exciting, boring, mindless, frightening, uncomfortable, tense, happy...

Every time you think, “I hate this job! I’m so bad at sales,” or “Selling this is hopeless, nobody appreciates me!” or “You know it would be so nice if somebody did the damn dishes for once!” - STOP. To be the best version of you, the negativity has to be pushed out or it will become a self-fulfilling prophecy!

Immediately replace those thoughts with gratitude: “I am so grateful for this job, for my role in learning sales, and for the money it provides me!”; “I am grateful that my selling skills are being tested and that I am learning a different way of seeing things. I can learn a lot from seeing things from a new perspective!”; “I am so thankful that I have a home, and dishes, and food to eat and people to share my meals with!”

I’m not asking you to pretend to love something you hate. I am, however, asking you to see it from the perspective of gratitude and to do your very best while you are there. That goes for any job, relationship, household task, self-care, etc. Only by doing your best can you be your best. Remember that.

Do what you need to do with your full, loving attention. Simply, give your best.

I can't tell you exactly what will happen as you begin being fully engaged and giving your best in everything - but I can promise you that you will be happier when you take pride and joy in even the simplest things. There is so much satisfaction in excellence! If you make excellence a habit, your results will be profound, miraculous and beyond-description wonderful. I promise! It will open up possibilities... take the challenge!

With practice, the old habits of negativity, including blaming, complaining, etc. - will dissipate. Attitude is everything. If you choose to perceive life as mundane and pointless, it will be! You will experience a lasting transformation when you choose to see life as exciting and interesting and you wholeheartedly give your best. When you give your best to the world, the world will give its best to you.

If you have started a project, finish it. The universe loves flow and you are demonstrating that you are a person that follows through. If you have too many projects, work out which ones you want to finish and which ones you don't. Your energy is often given to projects you never finished draining you from projects you want to complete.

Spring clean your world. Start a fresh. Give yourself some room as you deserve it!

Activity:

1. List projects that you could spring clean that no longer serve the purpose ?
2. What projects will you commit to completing and when ?

# YOU ARE CORRECT

**If you think you can or your think you can't - you are correct.**

We are responsible for everything that goes on in our lives....our home, our family, our jobs, our businesses and yes, even our sales! Are you at the cause, or the effect? Do you think you got lucky, married the man or women of your dreams, bought the fabulous house, groovy car, and had the 2.5 children to go with it?

Everything that you have started with a thought. If you believe that you are good at maths, or you believe you are not good at maths - you would be correct! Your beliefs make your reality, and if you believe life just happens to you, then it will. If you choose to believe that you can or if you choose you can't do something - then it will be true.

With any belief, the evidence in our mind builds and that belief gets stronger. An example of this is Ben's maths belief. He missed a little of the fundamentals and failed a test in primary school. When he told his parents, they both agreed that neither of them were good at maths so it's no surprise that neither is Ben. So he goes to high school under the belief that he is not good at maths; just look at the evidence. The teacher tells him that maths is not his strength and this again reinforces Ben's already strong belief that he is correct, and the evidence builds and makes that belief stronger. What if Ben thought he was good at maths?

If you choose a belief, make sure it is one that supports you and not limits. If you are starting a small business and you believe you are not good at accounts, how will that work out for you?

Everyone is teaching you all of the time. Do you have a boss that is causing his team to lose money, or are you the boss that is losing sales by having to be correct rather than rich?

Do you have suppliers or clients that you are managing?

Has office politics in your work life become all-consuming?

Activity:

1. What are you are tolerating?

In a business, any business, even if it is a solo business, you need profits and profits are gained from sales of your services or your products. Your investment in you, and the people around you, will result in your business outcomes. Stay focused on the outcome you want, and if it is going to catapult your career or your business through successful sales, then get your mind straight now.

"Every time you start to complain about something, stop. Think about how you can take control of the situation and be accountable for it."

Activity:

1. What could you do differently ?

# THE LAW OF ATTRACTION

The law of attraction states that every positive or negative event that happened to you was attracted by you. Say that a special friend loaned you money when you didn't have any. You attracted that, even without realising it. Say that teacher, classmate, client, or co-worker gave you a hard time during the day. You attracted that, too. Again, we are using the law every second of every day. You've even attracted this book!

There are really only three basic steps: ask, believe, and receive. If you are the cause, then you take responsibility for everything you have in your life. You may ask the universe with an inner monologue or by speaking directly. Either way, you are creating the life that you are living.

Millions of people have now heard of the secret, a theory which brings phrases like "positive thinking" and "the law of attraction" to everyday conversations. Although the *The Secret* is a fairly recent phenomenon, spiritual thinkers say they've been studying the concepts for years.

Acclaimed author Louise Hay is considered the mother of positive thinking. She continues the conversation about the law of attraction, which is the basis of *The Secret*. "The law of attraction is that our thinking creates and brings to us whatever we think about," she says. "It's as though every time we think a thought, every time we speak a word, the universe is listening and responding to us."

Louise says negativity can keep you from obtaining the things you want in life. "We don't want to put ourselves down," she says. "We don't want to say, 'Oh, it will never work for me,' or 'I'm not good enough.' Because that's what the universe hears and returns to you."

Instead, Louise says you can transform your life by staying positive. "You have to start saying things that you feel really good about yourself. 'I love who I am. I love life. Life loves me. It's going to be smooth and easy. Life works for me.' And you just start doing that—it's planting seeds. You're not going to get it the first day, but you plant a seed and you water it and you continue the affirmations, and things start to shift and change in your life."

I had a sales representative, Mary, who worked for me a few years ago. She was a lovely young woman who was very results driven and a really good sales person as she had strong core values. She never sold anyone anything she did not think they needed or anything that did not meet their expectations.

Mary's first sales year was really good. Mary was excited as she knew her product, had gained many new clients, and had met her sale target. Everything was going along really well and she felt successful because she was successful. Go Mary!

Somewhere in this process, Mary fell into a reactive pitfall and grew to have a busy life with lots of clients. Mary forgot that she needed to still be proactive in sales rather than reactive. It was not clear for some time to Mary that her sales for the following year were not good. In fact by the time Mary was aware that she had made the mistake of forgetting to be proactive, it was too late to recover the year ahead.

Mary became desperate, and where she had previously attracted new clients with money to spend, she attracted clients who were desperate and wastes of time. Mary's confident manner had suddenly disappeared and she could not say "no" to anyone she came in contact with. She wasted her time with clients that valued neither her nor themselves, and her sales dived to an all-time low. To Mary's clients she had the smell of a desperate sales person!

Mary started to wonder how she ever had any clients and where they had all come from. Her clients were frustrated, annoyed, and not spending any money with Mary. They were the direct result of Mary's inner monologue in regards to her sales ability.

Mary was still the same person with the same product knowledge and the access to the same clients or potential clients. What was different was the way Mary saw herself. What Mary was putting out there was what Mary was getting back.

You may have bought this book because you needed more sales, leads, or business. Keep this little idea in your head. Have you ever thought of buying a new car? It may be a Ford that you decide on for example. Suddenly everywhere you look you see a Ford, and not just any Ford, the model you were thinking of buying. They are everywhere.

It is the same if you or your partner is pregnant. Suddenly everywhere you look there are pregnant women, babies, prams - everything to do with having a baby.

Now these things did not just appear. Everyone where you live did not decide to buy a Ford or start a family. These things were always around you, but you just never noticed them before.



Think about this in terms of your business.

How many opportunities are there in everything you do, but you just cannot yet see them?

Activity:

1. Brainstorm where there could be hidden opportunities for your product or service

# LITTLE THINGS MAKE A BIG DIFFERENCE

As a trainer of NLP and a successful sales person for many years, I think this is the most interesting thing of all time: the little things like the words you use every day make the biggest difference in your results.

The way we speak, the way we think, and the words we use all have an effect on our self-belief. This all becomes our inner dialog and our reality of the world. Our unconscious mind never hears a negative, and this can make a huge difference in communication with others.

Before I understood this, I would always say to my boys after dinner, when they were scraping their plates into the bin, “Don’t miss the bin, boys.” Every time without fail, they missed the bin because they heard, “Miss the bin, boys.”

I just thought that they did not care about such things as food running down the side of the bin or all over the floor. When I started to understand the power of our language, I began to test it out with them. I changed the way I delivered my instruction to, “Aim straight boys.” Instantly they changed their behaviour.

Okay so maybe they are just getting older, and after several years of missing the bin, they finally realised they were making a mess.

I took my new learning into the work place and gave it a go with staff and clients. Interestingly, it worked. I realised that many times I had delegated to staff using a negative, then wondered why they did the opposite to what I had asked. I now had the answer, and once I stopped using a negative in delegating, my team’s productivity increased.

There are a number of words I use only carefully. One would be “try.” If I asked you to try and pick up the pen, or if I asked you to pick up the pen, which would give me the result I wanted? I changed “try” to “give it a go” in what I said and it made a huge difference. Think about what I am telling others and myself when I use the word “try.” I want to be supportive in completing a successful task.

*“Do, or do not. There is no try.” ~ Yoda (Star Wars)*

Take the 30-day challenge and transform your everyday language to change your mindset. For the next 30, consecutive days, stop using the bold words below and replace them with positive statements. This will

retrain your mind to think more positively about yourself, your potential, your abilities, your self-worth, etc.

Instead of saying, “I am ... (something negative),” rephrase the negativity with a positive and proactive statement that allows you to feel your emotions while pointing yourself in a positive direction:

ANGRY:

I am observing from an alternate perspective

DISENCHANTED:

I am looking for the benefits of the situation

AFRAID:

I am open to new experiences

INSULTED:

I am looking within to see why this upsets me

MISUNDERSTOOD:

I am working on my communication skills

LONELY:

I am available for (love, friendship)

NERVOUS:

I am taking control of my emotions

OVERWHELMED:

I focus on the small steps within the big picture

STRETCHING:

I am growing

UNCOMFORTABLE:

I am curious and sorting out my thoughts

ANXIOUS:

My thoughts and feelings create my experience

CONFUSED:

I am open to and trust my intuitive guidance

DEPRESSED:

I am choosing to focus on the positive

EXHAUSTED:

I am in need of recharging

FAILURE:

I gain wisdom and experience from this result

CHALLENGED:

I am excited

INSECURE:

I am aware of my self-limiting beliefs

QUESTIONING:

I am fascinated

SCARED:

I am energised and ready for anything

STUPID:

I am interested in learning more

UNRESOURCEFUL:

I am creative, resourceful and innovative

TERRIBLE:

I am wonderful

DIFFERENT:

I am unique and magnificent

*Ask yourself, "What would change in my life if my mindset was 100 % positive?"*

Reprogramming yourself takes work, so set yourself up for success!

Establish an emotional connection with the life you want to create for yourself with uplifting and positive thoughts!

Your life is about to become extraordinary. It will also change the results you are getting in sales as people "feel" a positive person and love to be around them.

Activity:

Take the challenge: Decide now that you will do this (or not). If you say "I will try," we all know what will happen!

# GRATITUDE

But I want to know about sales and increasing my profit, and how to make the sale. What has gratitude got to do with it? Everything!

*“Gratitude unlocks the fullness of life. It turns what we have into enough, and more. It turns denial into acceptance, chaos to order, confusion to clarity. It can turn a meal into a feast, a house into a home, a stranger into a friend.” ~ Melody Beattie*

We tend to give thanks for what is good in our lives. Do you find it easy and natural to give thanks for the difficulties and challenges, too? Do you grudgingly give thanks out of a sense of obligation for the things you recognise as “life’s lessons” - or are your thanks heartfelt and genuine?

I am truly thankful for everything that has happened in my life. Every lesson I have learnt and everything that has happened, good and bad. I would not be the person I am today without the past. I do not regret the past; I appreciate the learnings it has offered me. I am thankful for the “nos” and “yeses,” and I definitely learnt more about me from the “nos.”

*“Be thankful for what you have: you’ll end up having more. If you concentrate on what you don’t have, you will never, ever have enough.” ~ Oprah Winfrey*

Genuine, honest gratitude for “what is” is a monumental step in your understanding of sales. It’s probably the most important of all sales concepts because it helps you change your perception of the world.

One of the most successful sales people I knew, and one of the happiest, showed gratitude no matter what life gave him, good or bad. It’s easy to be thankful for the delights and goodies we receive, but being thankful for pain, hardship, struggle, and sorrow takes a lot of personal evolution.

*“When it comes to life, the critical thing is whether you take things for granted or take them with gratitude.” ~ Gilbert K. Chesterton*

I’ve learnt so much more from my mistakes than from my successes, and I’m certain it’s the same for you (seems to be human nature!).

Gratitude brings you a gift - awareness. When you become aware of your responsibility in a situation; when you become aware of the hidden blessings in a crisis; then you truly have a lot to be thankful for!

*“What I’ve learned is there’s a scientifically proven phenomenon that’s attached to gratitude, and that if you consciously take note of what is good in your life, quantifiable benefits happen.” ~ Deborah Norville*

Begin your day with gratitude. Give thanks for the many things you take for granted - modern conveniences, the air you breathe, the job or business that you have, the sales that you have made, and even the fact that you are able to read this.

End the day with gratitude for the lessons/guidance you have received and the delightful outcomes of positive thinking. Give thanks for the people in your life. Some are here to support you; others to challenge you; to make you think; to help you become a wiser, more compassionate person... be grateful for everything.

Gratitude makes your inner world of thoughts and emotions so incredibly much more beautiful. Your inner reality dictates your outlook on the world, and your emotions, words and actions. That inner beauty radiates outward!

Express your heartfelt gratitude every day. You will be blown away by the results!

### **Activity:**

**List what you are grateful for in life.**

# MINDSET

Your mindset, your idea, your beliefs, and your understanding will make you either fabulous at sales, or not! When you think about being in sales, what does that mean to you? Whatever you believe about sales people is the equal to your own sales.

I have always thought of sales as a wonderful way to meet people, connect with others, and to earn a living. My values are strong and I never compromise them.

Finding your mindset about sales is important and may challenge your current beliefs. These beliefs may be limiting in the way you see your business, career or others. Keep that in mind while we discuss the next step, modelling excellence. Find a person who is successful and start to model them. Watch how they interact, follow their lead, and model the way they work.

In fact, I have always been a highly visual person and have always modelled others, even without realising it. Once I followed the person I was modelling excellence from, I started to understand the strategy behind it. Then, as it began to work for me, I started to break it down and test small chunks at a time and this brought in my own style.

The difference between a successful career in sales and not... is your mindset.

I would suggest that no matter what industry you are in, the business that you run, or the career, you have a business coach (or life coach). This will fast track your mindset and give you the desired outcomes you want.

Ultimately, the secret to success is so ordinary that it appears impossible: Go get what you want. That's it.

*"Don't be afraid your life will end; be afraid that it will never begin." ~ Grace Hansen*

Success involves changing your mindset from seeing your goals in terms of what is, and expecting the goals to be dependent on current circumstances, to seeing your goals in terms of pure potential and expecting your circumstances to support those goals.

The secret to success lies within. Only you can decide “yes or no.” You are the magic pill. When your desires and your expectations match up, you will achieve anything you want. Anything. If your mind being argumentative, it’s because it sees your goals in terms of what is, and it expects your goals to be based on what is. That’s called “construction” - working with the materials and ‘budget’ you have and building something. Looking at your goals in terms of potential means knowing exactly what you want to build, and trusting that what you need will be presented in some form. This is extraordinarily hard for most people to fully understand, but it’s the only reason we are all not living exactly the lives we wish to live.

It’s the journey, not the destination. You’ve heard that a million times, but it bears repeating. If you’re not having fun; not enjoying life and not living a balanced life... then the ‘victory’ will ring hollow. Support your success by taking care of yourself physically, emotionally, mentally, and spiritually.

Are you destined for failure? Do you unconsciously self-sabotage your goals? If you ever say, “I’ll try” when it comes to your goals or anything important - you are setting yourself up for failure because “try” is like giving yourself permission to quit when the going gets tough. Then you can rationalise it - “Well, I tried, and it didn’t work out this time.” That’s entirely the wrong attitude! Most people give up on their goals when they are so incredibly close to succeeding... if only they had stuck it out a little longer!

How can you “do” without “trying”? How do you motivate yourself when you hit a few bumps in the road?

*“A journey of a thousand miles begins with a single step.” - Lao Tau*

Create a plan of action, broken down into the smallest possible components. Stick to your plan, and if life throws you a monkey wrench, ask yourself why? Try to look see the monkey wrench as a teacher or guide, not a horrible monster. Sometimes an awkward and emotional “failure” is a detour that takes you to a better way.

And then... Never. Give. Up.



# LIMITING BELIEFS

I have many limiting beliefs. I just did not know it and called them reality. Does that sound familiar?

Limiting beliefs may come from many places: childhood, parents, friends, work colleagues, teachers, and family. If you believe it, you become it. Inevitably, if you hear the same thing repeatedly, you often start believing it. Your mind will find evidence to back it up. It does not take long before the belief sinks into your subconscious and becomes your reality.

*“If I could not fail, what would I do differently?”*

*“If I had the resources, knowledge, skills, and talents to accomplish something, would I do it?”*

History has a way of repeating itself unless the root of the problem is dug up and destroyed. Diseases can't be cured by focusing on making the symptoms disappear - symptoms are the body's way of coping with the problem; take care of the problem, and the symptoms go away on their own.

The roots of your problems are your beliefs; the way you see things, the way you believe things to be your “truth.” But that truth can be hard to discover. “This is how I am,” you think, without ever asking “why?” It's time to ask “why?”

Here are two ways to spot self-limiting beliefs and dig down to their roots:

**Results:** Begin by owning your results. Identify all areas of struggle - sales, health, business wealth, career, and relationships. Wherever you feel unhappy, worried, lacking, afraid, victimised, stressed, unwanted, indecisive, ignored, unsatisfied, incomplete, bored, hopeless, angry, worthless, incapable, etc. - you have some self-limiting beliefs that cause you to have undesirable results.

**Feelings:** Become aware of physical feelings and emotions when you think about your areas of struggle. Just the thought of your struggles will create a physical response! Self-limiting beliefs manifest in your body as it reflects your state of mind! What triggered these feelings and emotions? What were you thinking about when you became upset or anxious?

When you examine your results and feelings, ask yourself why you took actions that created those results. Watch out for road blocks like “I don’t know” or “it wasn’t my fault.” Now dig to the roots. Go back and pinpoint the moment of creation - the moment you decided (consciously or not) that something was true or not. When is the first time you realised you were telling this story? Who or what led you to adopt this belief?

The best part is that, once you identify the source of a self-limiting belief, you will probably see how absurd and untrue it is! *Most* of your self-limiting beliefs are hand-me-downs from influential people from your childhood! These are not *your* beliefs! They are not a fit for you! They belong to someone else, but as a child, you did not question them!

Kids pick up beliefs by mimicking mum and dad. As they mature, they develop their own perspectives, but those perspectives are in large part based on their childhood conditioning - the imprinting of values and beliefs from parents, teachers, etc. Kids certainly are not aware that they unconsciously adopt beliefs, and parents are not always aware that they are projecting some limiting beliefs on their children. Parents often send mixed messages, saying one thing and doing another, and children almost always mimic what their parents do, not what they say.

Whenever you catch yourself thinking “this is the way things are” and *the way things are* have a negative ring to them (such as “I can’t”, “it won’t”), then remind yourself that you unconsciously chose that belief. ***You didn’t choose it consciously.*** You absorbed it by default. Now, as an independent self-aware adult, you can choose otherwise.

I encourage you to be open to upgrading your beliefs, much as you are open to upgrading the software on your computer. Think about what believes you have around sales, sales people, selling yourself, marketing your business and you.

It takes a bit of courage to admit you were wrong about some things but again, it was not intentional - you absorbed these beliefs by default, because you were unaware you had a choice.

Activity:

What are your road blocks ?

# RELEASE SELF LIMITING BELIEFS

How do I release the self-limiting beliefs I have around sales or any other area in my life?

Recognise that the belief does not serve you well. What good does this belief do for you? What benefits does it bring to the table?

Do not give that old belief any credibility by thinking, talking, and acting contrary to it. Create new mental habits, new neural connections of thoughts that you want to dominate your belief system, and eventually the old beliefs will atrophy and fall away.

For example, my childhood belief was, “I am not good at anything.” That absurd lie followed me to my adulthood where I continued acting out that belief by being a serial people-pleaser. However, when I recognised that the belief was doing more harm than good, I was able to work on releasing it.

You may be shocked to learn that holding on to self-limiting beliefs (once they’re out in the open) is harder than letting them go! That may seem impossible, but when you see that self-limiting beliefs cause you to struggle, resist, be unhappy and stressed out, you will learn that by thinking, speaking, and acting in ways that feel good, you will start to gravitate toward that good feeling and things will naturally start to turn around for you!

It’s not a quick fix, of course. The belief system is made up of many complex layers of beliefs that influence each other. Every belief is like a file with lots of papers in it about events that relate to that belief. All of these files work together to help you make sense of incoming information from the world, and guiding your decisions.

Each belief is a sort of “master file” of thoughts and emotions about something. The more attention you give a belief, the more “papers” you add to it. Over time, each file can actually take on physical form - both as very strong neural connections and as the results you experience from your words and actions.

***All beliefs can take on a life of their own. All beliefs can take on physical form as consequences and circumstances.***

That’s a sobering thought!

Releasing limiting beliefs is easier when you take the attitude of curiosity - what would it be like to think another way? What would it be like if I pretended I was a super sales person with no silly old limitations? What would happen if I acted out my super sales person unlimited self instead of my “poor me” limited self?

Imprinting new beliefs means creating new thought/emotion habits through consistent, persistent repetition. The more you think to yourself, “I can’t” the more you will believe it - so the same holds true for “I can.”

*Remember when you were small and learning to recite the alphabet? Your teacher would have the whole class sing the alphabet song over and over again until it was deeply imprinted in your memory. Of course you can still sing the song, flawlessly, even many years later.*

*That’s how you acquired your beliefs - self-serving and self-defeating - and that’s how you can undo them. If you were asked today to learn the alphabet song backwards because you would get some amazing reward, would you do it? From Z to A, totally backwards.*

*If you agreed, you would have a hard time doing it at first, because the old conditioning would want so very much to “do it the right way.” You would stumble. A lot. You might be tempted to quit (many people would!).*

*But if you were really persistent about it with daily practice, within 30 days or so (depending on the effort you put in) you would be able to sing the alphabet song backwards without any problem.*

*And then - here comes the cool part - if you were asked to choose which way to sing the song, you could easily choose the one that works for you, the one that gets you the reward you want!*

**That’s really all it takes to create a new belief - persistent and consistent repetition, plus an emotional reward. Make it feel good inside to think these new thoughts! Again, practice. Soon, the good feeling of these new thoughts will be far more appealing than the tense, unhappy thoughts of the old thoughts!**

# I AM NOT YOUR CUP OF TEA!

One of my staff many told me years ago that all my clients that she was servicing loved me. Well I explained that they would not be my clients if they disliked me and that they do not buy the company. They buy the values and beliefs of the person who has sold them the service or profit.

You see, I am not everyone's cup of tea. Some people like coffee and do not drink tea. Other drink tea or coffee and some people just adore tea. The world is made up of all types of people, and the ones I want to attract, the ones that are my hungry crowd, are the people who adore tea. The people who only drink coffee are only interested in coffee. The people who drink either may be interested but not passionate about tea like me.

In a group of people, I need to find out who my hungry crowd of tea drinking people are. They do not have signs on their heads stating "tea," "Coffee," "Neither," or "either." I need to locate them and hang out where they hang out. I would waste my time hanging out in coffee houses looking for tea drinkers.

My mission is to find the tea lovers and the quickest way to finding them is eliminating the "nos." The first seven people I ask are coffee drinkers and the quicker they can tell me "no" the quicker I am on to my first "yes" and my first passionate tea drinker.

My learning here is that they are not saying "no" to me rather they are saying "no" to drinking tea. I am just not what they need, and why would anyone sell something to someone that they do not need? Sales needs to be good for the customer, good for you, and good for the greater good.

Activity:

Who is your perfect client ?

# RESILIENCE

It's been said that the hardest step to take in any journey is the first one. That's true in a sense, but once you're moving you will need something else, a sort of magical ingredient called resilience.

Many of us will start on a goal. We'll see some initial successes and forward progress (very motivating) and then we'll hit our first pot hole or some big obstacle. And then what? When you start, you know you will be tested. You know you'll have to keep going even when you don't want to until you succeed.

Well, that's the theory, and it sounds good, but then there is real life.

*"When you encounter difficulties and contradictions, do not try to break them, but bend them with gentleness and time."* ~ Saint Francis de Sales

Giving up seems like a very attractive option when you're faced with setbacks. That's when the rationalisations start up again: "I just don't see how it could have worked"; "It's too hard"; "It wasn't meant to be"; "Sales is for people who are insincere"; "I am too honest that is why my sales are low"; and so on. Perfect excuse to just stop.

So what breaks our will to continue? FEAR!

I was in an uneasy situation with my career; a contract had been signed by both parties who had gone into it with the best intentions. The contract was long, the prospects were good, and both parties were excited. An unforeseen situation arose and things quickly deteriorated. All of a sudden things went from bad to worse, and I found myself without my career. I held my head up high, cut myself off from all stakeholders, and did what was best for me by removing myself from the situation. The mud was still flying and, like it or not, I was in the middle of a big fight.

Now imagine one big section of your life, friendships, and your purpose suddenly disappearing. I would like to tell you I coped really well, but truthfully, it was not an easy time. I was living in uncertainty and had lost a big part of my identity because I stood up for my values and beliefs.

Feeling uncertainty about my situation, with huge amounts of time on my hands, I was in a situation I had never experienced before. I had always been extremely busy with a corporate life and a young family. I was a high achiever. To go from black to white in one day was an amazing experience. To be honest, the first month was particularly difficult.

At some point I recognised that I must depend on myself. That is all I had at the end of the day. I had attached my identity to my career, and suddenly it had vanished. It did not matter that I had put one hundred and ten percent into it. The unfairness of the situation sat like a large brick on my chest, and at times I felt that I could hardly breathe. I had done nothing wrong, but I felt I was being punished. I was so tired but could not sleep, and I was unable to keep a simple appointment time in my head.

I started to doubt that I would ever be able to hold down another job, let alone a career, and my feelings of worth started to spiral out of control. I had to move forward, and for that to happen, one foot must go in front of the other. Plans needed to be made regardless of my situation.

Jack Canfield's email arrived on a Tuesday. Just in case you don't know, Jack Canfield is an American author and motivational speaker. He is the co-author of the *Chicken Soup for the Soul* series, which has more than 250 titles and 500 million copies in print in over 40 languages. In 2005, Canfield co-authored *The Success Principles*.

The email offered a chance to attend a retreat with him in a Villa in Tuscany, Italy, a private one with no more than 30 people. I had already decided to attend as I scrolled down the page to see what the cost of the retreat was. When I saw those numbers, I almost fell over. It was very expensive for me. My inner monologue was somewhere along the lines of "who do you think you are to spend that much on you!"

Keep in mind that I was stuck in uncertainty. I sat in a bucket of tar alongside my career and future financial security.

Interestingly, I spend more than the cost of the workshop on educating my two boys at private school on a yearly basis, yet I felt I did not deserve it. The thought of attending this workshop sat on my mind for days. I would toss it around like a ball that was simply too hot to handle.

Finally the following week, when shopping with my husband, I mentioned the workshop. I could not look him in the eye when I told him the cost, and he casually agreed it was expensive.

My husband knew that I had always held Jack Canfield in high regard. I used his work on my own platform when training staff. He knew that this would be a turning point for me. He knew that I was drowning in the bucket of tar, the work situation that I was stuck in. We both knew I needed to do something for me and quickly or an already poor situation was going to get worst.

That night, my husband approached the subject, and I could hardly look him in the eyes. To ask for something for me felt like asking for the world to stop turning. No one expected me to feel like this, let alone me. It was not what my family was saying or what they wanted. For so long I had put everyone and everything above me that it felt impossible to ask anything for me.

My husband started to ask what the workshop was about and then corrected himself and stated very clearly that the subject matter of the workshop was unimportant. What was important was that I wanted to go, and therefore I needed to go for me. The wheel began to turn and everything I wanted with my three weeks overseas started to come together.

I could feel my mood lift and I could feel my confidence start to reappear. I felt purpose although I was terrified. Things started to shift, and every idea I had about the trip magically worked without any effort. Again I looked within and my strength began to reappear from trusting myself again.

I asked myself how I had been treating *me* over the last 10 years. I was certainly kinder than I had been in the past. To be honest, I did not always treat myself well. I had been constantly on call for work without one day off over 10 years; I often had speaking engagements at night, and my work days could often be drawn out with any real down time. I realised that even though I was great at managing my time, I was not allowing any me time.

In fact, when I did my Master NLP training a few years back, I asked myself what I liked. This was such a foreign question that for over a week I did not have an answer. I had always loved work, but that is not



an interest, it is work. I had always loved my family, but that was family, not an interest. What did I like? The answer hit me one morning, tomatoes!

My friend said to me, when I told her my revelation and trip to Italy, “Fabulous! You will love it there. Italy is the home of the tomato!” Another good reason to go.

The day I paid for my workshop was the day that I truly began to learn. I must back me to be the best version of me. And for me, “It has to hurt for it to work!” I knew I would get what I needed from this workshop because I had skin in the game.

I was fascinated by my week with Jack, and there was much to learn and amazing realisations. The retreat was far more spiritual than I had anticipated. I had known Jack best for his book, “Success Principals,” rather than his work on the “Chicken Soup for the Soul” series.

One of the activities we participated in was the fabulous idea of a cocktail party 5 years from now. We all gathered and discussed our successes over the past 5 years like it was the year 2019, not 2014. The first person I spoke with was Jack Canfield. Jack asked, “So Sandy, what have you been doing since we last met in Tuscany in 2014?” I looked him straight in the eye and said “Ah Jack, like you don't know. I have knocked you off the bestsellers list again!” (That still makes me laugh!)

No matter what you're afraid of, the thing that keeps you from living up to your potential is fear. Fear will always be there. The key is how to manage it, or how to “**fall down seven times and stand up eight**” as the old Zen saying goes.

Manage your fear by living in the present (because fear is always based on what *might* happen in the future). Manage fear by taking action. Manage fear by choosing to turn it into excitement. Choose to see failures and setbacks as *scenic detours* full of adventure and hidden gems, and do not be afraid of them.

*“What appears to be the end of the road may simply be a bend in the road.” ~ Robert Schuller*

Manage your fear by knowing that it is 100% in your imagination. It's imagination gone bad!

*“When I look back on all these worries, I remember the story of an old man who said on his deathbed that he had had a lot of trouble in his life, most of which had never happened.” ~ Winston Churchill*

When you start to worry, keep taking action, and let the fear go. Just keep moving. Bend when your mind says you must break. Jump up, dust yourself off, and keep moving. Keep moving.

There will always be things you don't want to do, or things that scare you, and being resilient means you become flexible, like water, and go around your obstacles (or through them, like a raging flood!) instead of letting them stop you.

Activity:

It is 5 years from now. Below describe what you are doing in both your professional and personal life.

# 12 RULES FOR EATING FROGS

The following are 12 rules for eating frogs for breakfast. This is an extracted from my last book, “Superheroes Eat frogs Instead of Kissing Them - life experience from a superhero in training,” You may be doing these already, however, it’s great to be reminded:

**1. Set the table for breakfast the night before you go to bed:** Be ready to start being effective now. Know exactly what you want. Write out your goals and objectives before you begin using SMART goals. It’s well worth taking 5 or 10 minutes every evening to plan the day ahead! No more frantic mornings searching for something; no more being pulled in seventeen directions at once because you can’t focus; make a “hit list” of the most important things to do and get to them straight away - not “when you have time” or “when the time is right.” First thing. No excuses. Get yourself an accountability coach and text them daily your actions.

**2. Plan your meal:** Just as you would plan a meal by choosing a recipe, shopping for the ingredients and preparing the food, use the same techniques for planning your workday. Think on paper and be reminded that every minute you spend planning can save you ten minutes or more in execution. Blocking time on a weekly basis is an excellent tool to use for planning. **Prioritise your actions: the 80/20 Rule:** We would all like to “get it all done.” That’s not realistic, but you can come very close by applying the 80/20 rule to everything you do. In most cases, 20% of your activities will account for 80% of your results. Therefore, concentrate your efforts on that top 20%. How do you identify the 20%? Refer back to the “important/urgent” matrix. The actions needed to take care of the “important and urgent” and “important but not urgent” goals will make up that 20%.

**3. Use the Law of Three:** eat a frog or two or three before you do ANYTHING else that day. **First thing in the morning,** take on the three things you do in your work that account for 90% of your contribution and focus on getting them done before you do any other task. These are the three actions that make up the bulk of the 20% actions with the most return on your time-and-energy investment. These are your three servings of frogs for the day. These three frogs will move you in leaps (pardon the pun) to your success.

**4. Channel inspiration:** Don’t sit around waiting for an AHA moment. You will be surprised at how much inspiration you get from diving in and staying focused. Let the goals drive you. If you can’t solve a problem, go

about it from unexpected, even silly ways that probably won't work (it doesn't matter - they get you to think!). If you have writer's block, write. Get the creative juices flowing by creating.

**5. Let go of the need to get it all done.** Focus only on the "important and urgent" and "important but not urgent" activities and let the rest slide if necessary, if you can't delegate, outsource or attend to them later. Automate and delegate as much as you can and never lose sight of what is important!

**6. Chunk it down into bite size pieces:** If that frog is too big and too ugly, then slice, dice or cut it into smaller digestible pieces before you start eating it. 30 minutes is a good time frame - enough to get things done, but not so much that you lose focus. Add time as needed.

**7. Focus and give it your 100% best effort.** Start and finish something in one sitting. Do it once; do it well; finish it; move on. Handle paper (or anything else) only once. Do not multitask, it's one of the biggest productivity killers!

**8. Develop a sense of urgency:** Start a task and finish it. Set yourself a timeframe and develop a sense of urgency to complete it. Don't set deadlines that stress you out; set deadlines that give you enough time to accomplish something but don't allow your work to fill a void of time. In other words, challenge yourself to finish something (with excellence) in 4 hours that used to take 2 days. *Of course you can*, if you focus and just do it!

**9. Treat yourself:** Once you have completed an unpleasant or challenging task, treat yourself by doing an activity you enjoy. We are hardwired to seek pleasure and rewards. The satisfaction of completing a task is great, but go ahead and treat yourself to a tangible reward too. Why not?

**10. Unplug from distractions:** You can spend days surfing the social media sites and achieve very little at the end of the day. Set yourself a time limit with social media sites you frequent, such as Facebook or LinkedIn. Check your email no more than twice a day. Any more would be inefficient and time wasted. Avoid any email conversations that could drag on all day or you might run into the danger of accomplishing very little on your task list. At times, you may not be able to have the full answer to an email query immediately. The best response would be to acknowledge the email message and let the contact know that you will have an answer in the amount of time needed. If you can, hang a "Do Not Disturb" sign.

**11. Take breaks.** When you time chunk, factor in a 15-minute break where you can get outside for a breath of fresh air; remove yourself from a project physically, mentally and emotionally; and get your blood moving again! This might seem counterintuitive, but if you don't give yourself a mental break, you fall prey to the Law of Diminishing Returns. You won't notice your wandering attention or slowdown in productivity until you find yourself staring blankly at what you are doing, wondering what you are looking at! Full-day breaks and mini-holidays are necessary to recharge your batteries.

**12. Under promise and over deliver:** Give a timeframe to complete your work that is realistic and then add a day to that timeframe. If you promise the item will be there Wednesday and you could deliver the work on Tuesday, then all the better for you. It also gives you time if things do not go as planned. Never over-commit. Say no to anything that isn't on your important/urgent or important/not urgent list. Now that you have been eating frogs for a while for breakfast, you can taste success. So what is the next step then to increasing your success? **It is eating bigger, uglier frogs!**

Working on eating bigger frogs will move you out of your comfort zone and propel you towards limits you never before thought possible.

# CRITICAL POINTS

All businesses come to a critical point, and some reach them several times. Have you ever wondered why so many businesses fail within the first two years? It is mainly because the founder has a great product or service but they may not have all the ducks aligned to run a small business. They maybe really good at accounts and poor at sales or vice versa.

What are the critical points in any business? Within the first two years, it is a huge learning curve, and then when the company is growing, it can be the thing that helped you to be successful. The founder.

I have seen many times the business owner who has the resilience, to start the business (therefore put in the hard yards) stand in their own way, to the next massive growth of the business.

In the early days, you rolled up your sleeves and did it all. Only when the business grew, did you give empowerment to staff, but it is not easy when you have been everything to everybody (or nobody if you started your business alone). All of a sudden, the thing that made you successful is the thing you need to change. That takes a powerful mindset, and this is where a business coach is invaluable.

There are many critical points in a business. Founders have good intention but can stand in the way of making a more successful business. The key here is to listen to staff, clients, and the people around you - really listen and take feedback. Feedback is not good, or bad, it is just feedback. No judgement or justification is needed so leave your ego at the door and listen.

Over the years of working for other people, I had many bosses, but one thing was similar: the staff, and they would often ask, "Why does the MD make it so hard for us to make him more money?" The answer is his ego.

# CASE STUDY 1

This is a report written by me for a business that was struggling to make a profit. There were three business owners and two were in a relationship. It was a tricky situation.

Overview: Busy successful business with strong testimonials from leading brands. Great trainers and coaches working in the business rather than on the business. Need a long term sales and marketing strategy rather than 'band aid' fixes to attract new business. As small business owners, they understand and want to work smarter not harder. Clients are always happy with their level of professionalism and quality of training, but they need more business "on the books"

## 1. Time of the leaders and stakeholders within the business

The biggest challenge I heard when I met all of you is your time. Each of you will be different, and therefore, I would suggest the following steps to make a little time in your week to allow for "proactive" tasks. Without "proactive" tasks in your business, you are only "reactive," and sales and marketing are "proactive" tasks. This is often a masked problem which is not highlighted when business is booming but may quickly become a big problem when a major client's needs change or alter and leave your business. How to fix that hole quickly is in the planning or "proactive" tasks you perform on a daily/ weekly basis over a period of time.

### 1.1 Look at where you are currently.

A revenue check and cost analyses for each key member - is every stakeholder's (working in the business) performance fair, reasonable, and reliable? Do all stakeholders agree? What if anything needs to be implemented for this to happen?

### 1.2 Members with less revenue driving take on larger chunks of "proactive" tasks.

### 1.3 Set agreed "rules" for all stakeholders with all clients (to stop time wasting) to allow more time being "proactive."

### 1.4 Incorporate a number (even if it is one) "proactive" task a day.

### 1.5 Charge accordingly - is our business charging accordingly? If time is tight are rates reflecting supply demand?

1.6 Incorporate planning time weekly with time blocking and 90 day plan (if you require cheat sheets on "how," I can send them to you).

1.7 Thinking about "releasing" time to allow key members to strategically plan on moving your business forward. Brainstorm ideas, i.e., employing trainers short term / long term (see notes re outsourcing task below) Hiring an accountability and/or a business coach to work with your team so leaders/stakeholders do not get "stuck" in a moving away or non-productive strategy.

1.8 Working on your "dream clients" - knowing your perfect avatar and what your client's biggest fears are and what needs you are solving for them. This is the "long" term. It will not only be time-saving but lower marketing and sales costs and increase profit.

Note: Working "on" your business is the most important tasks of the leaders, and this is often not a task that leaders want outsourced. If outsourcing a task, the rule to follow is: "if you can do it, you outsource." These rules ensures clear delegation and understanding of the value of the task.

## 2. Business practice and structures for small business

### 2.1 Meetings - Do you have a regular meeting?

I am unsure of your business practices; however, I would encourage you to have weekly meetings in place in your business for a number of reasons. Meetings are tasks that *take time* in the short term but *save time* in the long run. Often small business owners think this is "time wasting" as there is other more urgent reactive tasks to do in the business. When all stakeholders are "busy," this is one function that can keep your business communication on "track" for both short and long term desired outcomes.

If your weekly meetings have an agenda, minutes, time schedule, and action list, all stake holders will know where each task is currently and who is responsible for managing the task. This will stop long discussions, make your business focused more on the outcome and remind each stakeholder of their responsibilities and accountability.

### 2.2 Time blocking and 90 day plan - do all your stakeholders use these tools?

These are important tools for small business leaders and are always the things that are first to disappear when stakeholders are busy. These tools, however, are needed the most when times are busy as they keep



you on track with both "proactive" and "reactive" tasks and keep your mind clear to deal with day to day issues. We also know that 90 days comes and goes quickly and many things can stay on a "to-do" list for longer, making stakeholders feel overwhelmed or low on energy in every task they do.

### 2.3 Procedure file - Do you have a procedure file?

When running a small business, "time" is precious, and a procedure file again in the "short" term looks like more work. If you need to do something once, writing a procedure for the task will take you longer; however, the good news this procedure is transferable without you being there.

To give you an example: if the person who installed your database had given you the "how" and "why" in a procedure, you would know what your database can do and how to do it without the person being there. This will add massive "time saving" value to your business and allow others to perform tasks in a measured manner that suits your business.

### 2.4 Planning - your perfect client / Avatar

Every business wants to be profitable; that is why you are in business: to make money to have a certain lifestyle you enjoy. Ask your leaders what they are focusing on currently. Is it the "lack" of clients, business, or income? If it is, then you have an "away moving" strategy.

Planning and working on your "perfect client" allows you to focus on what you want. We all know that what we focus on, we get more of in our lives and in business. Your results are a direct result of your focus as a "team."

Focusing on your "perfect client" will produce more clients as you will be easily able to identify who they are, what their biggest fears are, and how you can offer a "do it for you" solution. You will speak directly to them in their language just like you know what they have been thinking!

### 2.5 Testing your theory and producing your template.

Testing your market is crucial to your business success. Find your "perfect clients" and actively listen to what they want and ask them for feedback on your theory work in 2.3. You will need a sample group to get an informed and accurate answer, and you can tweak your theory work in 2.3 with their feedback until your "pitch" is perfect for your Avatar. This becomes your template for all sales and marketing.

### 3. Marketing Tool One - Electronic / hard copy

Introduction to company that can be sent to potential clients in both electronic / hard copy

This information must provide, at a glance, (company) as a business key message, i.e., avatar and introduction to Facilitators. It must be a consistent message, with contact details and what "do it for you" solution for your "perfect client." It needs to speak in your "perfect client's" speak (VAKAD), answering all of their objections and offering the solution. This represents you as a company, i.e., if your values are quality then ensure your marketing tool is quality. After making contact with a client, this tool may be posted or emailed to the client on the same day. Most of this information may be collated via your website once your "perfect client" is identified.

Cost: Depending on quantity and quality of print

Hours: Once planning in place - 2-5 hours work

### 4. Database functions

A businesses database is the single most import sales and marketing tool needed. This is highly detailed work often given to a junior or low level employee, and yet this is gold for any business that understands its value. A good maintained database is the hub of your business and can generate leads effortlessly. This is also important if you ever decide to sell your business as it is where your cash flow originates from. Even if key staff leaves, a good database can hold clients as they recognise the format of the system, not just the key staff member. A formatted marketing strategy using your database will give your business an identity of its own and will keep your clients close.

Having a system that you can categorise your contacts in, and doing this each time you add a name, will make accessing marketing groups easier. I would suggest from our discussion you keep it simple by having three broad categories that will work for you.

Everyone you meet and know must be in your database and fall into one on the categories. This will allow you to "direct" market to your key clients.

A: Contact who books the training / coaching service

B: Contact who is the decision maker

C: Contact who are in the training / coaching service

#### 4.1 Clean your database

You have an unknown or unclear database currently. Some of the contacts may be gold, and others may need to be deleted. There are two ways of cleaning a database. The first is the most expensive, however, the most effective. The second is a less expensive option but not as effective.

4. Telemarketing the database - time /cost of 1000 phone calls \$30 ph/ 12 hours
5. Mail out - re introducing your business and what it has to offer \$1 per item / 5 hours

#### 4.2 Effective use of your database

I would suggest that you engage a trainer for 1-2 hours to give you training on your software so you understand the use of it and its capabilities. I would also ask for this training to come with notes for your procedure. A decision needs to be made if this system will work for you, or do you need to reinvest and look at a new option?

This is important decision as the database must be able to offer your business what you need. At this point if it does not offer what you need, then pushing forward with it will become a major problem when your business grows to another level. Ensure two things are documented the: "how" and "why" in your procedure for future reference. Write a procedure on "how" and "why" and file it in your procedure file (hard copy) for the following purposes:

4.a: If you forget, you have new staff, or no person is trained on "how" to use your database, you have a written procedure that runs you through the basic functions of "how."

4.b: When the "database" question comes up again, you will be reminded of "why" you chose the database software then you can make further decisions from a point of reason.

4.3 Note: Tasks delegated in any business must be understood by Management or key people, or you will not understand the value of it. Clearly for small business, this is where they can lose both time and money. If you do not understand the value, you will not know if the charge to outsourcing it is worth it or not. Just because it is expensive is not a clear indicator what it is worth to your business.

#### 5: Everyday "proactive" marketing tools

Everything you do in your business needs to have a marketing spin using your template so that it is easy for your customers to continue to buy from you. This is also time effective for you.

### 5.1 Update your "tools" in your business using your marketing template

You may need to update any "tools" you are currently using with your new marketing template. This needs to be done but would be a large chunk of work in one hit. Suggest that you agree in your meetings to some rules that will support stakeholders rather than push them into overwhelm. An example may be an agreement that each time you come across a "tool" you use for training or coaching, you update it. Or perhaps each stakeholder puts one update in their time blocking or 90 day plan per week (see 2.2)

### 5.3 Here are a few "marketing" suggestions worth discussion

6. Every feedback form has opportunity to be proactive - update your feedback forms to collect not just information about your training but information about what "public" course people are wanting, collection of accurate database information, and information about your upcoming programs (testing your market is crucial)
7. If you are collecting information on your feedback forms, ask for birthdays and you can generate a list of birthdays of your clients (via your database software function) send an offer or simply card from your business. This is a great way to impress and to keep your business upfront in client's minds.
8. Give your clients at your training a "take home" learning that they can personalise, i.e., a card with three key points (linked to their training and worth keeping) and tell them to pin it up where they can see it every day. It will reinforce their learning and they will see your business details every time they look at the card.
9. After each "training," 2 or 3 months later, send your clients something, depending on the training that has been completed that is relevant to their learning and remind them of their learning outcomes and about your business.
10. Sales pitch at trainings - if you are training, then up sell your business while they are listening to you. Do an NLP technique and tell them briefly about your "public" courses coming up.
11. At all trainings, offer a discount if they sign up on the day to another program. You can also have a "newsletter" as a take home with offers to other profitable services you offer like coaching.
12. When you have "them" in a room, capture the opportunity to up sell other services. Offer a manual, book, or extended program to these clients to increase your profits.

13. What do you offer as an incentive to your clients that book your trainings? Do you have a "wow" factor if they book large or small trainings with your company? Is this something you need to have a schedule for, i.e., 3 day training program equals "x."
14. What do you offer your decision makers outside of being great trainers? Is there something you can give them to "add value" to your service? If they offer large pieces of business you could offer them this however it would need to be costed into your profit/training costs.
10. Work that has already been completed can become "products," e.g., online course.

## 6: How to best use your database

In our busy lives, we are flooded with a stream of people wanting our business and screaming at us to get attention. A smart marketer knows this and understands that unless you are an established company brand or you have endless amounts of cash, it is not easy for your clients to hear you over the noise. This is why your "marketing template" works - because your business is speaking directly to your "perfect client" offering a solution. We do however need to be able to get that message across therefore it is important to take the road least travelled.

If you think that everyone is currently doing email newsletters, then do the opposite, post out a hard copy newsletter. Marketing effectively is about doing something different. There are lots of ideas on how to use your database effectively. The first one is - to be seen you need to be different. Hard copies and snail mail is out of fashion so start there.

### 6.1 Send out a consisted message targeted to clients - using different formats

15. Newsletter - this works well and is simplistic enough to send to all three of your categories. Key points to remember - think about it from your client's point of view rather than what you want you want to tell them. Testimonials are great - collect these from your feedback forms which I am sure you do already. A good point is to ask for permission to use these in your newsletter on your feedback form also. Information about the effectiveness of what you and your services do or information type articles that are valuable to your clients and give relevant information about your training. Testimonials which answer your client's biggest objections are best.
16. Plain text email - auto responder. You can pre-write these emails addressing it personally up to a year in advance, and you can write

- them about relevant things your clients may need. Things that you may discuss are the seasons, financial year beginning or end, general value adding information, and just touching base with them without you doing anything once you have set it up. It's important here to use plain text, look like you are just checking in and keep information to screen shot rather than having to scroll down.
17. Have an automatic feed from your website into your database - re your white paper (see under website).
  18. Social media here must also give the same message and use the same marketing template. (See point 9)

## 6.2 Marketing tool to help increase your ever growing database - cold mail

The "lumpy letter" - this is where you send your prospective clients (cold contacts) targeted information with a gift that links your message together. There are three major points here:

- A. Make sure you do your research about a company to ensure it is worth the cost
- B. Find that the contact understands which category they are in (see point 4: a b or c)
- C. Ensure you use your marketing template to ensure you target your market and offer a solution.

## 7. Website - working for you by giving you "hot" leads

Your website is excellent and branding logos are really impressive. The one thing that is unclear to me is what you specialise in and who your target market is. (See perfect client and marketing template point 2.4 and 2.5)

To speak to your clients effectively online, you need to know who your clients are and what the secret problem they have is that they may not ever admit to.

Once you know that, you can speak directly in their language (VAKAD) and offer them the solution to their problem. These people become your "hungry crowd" because you are what they need in their business now.

How do you find your "hungry crowd" online? Google AdSense. It will only work when you drill down and "specialise" because to engage them (your hungry crowd) you must specifically meet their needs with your solution. (See perfect client and marketing template 2.4 and 2.5.)

## 7.1 Preparing your website

Once you have your Avatar (see perfect client and marketing template 2.4 and 2.5), you give them a solution in your website. You ensure that when a visitor visits your website, you get their details by offering them a solution to their problem. This must be of value and an exchange of their details for this information. This is their introduction to you and your service. If you give this information for my details what value you must give if I paid you for your training?

Your white paper needs to have an enticing name for me to want to exchange my details for your free offer.

The new prospect details are hooked into auto-responder with pre-written emails that offer them more valuable details on how to fix their problem.

You will get "hot" leads and you will need to call them within a specific timeframe (this can be discussed in your planning meetings I would suggest 24 hours). This is worth your valuable time as you just need to close the sale.

Google key word expert - 3 months testing for best / lowest rate  
keywords  
Cost \$2000 - \$5000

Website changes - minimal as structure is in place  
Cost: unsure depends on you provider

Google Adsense campaign depends on key word costs - it is up to you how many leads you want to generate. You can nominate any amount from \$50 per month.  
Cost: \$700 - \$1000 per month

Auto responder or similar database program (your software may have this function)  
\$200-\$300 per year

## 8. Knowing the system is working - test

Testing that your system is working is a matter that needs to be checked weekly. There is no point in having done the work and paying for google Adsense if clients cannot download your free offer. Ensure that on a weekly basis your process is working by self-testing it.

Once you have the vehicle (what you specialise in), you drive into their business. Once in, you know you are awesome trainers, so you automatically cross sell other trainings until you become the only training solution to their business. Your database and marketing tools here (see point 6) will allow you to stay in contact (once set up) without you having to do anything more which will save you time. Reinvest this time in "proactive" tasks like planning and your business will continue to grow.

You now have a clear understanding of operating a sales and marketing strategy within your business. Your foundations are strong, and you are now building your business effortlessly as you have procedures in place where you do each task once saving you time to generate more income because you have more time to train and coach.

## 9. Social media

Set up a social media strategy and get connected so that you can tweet, post, or like from your phones at any time. Linking together your auto-responder and your social media to give out your "marketing template" message to your "perfect clients" means your message is reinforced to your "group." Social media is important; however, it can be very time consuming. It does have auto-functions and you can easily use "current work" rather than producing work for it. This is a "proactive" task and information produced/posted is best when looked at from a long term strategy rather than at "hock" basis - your "marketing template" (see 2.4/2.5) will help you identify your market.

LinkedIn is great to collect contacts and you should always make contact with anyone you meet. I know that you stated this is a platform you know and use already which is great.

## 10. Employment of an effective Sales Representative

Once all of the above are in place and working effectively, and you have a written procedure for each process, you can delegate your sales and marketing work knowing that you are delegating clearly.

Your stakeholders need to decide and agree on what you want in a 'sales' person.

Most sales people (especially more junior sales people) are not foundation builders in businesses. They rely on the foundations being strong as they are the connectors. They need to have all marketing tools in place so that they can quickly and effectively link clients into your business. If they need to consistently be asking for tools, the client (and



the sales person) both become frustrated with the process, and the client see the business as "frustrating to deal with." This is a reflection of how the sales person is feeling about the lack of tools and the lack of foundations within the business.

To have a successful sales person in your business, you (the leaders) must have strong foundations, clear and concise instructions, and be able to delegate clearly. Your minutes and procedures will help you identify what you need in a new team member. For example, are you finding certain tasks more difficult than others? What are you identifying from your meetings which are lacking from your current stakeholders?

Employing a sales person is never a quick fix; it is a long term strategy. The stronger your foundations, the quicker the sales person will be able to "connect" people to your company.

### 10.1 Identifying tasks of the sales person

You may decide that you need a "sales and marketing" person as you want to delegate marketing tasks. This person will be able to be more "responsible" for marketing workloads and sales. The cost will be higher for an employee who has both skills. However, again to be effective in their position, they need a clear road map from the leaders in the business.

## 11. The flow of business

Energy flows and business grows - all businesses are either dead and dying or green and growing. In order for any business to grow strategies need to be reassessed, courageous change needs to be taken, and the leaders need to be open to see outside of the box - on a daily basis. Everyone must be on the same page!

### Conclusion

With the brief time I spent with you I know you are smart enough to know that Band-Aid fixes will not work for long term in any business. This is a problem for your business; however, the above offers a clear step by step solution. Many tasks simply cannot be delegated or outsourced because they are decisions the "leaders" need to make. Like many small business owners, you have been busy working in the business, not on the business. To move forward as business owners, you need to make some planning decisions, have some honest and open discussions, and decide what path you take. I would strongly advise that the "planning" (points 1 to 2.5) be actioned first or the other tasks become ineffective and a waste of time and money.

In conclusion: I thank you for the opportunity to write this for your business and would be happy to discuss any of the above suggestions.

*Note: The costs and suggestions in this document are only a guide and are based on my knowledge and learning from 25 years of practical work in business. This is a standalone strategy and offers no agreement of further work on your behalf unless we mutually agree to engage in a contracted service.*

Activity:

Thinking about the above case study what could you learn and implement in your business ?

# TOOLS TO ADD TO YOUR BELT

These are some of the tools that helped me to understand, grow, and increase my sales. I wanted to put them all together in one section so that you can workbook them. Take your time and find a quiet spot to give yourself the opportunity to really evaluate and elevate your situation.

You may have seen them before; however, give yourself the gift of a little time to revisit. Everyone is human and every one of us needs to reflect and take stock at where we are in life.

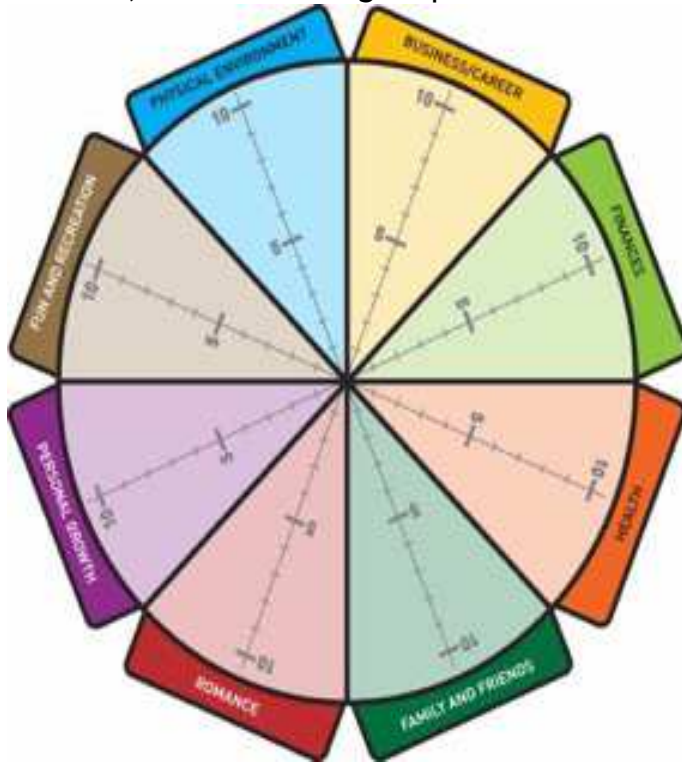
Think of it this way. Here are car keys to that brand new life you want to create. Great! What do you want and where do you want to go? You are in the driver's seat now, so where are you currently? In order to get where we need to go we must first locate where we are - think of Google Maps. You need to punch in the address you are going, and you need to know where you are currently, so Mr. Google Maps can give you directions to the quickest route to your destination.

## Activity 1: The Wheel of Life

The Wheel of Life is a tool for conceptualising and identifying the areas in our lives that are in balance, as well as the areas that need work (our “priority areas”).

Each section of the wheel represents an area of our life. The closer to the centre of the circle, the lower the personal investment (time, energy, resources). The closer to the edge of the circle, the greater the investment. Our aim is to achieve a sense of balance by devoting enough time and energy into developing each area.

Consider each of the eight areas in the wheel of life. What does each area look like for you? Rate each in terms of your current level of satisfaction. Recall that the centre of the wheel is zero or not at all satisfied, while outer edge represents ten or extremely satisfied.



Now that you have completed the wheel of life, consider how well it would run if it were an actual wheel.

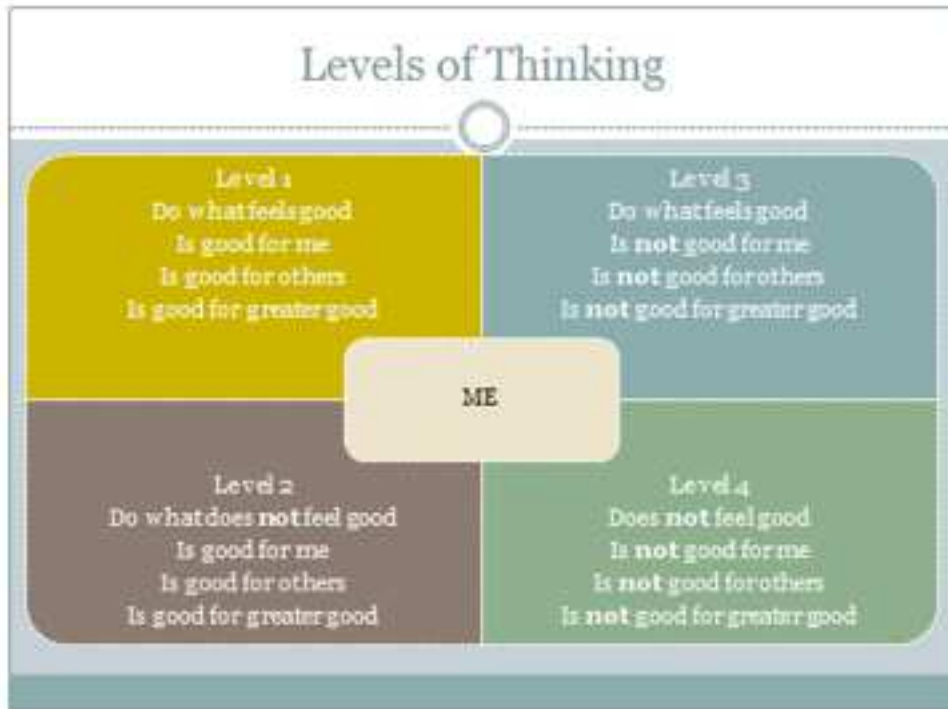
1. Is your wheel round, or wobbly?

2. Are there certain areas that you have put a lot of investment into, in comparison to others?

3. Are some areas neglected?

## Activity 2: Levels of Thinking

This activity is about your thought process. Thinking of an activity in a certain way can completely change your mood. Activities are not good or bad except according to the emotion that we attach to them.



If we spend too long in level 1, then the activity no longer holds any measurable enjoyment. The idea is to spend our time in between level one and level two.

If level 1 was a holiday, and you were always on holiday, how soon would you need a challenge? Or if level 2 was going to gym and it became a habit that you enjoyed this, could be your new level 1? The idea is to move between the two levels.

Think of your activities yesterday and work out which levels you were on for each one:

## Activity 3: Core Needs

This concept was developed by Anthony Robbins and enhanced by Joe Pane, based on Maslow's theory on the hierarchy of needs. Similarly to Maslow's hierarchy of needs, every human being finds a way to meet each and every one of these core needs every day.

### Needs of the Personality

1. Certainty (safety, predictability, security, comfort)
2. Uncertainty (variety, adventure)
3. Significance (importance, validation)
4. Connection, love (communication, approval)

### Needs of the Spirit

5. Growth
6. Contribution

These needs are not just desires or wants, but **profound needs** that serve as the basis of every choice you make. They never stop driving you, and they never go away. To meet these needs, you will either meet them in a resourceful or unresourceful way - or, a self-serving or self-defeating way. Either way; you will find a way to meet them.

If you are meeting your first four needs in an unresourceful way, it makes it impossible to meet your need for growth and contribution - and therefore to live a happy and peaceful life.

Let's look at each of these needs through a resourceful and unresourceful lens:

Core Need	Met Resourcefully	Met Un-resourcefully
Certainty	Backing yourself, confidence, say yes and work out how later	Procrastination, self-sabotage, watching hours of TV, over-eating, tantrums

Uncertainty	Variety, adventure, excitement, stepping outside your comfort zone (and being ok about that), opportunities that challenge	Boredom, overwhelm, creating chaos and drama
Significance	Giver of significance, giving authentic compliments and validating others	Receiver of significance, inferiority complex, put others down to lift yourself up, push point to always be right
Connection	Give love unconditional, seek new or to deepen existing connections, connecting through nature, god, healthy relationships	Connecting through drama, gossip, problems and sad stories ("I'm always so stressed and busy – poor me!")
Growth	Met resourcefully	
Contribution	Met resourcefully	

## Your story

Think of a story that you have been carrying around with you, that you allowed have an effect on you, even now!

Often a story is something that you often tell people to explain why you can't do something or don't do something. You will see this story fulfils your core needs (not necessarily resourcefully), and that is why you have kept it until now.

My story is:



Certainty

Variety

Connection

Significance

Ask yourself what needs are being met through your story. If it is time to give it up, what do you need to shift, what new behaviours, beliefs or thoughts do you need to replace it with? You may even choose to make up a positive affirmation or statement to replace your old and unnecessary story. Say it to yourself often and feel your strength grow.

## Activity 4: Master Dabbler Pattern

A master dabbler pattern is interesting. I decided to look at a career change, so I started to investigate a few ideas. I spent some time talking with a few trusted people I knew about where I was heading. I did not make too much noise about it and kept it quite low key, as I was unsure. One person gave me the idea of “life coaching.” I liked the idea, so then I started to research life coaching online. At this point I was at the bottom of a staircase. I walked up a step or two. I then invested in a course and started to invest some money and time into my new career path.

At this point I was halfway up the staircase (just where the cat is sitting). I have not told many people about it, and I have not changed my job. I then completed my NLP Training (Neuro Linguistic Programming) and was offered to do the next level of the course Master Coach. At this point I needed to decide if I am dabbling in a change, or if I am ready to invest more time money and effort, and committing to this career change.

This may not have been the career change I wanted or needed. The point is that some people are Master Dabblers and never continue past this point in anything. This is the pattern of the Master Dabbler to only ever progress half way, never making it to the top of the staircase.



Name some projects or career changes you’ve dabbled in but never followed to fruition:

## Activity 5: The Hero's Journey

This was explained to me in a workshop by Pip McKay (thank you!) and comes from Hollywood on how to write a blockbuster. If you watch the movie *The Matrix*, it gives you a really great idea of the Hero's Journey. Like every great movie, it follows a pattern. And an added benefit in *The Matrix* is that you can use the conscious mind as being the computer program and the unconscious mind as being the underworld.

Start with the call to adventure on the top right hand side of the diagram. Ask yourself how many times that phone has rung and you ignored it? Or did not hear it? There were a number of calls in *The Matrix* before Neo answers his call to adventure!

There is always a magical aid, or something that encourages you to cross the first threshold. This is leaving your childhood and progressing into a teen. Remember when you were young, how you wanted to be older?

Belly of the whale, this is where you are safe and looked after. You are too new to be left alone and so you are always guided, helped and instructed. Think of this when you start in a new job... how long do you have before you can no longer use the excuse "I am new at this job"? How long before you have to take full responsibility?

At this point you are on your own on the road of trials and tribulations. You are beginning to break from the old and you hit "Goddess Mother Love." Now it is time to take responsibility for the person you are and then you face temptation. If you can pass temptation, then you hit your second threshold "Apostasis." This is where the old you dies and the new you is born!

Then it is face to face with the father and the power, before the ultimate boom! You now hit the refusal to return, as you have gone too far, so you push forward into Magical Flight and straight into the crossing of the last threshold!

You are now "Master of both worlds," your old life and your new life. You have freedom to live how you choose... and perhaps now it is the call to your next adventure. Can you hear that phone ringing?

# The Hero's Journey

Adapted from Joseph Campbell and  
archetypal stages of growth  
by the author



Where are you in your latest journey?

## Activity 6: The 30-day Challenge

Here is a list of other things that helped me. I encourage you to pick the ones that resonate with you, or the ones that irritate you (remember, “reflection”), and give them a wholehearted commitment for at least 30 days - or until they become a habit.

*Avoid putting excessively high expectations on myself or others*  
*Plan my day to ensure that I can do what I need.*  
*Exercise and meditate every day.*  
*Learn to say no in a very nice way if it is not what I want.*  
*Understand I do not need to give reasons for saying no.*  
*If I cannot make a decision, let it go and trust it will be made for me.*  
*Let things settle or think about situations before reacting.*  
*Do not sweat the small stuff.*  
*Take “should” and “could” out of my vocabulary.*  
*Try to be the best person I can be.*  
*Be patient, honest and accepting with myself and others.*  
*Trust that what I need will happen.*  
*Let things come and let time sort out what is needed.*  
*Remember that I learn from my mistakes.*  
*Tomorrow is another day and start fresh!*

Of course, feel free to add to the list whatever traits and behaviours you would like to embody. Think about someone you admire and would like to emulate.

What do they do; how do they talk and what are their results you would like in your life?

Here's an example: Sir Richard Branson, entrepreneur extraordinaire:

Branson is the embodiment of the fearless, determined yet flexible, believe-in-yourself mindset essential for success. You may recognise some of his traits in yourself; and you can work on developing the rest:

**Mindset:** he has a clear purpose and sense of what he can contribute. He has a marvellous talent for connecting with people. He has created a life where there is no real boundary between work and play - it's all passion, all fascination, all curiosity and playfulness. He values quality of life, family, fun, contribution, connection, adventure, honesty, being one's best, teamwork, respect, leadership by example, challenge, personal responsibility, and integrity. He refuses to be held down by limitations. He is open, creative, open to new experiences and ideas, and holds the mindset that anything is possible and what's impossible is negotiable.

**Skills:** he is a master at connecting with people; a great communicator and relationship-builder, Branson knows how to really listen and to communicate his ideas; negotiation and persuasion; open-minded to new ideas; flexible in his own approach.

**Behaviours:** surrounds himself with positive, uplifting and forward-thinking people (including mentors); takes calculated risks; doesn't get put off by failure; spends time visioning, planning and dreaming; takes the time to learn about things; constantly creates or hunts for new opportunities; steps out of his comfort zone constantly; challenges his current ways of thinking; and has a habit of journaling (always carries a notebook in which to write down ideas).

*"If you want quality act as if you already had it."*

~ William James

If you recognise some of these traits within yourself, great! Build on them and develop the rest. You may not be as wildly successful as Branson - you may be even MORE successful. But don't measure yourself against others. Learn from them, but know that 'success' is an individual concept and your definition may not be the same as mine. Just strive to become your best and go out and create the life you want.

And by the way, Sir Richard Branson is dyslexic and was a terrible student. This knowledge has been ground breaking for my youngest son!

I had to mention that in case you were thinking to yourself that Branson came from a well-to-do family and therefore had an "advantage" over those who do not come from a wealthy background. Dyslexics have a

horrific time of it in school. But he overcame; he found out what he was good at, what he loved to do, and he made it happen.

Successful people need to be measured by the distances they have travelled. Often we forget where someone has come from as we are caught up in where they are now. If your mother is a lawyer and your father is a judge, it might be seen as a natural progression for you to become a lawyer as well. If you were from a single parent home, living in a housing commission unit, and became a lawyer, then you have come a lot further to achieve the same end result. Both people have done well to become a lawyer, but one has travelled a longer more challenging course to achieve that end goal.

The measurement of success is not where you end up, but where you started your journey.

#### Activity:

Take the time to write yourself a letter... a letter about all the positives and all your achievements (like a love letter to yourself) because you are worth it!

# CONCLUSION

Author Oliver Wendell Holmes said, “We all need an education in the obvious.”

Some of the things I have talked about may have been things that you already knew and some may not. The important thing to remember is that no matter where you are in the hierarchy of life, we all need reminding of what our goals are and how to achieve them.

I believe we also need to have work life balance. It is important to enjoy your work as you spend so much time there. If you are constantly working more than 40 hours a week, then you need to re assess your life and goals

Training and coaching is important to any person or business that wants to grow and improve. Be open to new ideas and new ways to work.

Never stop learning and never stop exploring options and new ideas.

Be honest at where you are at so you can build strong foundations. Be positive and the outcome will be positive!

THANK YOU!