

# **Simplify Sales**

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

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**HOW TO INCREASE YOUR PROFITS**

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# INTRODUCTION

Why would you need this book ?

Everyone everywhere sells themselves every day. Those people 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 then think again as 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 you will be more successful than you ever thought possible. Hold that thought as 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 in the world has one very obvious need that is the same, no matter if it is in America, India, China or Australia, it needs a profit. How do you make a profit ? 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. We will just put our product or service out there and people will come running. In some cases through following a process or by pure luck this happens. Most times it is not as simple as it sounds 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 the 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, an

idea of what they will sell and who their customers are etc. 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 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 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 ?

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 working 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 for it is your perception of sales, your belief around a “sale” that 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 go things were very different. My desk consisted of a type writer, 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 as Mr) walked in with headphone for us all 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. Every one needed to be stamped and filed and it was a nightmare but very important as this was our product. Then there was writing tickets which meant pressing so hard on the top copy that your hand would feel like it would drop off, so it would clearly go through several vouchers behind. The typing of the itineraries with carbon so the office could retain a copy. This meant if you made more than one mistake you needed to start again. Spending hours on speaker phone to service providers like airlines, hotels etc to make the reservation. This was an endless task as 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 that much really as they were still unsure, undeceive and getting lots of quotes. You could lose a client for five dollars. I believe this is still the case but one thing has changed the client - knowledge.

Back in the day the only knowledge a client had was the information the Travel Industry provide. 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 in my first job as a retail travel agent a discussion paper was presented on “How the Travel Agent will survive the Millennium” Perhaps my youth at the time but I thought this was ridiculous as everyone needs to travel therefore you need a travel agent. The presenter 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 cause fast forward to today and the presenter was correct. The Travel Industry has changed from the days 25 years ago that I describe above. It is not good or bad it is 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 !**

# 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 depend on you and your expectations.

I briefly worked for a business in my twenties that constantly had “bad” staff. In fact turn over was so high some staff only stayed a month. I remembering asking the CEO about this and he said we just can not get the right people. After I worked there for there months I had my review. I was asked some very clear questions about my thoughts and I answer them honestly. Clearly this is not what the CEO wanted to hear. Sales figures are sales figures and they state a very clear picture to what is going on in the business.

The question for this CEO was is it the staff or is it the leadership? If this CEO only took on 5 percent or even 10 percent of the responsibility what difference would this had 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 is 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 are 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 then he “listen” and then he 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 turn over 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 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 got !

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 is here 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 can 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 do get “alerts” That gut feeling, clues, inklings and suspicions. Often we become emotional about a situation and push down the emotion. Every notice that these emotions then get stronger and stronger ? Your emotions are there as flags of awareness.

I recently did something 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 take a glass of water to every meeting then take a long sip before you 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 really like him and everyone really liked him. Our working situation was not great however. 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 world he did not walk his talk.

John would agree, understand, and take responsibility for the situation - it was all lip service there simply was no action behind it. Now you can fool some of the people for 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. He did not know how to put the action behind it but more importantly he would not ask for help. He was like a man drowning a meter from the boat refusing to admit 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 the words had no meaning because they had no integrity, it was clear 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 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 your 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 can not buy more of it. There is only 24 hours a day. All clients, no matter the business are after good value and service. Therefore depending on your business our clients are buying 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 e.g.: If I earn at ABC Travel \$30,000 pa 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 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.

What are you worth ?

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 with in the office is the next step.

Depending 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 area's do you want to improve on ?

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 focus on your goals and tasks
- Stop procrastinating about next task
- Prioritise work items
- More time effective
- Better at your job and get 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 in's if you have a retain 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 job's where you need to concentrate more in blocks of time where you are not trying to do other things like answer phones.

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

Now ask yourself these questions.....(using case study above)

How much did it cost my company for me to email every airline schedule to John Black from Palege Pages when he asked can I look at flight schedules ?

2 hours x \$30 = \$60

If I emailed 2 airlines he would be just as happy as he did not say how many he needed and it would take 30 mins - if he needed more he would ask.

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 down the track 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.

# GOAL SETTING

First thing is you need 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 that sets people apart from having different level of achievements is their goal setting and their drive to obtain the goal. 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 90% more chances 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 you want to achieve. 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.

*How much focus are you giving to what you want to achieve?*

# 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, is simply energy zapping. 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 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 ?

Second step also relatively easy but one many people fall down on. I must admit to this myself also 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 80 per cent or 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 are also vision boards visualising 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 looks to big break your goals 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 telephone call room to help me by end of 2000

Have job at ABC Airlines cleaning 2000 - 10 year plan

Once you have that you can break each task down further. If you are not sure what you need to get to the next level “ask” Most 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 it will be quicker to achieve it. To achieve your goal work a little each day and 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.

Goal: I want to be rich

Goal: In 5 years time I will be CEO of Telstra and be earning a 6 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 however you may fall short of your believe because your time frame is too short not because you will not become 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.

# 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 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 have some banter but some people can talk and type at the same time. If you can't but your colleague can you have a big 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 honest 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 this would be one of the most common time wasting things 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 a great thing and in many cases 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 you only check emails twice a day and that you take off your pop up email flag. When you are working on a quotation and the pop up email flashes up 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 find out the answers and answer her as 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" then call her leaving 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 Linked in. I had one client Jane who I was coaching who could spend hours on social media without any results. This is 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.

It is not to say social media or any activity you do in your business is not worth while. It is to say work out how worthwhile it is to you and what exactly it is costing you? Then you can make a decision 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 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 the time on which I will do them in. 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”

# 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 in a spiral folder. It is the first thing and last thing I check each day and I always number my list in priority.

There are lots of computer electronic schedules you can use and work it any way best for you. Just keep in mind this is about keeping it simple and effective.....This is an idea of how a few days would look. As the items at the top go you can then re prioritise 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 Greenwich 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 Greenwich 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 so that when you arrive at work you have the priority to work in. If you only get two things done on your list they must be the two most important. Things will move up your list as items 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 women 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 open the door. Before we had even walked into the kitchen I just asked “how are you?” and Vanessa was in tears. These were not tears like one tear this was like a flood gate and uncontrollable sopping.

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 hold up the never ending “to do list” She told me that it has taken a life of its own and it is never ending. No matter how much she had ticked off the list more just appears. It grows faster than Vanessa can manage, in fact for every one tick 7 more “to do’s” are 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 we have one “todays to do list” and one “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 handy but can create another issue) Each item of the first list was prioritised:

1. Todays to do list
2. Weekly to do list
3. To do list someday

About a year later Vanessa told me 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 everyday. 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 beat yourself on what you haven't yet done.

# 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 to finding more time in my day. 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 but 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 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 brother's situation at work. He is the Managing Director of an import company. They mainly deal with trade business but do get retail business by phone or directly to the factory door. While these people who call and visit are lovely and my brother is a very patient man it was becoming a real problem for him. Often if production in the warehouse was in 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 could take 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.

So my brother (together with his business coach) found ways to keep the sales coming in but limit 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 everyday 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 empower 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.

# WORK SPACE

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

If you are a messy desk person and have lots of stuff on your desk you need to time block organising your desk - weekly or daily. Sometimes you are just not sure where to keep that paperwork 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 with a messy workspace.

A really good way to clean up quick and keep your space neat is to clean as you go. If you just have paperwork which has 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.

# UNDER SERVICE OVER DELIVER

You will have heard of this before but understand it and put it into practice and those annoying clients, Managers, 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 above 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 to give him the two best lower. When we talked with John later he was annoyed because what he wanted was the best flight schedule as to John cost is not important. When he received the email with several he was annoyed for two reasons. First it took him time to read and understand it as John feels that that is why he is going to a Travel Agent and secondly it took longer than he imagined to get 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 service and over delivering John would have been much happier. If his travel agent gave him one flight schedule within a shorter amount of time with a possibility of other options if needed John's expectations would of been meet. 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.

# 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 clients 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 then one hundred per cent 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 what are your client's 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 2 ears and only one mouth for a reason.

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

OPEN PROBING - ie If you are looking at having a fantastic holiday what are your three priorities ?

OPEN IMPLICATION - ie 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 - ie So are you happy for me to do the next stage of the quotation ?

CLOSED /RHETORICAL BENEFITS - ie 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 best to 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.

# NICHE MARKET

Finding your niche market is the best way to move forward and make a profit in the 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 an expert now with the internet. Turn it around by knowing everything there is to know about your niche market so 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 maybe 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 !

Check in and find out.....

Are you happy at work ?

How could we make more profit ?

Do we work as a team ?

Is there a niche we could work on ?

If this was your business how would you increase profits ?

What do you want out of your job here ?

Asking your staff for ideas gives them ownership and gives you idea's 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 ?

# HOW MUCH TIME TO GIVE CLIENTS ?

This will depend on how much you are worth ? No matter what amount of time you have give clients yourself for the entire time. Do not answer phones look uninterested or get distracted as 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 first after your greeting before allowing your client to sit. You could give the following a go

*Great to see you today Peter really interested in helping you however just need to tell you I have only 15 minutes today. 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 know 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 can 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. Simply do not put up with them as they will make your working life unhappy, waste your valuable time and never stop complaining which can effect 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 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 fast as possible. It is not important what the answer is “yes” or “no” The faster you get to the answer the less cost (your time) If its “yes” great you have the sale and if its “no” great you move onto the next “yes”.

# PROACTIVE V'S INACTIVE TASK

All profitable sales people know the difference between a proactive task and an inactive tasks. 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 selling.

Having clear goals and having them written down makes working out what task is proactive and what task is inactive very 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 (eg 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 per cent present when speaking with clients
- Handling paper more than once
- Procrastination and not being focused
- Making things harder ( suggest- keep it simple )
- Doing what is needed (suggest - read twice answer once)

Proactive tasks - *Anything that will increase your sales*

- Follow up quotations
- Close the deal by asking for the 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 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 data base.

# 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 it has ABS breaks. 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. He told me the feature not the benefit. Linking the two would be something along the lines of... “it has ABS breaks which is a safety feature that will enable you to stop quicker 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 you 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.

# 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 they 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 then you can apply the T.O.T.E Model to it.

Let look at brushing your teeth. When do you know that you need to brush your teeth? It maybe 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. Next step in 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 you 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 demonstration, test again and exit.

If you are a trainer and you write programs and you run this strategy without exiting you will have lots of programs with out 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.

Write down a rebuttal to each “whatif” 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.

Remember you're here for a purpose! You're here to share your talents. Stop your "what if's" paralyse you into inaction. Start by understanding where the "what if's" come from. The "what if's" 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 way" 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 you conscious minds 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.

# 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 did she have she would say “Frustrating, time wasting and confusing” This tells me that Mandy was frustrating, time wasting and confusing her clients.

Many worked, long hours never 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 she had lost weight looked stressed and unhappy.

We go out for lunch and Mandy orders a sandwich, she is unclear in what she wants in the order and changes her mind several times confusing the cafe waitress. When they bring the order it has avocado in the sandwich. The waitress tells Mandy what is in the order and Mandy states she hates avocado. The waitress offers to change the order . Mandy is indecisive and in the end tells the waitress just to leave the order. Over lunch Mandy complains about the sandwich then says that avocado makes her want to vomit. Now I am really confused because she had the opportunity to have a sandwich order redone.

Next I watch Mandy open the sandwich and take a straw and scrape off the avocado. The whole time Mandy is complaining about the avocado to me. Interesting as I am starting to see a pattern. I ask Mandy why she would eat something that would make her vomit ? Oh I do not want to be a problem. That is interesting as everyone in the cafe could see she was unhappy with her order by the look on her face and by her actions including the waitress who was looking at us in a concerning manner.

Then I ask Mandy why she thought she would be a problem as surly the cafe would prefer her to be 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 for Mandy in her life and played out in many area's. Her personal life, her sales and every relationship Mandy had. I learned a lot just from a lunch.

I sit down with Mandy and instruct her to work no more than 8 hours a day. We time block her week, look at the most effective tasks that will move her forward the quickest and streamline what she sends clients. It is interesting that it takes Mandy 16 hours to do what takes others an hour, as Mandy has poor time management skills. Mandy also starts several things and completes few, reinvents the wheel constantly, and spends a lot of time procrastinating. She is so busy she does not eat, exercise, have fun or turn off. Mandy is a totally ineffective worker however her intentions are coming from a good place.

If I asked Mandy about her work she would tell me 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 allows Mandy to refocus, prioritise, de stress and become more effective when she is working. For Mandy the line between work and home was blurred, because she worked from home. It had become a big trap !

We enrol Mandy in some workshops to help her work through her issues and she is too busy with work to attend and only attends half. Mandy is 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 ?

# 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” too. 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 easy way for people new to sales to understand basic types.

In the four quadrant model there are four styles **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 do 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, interrupts others, may talk to many people at the same time, wants to know “whats the bottom line ?”, 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, 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 them vocally.

How to sell to a type S style: Proceed in a logical order, ask specific questions to find out true needs, provides support, 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, 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 issues are and focus on them.

# EXPECTATIONS

Peter Lane was explaining to me how he was not happy with the course he was completing in Business Management. He felt that he was almost finished the course and 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, 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 persons 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 hotels in central Rome that were budget hotels 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 lifts, 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 it was the expectation of the guest was not being met. Often these guests were booking on line 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 is the client holding in their mind prior to the sale - has 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 clearly ask what are the buyers expectations of the product or service?

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.

# 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) who wanted to start to grow the business 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 business and some sales people manage their time efficiency poorly because of their lack of unitising 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 and have those contacts you know and who are buying from you sorted into a database.

Being busy and in a hurry they just made another costly mistake as 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 the right contacts on your data base. 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 clients needs. Send them tools that will make their jobs

easier and help them 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 they are super happy. What do you have next to sell ?

This is another critical point in your business because you can now just 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 out side 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 maybe an expert in A B and C but your 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 everyday you have your business in a place that you could be 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 do you do 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 I am a Digital Marketer say I help small business identify ways to use their networks to increase profits with marketing.

Also have a formatted longer pitch of what you do that way when someone asks you, 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 simply 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, 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 will not get your message out there. It may be outside your comfort zone (totally) better to have dinner with the friend and network alone as 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 too 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 has been times in my life where like everyone I have judged a book by its cover and have for some reason or other not particularly liked a person I have just meet. 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 maybe a person on a committee, a parent of your child's best friend, a colleague at work, a client or your new boss, that for some reason you have that feeling you would never be dealing with this person unless you have too ! 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 him from 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 though all those years ago that we could ever be friends and yet under neath he was a totally different person.

Lets start with what is 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 therefore rapport is very important. What is Rapport and where did the word come from ? 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 anytime.

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 anytime how effective would that make

my sales ? Is 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 we do so it is more than just the body language.

Tonality is about the tone we use meaning 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.

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

If my outcome is to build rapport with anyone at anytime how can I do that ? Remembering and understand 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 within whoever 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 mimick 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 seeking to learn here is how to actively and rapidly create a state of rapport with another individual whenever we choose.

Some people's belief is if the other 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 the 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 with active listening that 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, together 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 will add to the rapport as 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 infinite 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, 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 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 a 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 it start with kids as they just like little sponges and have a little fun !

# MODELLING EXCELLENCE

I was chatting to a friend Greg, a top sales person in selling musical instruments the other day. He was telling me in the 70's he was a sales person for real-estate and worked off commission only. Back in those day 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 Ziggler.

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

When Greg meet a client he would "try" and remember Zig's words of wisdom and use them on his clients. Problem was Greg was not Zig and the clients were unimpressed and therefore 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 as he understands eye patterns. When a person is trying to remember or recall something, like Greg was recalling Zig's words of wisdom, their eyes break contact. Depending which way a person is organised the person recalling looks up to the left or the right to remember their "sale pitch" breaking rapport and eye contact with the client.

Now when Greg had just meet a new client and he wanted them to be in rapport with him, and his eyes are darting all over the place how do you think the client would be feeling about Greg ? More than likely the word they would use would be shifty. Yet all Greg is doing is 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.

The point is that it is important to have these tools but even more important to stay connected to your client. Understanding eye patterns for you makes you aware of what you are projecting during the sales transaction. More importantly you can tell what is happening in your clients head.

Take this idea with networking. You have just used the template above 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 do 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 you dream client has excused himself and headed to the bar. There is a lot of information here and remembering everything maybe not be so easy at times.

Greg said that back in those early days of real estate, with Zig Giggles words ringing in his ears the one thing that he did not do was what was best for the client. He said 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 efficiently at 100 miles an hour, doing everything in your path. Some, 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. A successful business format, a way to make money is to have a system in place that can replicate the same results not matter who is running the system. In business we (and I was certainly guilty of this) often cannot see the business without our input and that our own ego 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 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 aside (you will not need it)  
Combine all ingredients for the flow sauce and stir until thick.  
Meanwhile take all the ingredient 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 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 am so bad a sales” or “selling this is hopeless, no body 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 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 !

# YOU ARE CORRECT

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

We are responsible for everything we have going on in our lives....our home, our family, our jobs, our businesses and yes even our sales ! Are you at cause or 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 all ?

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

With any belief our mind evidence builds and that belief gets stronger. An example of this is Ben's belief with math's. He missed a little of the fundamentals and failed a test in primary school. When he told his parents they both agreed neither of them were good at math's so its understandable its not something Ben is good at. Ben goes to high school and already he beliefs he is not good at math's because look at the evidence. The teacher tells him that Math's is not his strength and this again reinforces Ben's already strong belief that he is correct and he evidence builds and makes that belief stronger. What if Ben thought he was good at math's ?

If you are choosing a belief make sure it is one that supports you and not a limiting belief. 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. Have you 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 ? Have you suppliers or clients that you are managing ? Has office politics in your work life become all consuming ? Perhaps a better question here is 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. Keep in mind what is the outcome you want and if it is to be

successful at sales to catapult your career or your business 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."

# THE LAW OF ATTRACTION

The law of attraction states that every positive or negative event that happened with you was attracted by you. Say that a special friend loaned you money when you didn't have any. You attracted that, even without your awareness of using the law. 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 reading this book!

There are really only three basic steps: ask, believe, and receive. If you are at cause then you take responsibility for everything you have in your life. You maybe asking the universe by your inner monolog or by speaking directly whichever you are creating the life 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. A very lovely young women 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 first sales year was really good. Mary was excited as she knew her product, had gained many new clients and had meet 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 the proactive pitfall and she became busy with the busy life of having lots of clients. Mary forgot that she needed to still be proactive in sales rather than reactive. It was not clear for sometime 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 previously she had attracted new clients with money to spend she attracted clients who were desperate and time wastes. Mary 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 neither valued her or 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 did they come from. Her clients were frustrated annoyed and not spending any money with Mary. They were the direct result of Marys inner monolog of how she saw herself 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 need 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 can not yet see them ?

# 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 that little things like the words you use everyday 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 the boys 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. Interesting results as 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 teams productivity increased.

There are a number of words also that I am careful in using. One would be “try” If I asked you to try and pick up the pen or 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 all my worlds and it also made a huge difference. Think about what I am telling others and myself when I use the word “try” I want to be supportive of 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 but point 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! Decide now - you will do this (or not). If you say "I will try" we all know what will happen !

Establish an emotional connection with the life you want to create for yourself. It's going to be so much fun! Such a great feeling to fill your "think tank" 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.

# GRATITUDE

I want to know about sales and increasing my profit ? How do I 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. The reason being is that I would not be the person I was today without the past. I do not regret the past I appreciate the learnings it has offered me. I am thankful for the “no’s” and “yes’s” and it is true that I learnt more about me from the “no’s”

*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 threw at 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 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!

# MINDSET

Your mindset, your idea, your beliefs and your understanding is what will make you either fabulous at sales or not ! When you think about being in sales what does this word mean to you ? Whatever it means to you and whatever your belief around sales people are is the equal to your 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 really important and it may challenge your current beliefs. These beliefs may be limiting in the way you see your business, career or others. While you are thinking about that the next step is modelling excellence. Find a person who is successful (this means great at sales) and start to model them. Watch how they interact, follow their structures 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 when it was working 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 no matter the industry you are in, the business that you run or the career you have a business coach (or life coach) and 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 you. Only you can decide, “yes or no.” You are the magic pill. When your desire and your expectations match up, you will achieve anything you want. Anything. If your mind is arguing with this, 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? - looking at it from the point of view of the monkey wrench being 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; 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 your body 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, 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 choose 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 is not personally - you absorbed these beliefs by default, because you were unaware you had a choice.

# 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 who had 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 years ago told me 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 rather the values and believes of the person who has sold them the service or profit.

You see I am not everyones 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 “no’s” 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 customer, good for you and good for the greater good.

# RESILIENCE

It's been said that the hardest step to take in any journey is the first step. 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...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 a not so easy situation with my career, a contract has been signed by both parties who had gone into it with best intentions. The contract was long and the prospects good as both parties were excited. An unforeseen situation arose and things quickly deteriorated. All of a sudden things went very quickly from bad to worst 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, 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 think about one big section of your life, friendships and your purpose suddenly disappearing. I would like to tell you I coped really well but the truth was 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 deep within myself that it was me I must depend on as that is all I had at the end of the day. I had attached my identity to my career and suddenly it had vanished even though I had put one hundred and ten percent into it. The unfairness of the situation sat with me like a large brick sitting on my chest and at times I felt that I could hardly breath. 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 in order to one foot must go in front of another. Plans for me 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*.

It offered a change to attend a retreat with him in a Villa in Tuscany. A private retreat with no more than 30 people. I had already made my decision about attending as I scrolled down the page to see what the cost of the retreat was. When I saw the cost I almost fell over. It was very expensive for me. My inner monolog 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 along side my career and future financial security.

It was interesting that 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 I had always held Jack Canfield in high regard using 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 which was my 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 can tell you I could hardly look him in the eye. 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. It was for so long I had put everyone and everything above me that it felt impossible to ask for anything for me.

My husband started to ask what was the workshop 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 or though 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 became to re appear from trusting myself again.

I asked myself how had I been treating me over the last 10 years. The answer was I was certainly kinder than I had been in the past. If I was to be honest I did not always treating 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 giving me time out.

In fact when I did my Master NLP training a few years back I asked myself what did I like ? 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 !

Ah my friend said to me when I told her my revelation about the going to Italy fabulous you will love it there as it is the home of the tomato !  
Another good reason to go.

The day I paid for my workshop was the day that my true learning came about. 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 were many learnings and amazing realisations. The retreat was far more spiritual than I had anticipated as I had known Jack best for his book “Success Principals” rather than his work in the many “Chicken Soup for the Soul” series.

One of the activities we participate in which I thought was a fabulous idea was a cocktail party 5 years from now. We all gathered and we were to discuss our successes over the past 5 years like it was the year 2019 rather than the year it was 2014. The first person I spoke with was Jack Canfield. Jack asked “So Sandy what have you been doing since we last meet in Tuscany in 2014? “ I looked him straight in the eye and said “ah Jack like you don't know, as 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 being in the present moment (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 lies 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.

# 12 Rules for Eating Frogs for Breakfast

The following are 12 rules to 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 your self 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 several times. Ever wonder why so many business 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 got you to be successful. The founder. How many times I have seen it is the person who had the resilience, put in the hard yards stand in their own way to the next massive growth of the business.

In the early days it was roll up your sleeves and do it all. When the business grows it is time to give empowerment to staff but it is not easy when you have been everything to everybody (or no body if you started your business alone) All of a sudden the thing that got you the success is the thing you need to change. That takes 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 working for other people I had many bosses and one thing was similar staff 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

Biggest challenge I heard when I meet 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 clients needs change or alter and leave your business. How to fix that hole quickly is in the planning or "proactive" tasks you preform 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 stakeholders (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 strategic plan on moving your business forward. Brainstorm ideas ie 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 are your clients biggest fear and what needs you are solving for them? This is the "long" term 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 the not so easy task that leaders want outsourced. If outsourcing a task the rule to follow is "if you can do it .....you outsource". This rules ensure 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 "safe 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 overwhelm 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 preform 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. Currently ask your leaders what are we focusing on ? 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 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 are their biggest fears 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 ie 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 clients" speak (VAKAD) answering all of their objections and offering the solution. This represent you as a company ie 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. Data base functions

A businesses data base is the single most import sales and marketing tool needed. This is high 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 data base 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 leave 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 keeping 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 data base 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 data base

You have an unknown or unclean data base currently. Some of the contact maybe gold others may need to be deleted. There are two ways of cleaning a data base the first is the most expensive however the most effective the second is a less expensive option but not as effective.

4. Telemarketing the data base - 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 another level. Ensure two things are documented the "how" and "why" in your procedure for future reference. Write a procedure on "how" and "why" 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 some rules that will support stakeholders rather than push them into overwhelm. An example maybe 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, information about your up coming program's (testing your market it 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 clients minds.
8. Give your clients at your training a "take home" learning that they can personalise ie 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 then capture the opportunity to up sell other services offer a manual, book, or extended program you can offer 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 ie 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" eg online courses

## 6: How to best use your database

In our busy life's 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 currently everyone is doing email newsletters then do the opposite, post out a hard copy newsletter. Marketing effectively is about doing something different to be seen. 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 clients 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. 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 clients 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. 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 also here must give the same message and use the same marketing template. (See point 9)

6.2 Marketing tool to help increase your ever growing data base - 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 the contact understand 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 really impressive. The one thing that is unclear to me is what do you specialise in and who are your target market ? (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 is the secret problem they have 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" on line ? 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 ?

You have your white paper which 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 depending on key word costs - up to you as how many leads do 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 in on weekly. No point having done the work and paying for google

AdSense but clients can not download your free offer. Ensure on a weekly basis your process is working by self-testing your process.

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 data base 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 in your Auto responder and your social media to be giving your "marketing template" message out to your "perfect clients" means your message is reinforced to your "group". Social media is important however 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 suggest that you 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 sale 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 can not be delegated or out sourced 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 stand alone strategy and offers no agreement of further work on your behalf unless we mutually agree to engage in a contracted services.*

## **Tools to Add to Your Belt - Workbook**

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 work book 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 everyone 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 drivers 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.

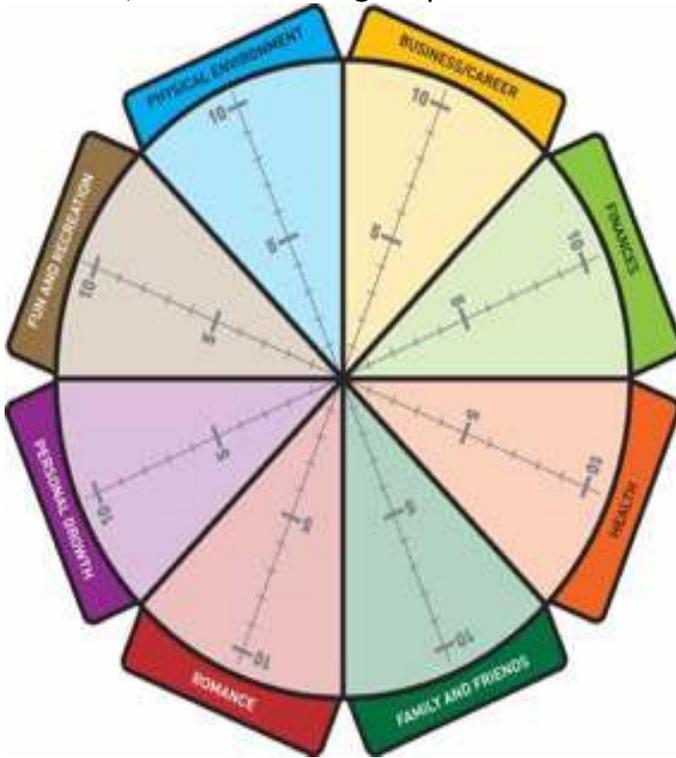
### **Activity 1: The Wheel of Life**

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. Is your wheel round, or wobbly? Are there certain areas that you have put a lot of investment into, in comparison to others? Are some areas neglected?

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## 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 activity:

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## 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:

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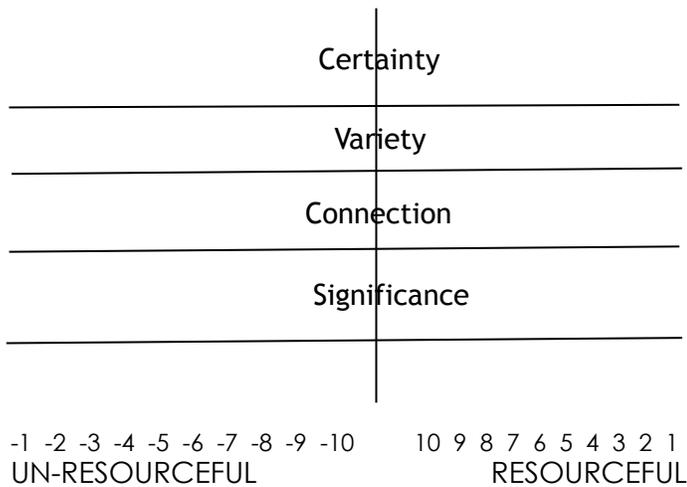


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Rate your story on the Core Needs grid. Be honest with yourself!



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.

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### Activity 4: Master Dabblers 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 half way 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 am I dabbling in a change or am I 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:

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## 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 being the computer program and the unconscious mind being the underworld.

Start with the call to adventure on the top right hand side of the diagram. Ask yourself how many times has that phone 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 “Aposyasis” 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 to 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 choice... and perhaps now it is the call to your next adventure... Can you here that phone ringing?



Where are you in your latest journey?

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## 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?

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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 in 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.

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 also we 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 a 40 hour 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 idea’s and new ways to work.

Never stop learning and never stop exploring options and new idea’s

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

THANK YOU !