



The Winner's Circle Newsletter

- **Winning Words of Wisdom on Winning**
- **Win With These Great Team Building Movies**
- **Winners Use These 3 Prospecting Ideas**
- **Did You Ask for a Referral? Winners Always Do!**

Welcome to this month's edition of *The Winners Circle*. The aim of my newsletter is to offer valuable, relevant, leading edge and interesting content with some innovative differences from some of the others you may be receiving.

So, the first quarter is at an end and the results are in...how about yours? Success? Congratulations. Missed your targets? Put a plan together, there's still plenty of year left.

If you find value in my offering then please refer it to your friends, family and colleagues or visit my [website](#) to subscribe. By the way the website has just been beautifully refreshed and rebuilt by my friends Andy and Karen at [Fox Digital Web](#). If you need help in this area do yourself a favour and contact them.

Have another terrific month!

Winning Words on Winning

"Winning is a habit. Unfortunately, so is losing" - *Vince Lombardi (legendary American football player and coach)*

Win With These Great Team Building Movies

How about a team movie morning? It's fun and can really work. Here are twelve movies that demonstrate various scenarios of team work.

1. **Braveheart** - illustrates that teamwork comes in many different ways.
2. **Ocean's 11** - evidence that teamwork does not have to be a legal adventure.
3. **Drum Line** - you cannot be a superstar and be a part of a great team.
4. **Tuskegee Airmen** - How some teams overcome obstacles and why some cannot.
5. **Coach Carter** - integrity makes teams work - great team leaders make tough decisions.
6. **Hoosiers** - don't give up on your team members and that includes the leaders.

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7. **The Sting** - getting the right people on the team makes all of the difference.
8. **We Were Soldiers** - evidence that even the leaders are team members.
9. **Twelve O'clock High** - the right leader in the right place can make a great team.
10. **Green Berets** - what can happen with the right people on the right team at the right time.
11. **Apollo 13** - shows how team members can overcome adversity.
12. **Glory Road** - why leaders are so important in believing in the team and why recognition is vital to the team's success.

If you decide to use one of these movies for a team viewing the secret is not just watching for the entertainment value, rather it is for watching and then debriefing it. Ask team members to take notes, break down segments and then discuss how they can be used within your own team or organization.

Winners Use These 3 Prospecting Ideas

- **The 58/2 Phone Call** - Business people are often hard to reach due to the number of meetings and conference calls they attend. A great way to make contact is by calling between 58 minutes after the hour and 2 minutes into the next hour. If there is one time of the day they might be free, it's often between meetings and calls.
- **The Saturday Morning Message** - Senior people and small business owners don't stop work on the weekend. Often this is their time to read emails, go online, checkout social media - things they mightn't get to during the week. Sending a personalized email at 6:00 AM on Saturday morning can make a difference. The person receiving it is working and they see you're working too. But, make sure you check for a response as you don't want to respond on Monday morning - two days later.
- **Maximise the Holiday Weeks** - Many times you can find the people you *really* want to talk with during holiday weeks around Christmas, Easter or long weekends. Often they are more relaxed and more willing to talk on the telephone or even to see people. I'm not talking about the actual holidays but the working days around these periods. The value add is the demonstration of your commitment to helping customers all year 'round.

Did You Ask for a Referral? Winners Always Do!

The best way to get a referral is to earn it - by delivering great service, becoming an asset to your new customer, exceeding their expectations. Doing the things your competitors can't or won't do.

Referrals are there for the taking. Recent research from Dale Carnegie Training shows that **91%** of customers say they'd give referrals; however **only 11%** of salespeople ask for referrals.

Finally, there is an even more powerful way to gain referrals and that's to *give* referrals first! That's called reciprocity and you might be surprised at how powerful that can be.

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