



## THE WINNER'S CIRCLE NEWSLETTER

- **Winning Words of Wisdom - Change**
- **More Thoughts on the Right Questions to Win**
- **Winning by Plugging the "Leaky Bucket"**
- **Email Subject Lines for Winners**

It's August! Welcome to my monthly newsletter "The Winners Circle" designed to give you some useful, relevant and interesting sales and business ideas.

Over the past month I've been kept busy with a number of training interventions right around the country as well as in New Zealand - I trust your last month has been profitable too.

Enjoy the read and please forward it to your businesses associates and friends. If they would like their own copy ask them to visit my website and subscribe: [www.yoursalessolutions.com.au](http://www.yoursalessolutions.com.au)

*Stephen*

### **Winning Words of Wisdom on Change**

"One thing's for sure. If we keep doing what we're doing, we're going to keep getting what we're getting. One definition of insanity is to keep doing the same thing and expect different results" - *Stephen Covey*

### **More Thoughts on the Right Questions to Win**

As salespeople we need to accept we live in the real world - a world where some prospects are going to say "no" to what we are offering. It's simply not possible to get a "yes" from every prospect we present to. So how do you improve your chances?

The next time you're about to sit in front of a prospect ask yourself:

- Are your questions strategic, powerful and designed to lead your prospect into making a decision?
- Are those same questions designed to move your prospect towards a "yes"?
- Do your questions require a response which leaves the prospect in no doubt in that you want their business?

At your next meeting ask questions of consequence. Then be prepared for the consequences of some questions to have the potential to provide great sales success.

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## Winning By Plugging the “Leaky Bucket”

Be honest, does your “business bucket” have a few leaks that let customers occasionally dribble out, or is it riddled with holes; and customers flow from every one of them?

Based on my experience working with many sales people I’m prepared to say that your bucket has more holes than you are prepared to admit and there are only two options for a leaky bucket:

- Regularly add more water (in other words more customers)
- Plug those leaks and retain the water (customers) already in the bucket

Bucket “leakage” is often due to fully controllable activities

- Poor or average service
- Lack of a strong or ongoing relationship
- Competitive activity that undermines you
- Lack of clear value or ROI that you provide
- The performance or results your product achieves

To replace those leaks you’ll need to increase your prospecting rate and devote a considerable amount of precious time, energy and resources to this process. Then again, why prospect for new business, why spend time in finding new customers when maybe there’s a better option and that’s to keep the customers (or clients) you already have.

Once you get a customer, keep them...make sure they don’t “leak”.

## Email Subject Lines for Winners

We all have too much email. We’ve become accustomed to skimming our inboxes, letting the interesting items pop out while the rest end up in the trash. So how do you make sure your email is one of the good ones?

Research shows you only have **2.7 seconds** for a prospect to look at the Subject Line / Preview Panel of your email and decide whether to open or delete it. So it’s vital to craft the right subject line and right message - particularly the first sentence.

Try these ideas

- Be a copycat. Use your own inbox for inspiration. What made you open that last email? Would that work for your own communications?
- Make it enticing, compelling - leave the reader wanting more so they’ll open it.
- Include power words - emotional words that help your email stand out
- Use numbers in your subject lines - they tend to stop scanning eyes
- Pique curiosity with unusual or bizarre words
- Go online. Google “great email subject lines”. Be inspired by the experts and use some of those ideas for your communications

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