



## THE WINNER'S CIRCLE NEWSLETTER



- **Winning Words of Wisdom - Christmas**
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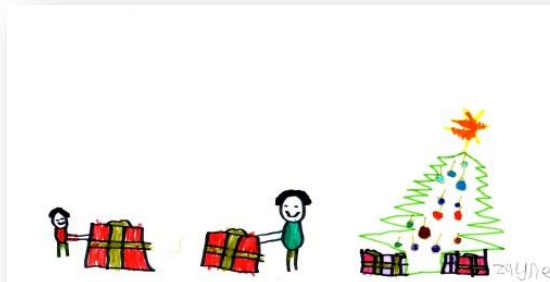
I hope you enjoy reading this issue of my monthly newsletter *The Winners Circle*

This is my final edition for 2014 and as a valued subscriber I want to thank you for your support and reinforce my aim to offer valuable, relevant, leading edge and interesting content with some innovative differences from the other newsletters you may be receiving.

If you find value in my offering then please refer it to your friends, family and colleagues or visit my website at [www.yoursalessolutions.com.au](http://www.yoursalessolutions.com.au) to subscribe.

Best wishes from me and my family to you and your family – my grandson Zayne created this painting that so perfectly celebrates the special appeal Christmas holds for kids everywhere!

Stephen



### Winning Words of Wisdom on Christmas

"Maybe Christmas doesn't come from a store. Maybe Christmas, perhaps, means a little bit more" -  
*Doctor Seuss*

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## Winners Overcome the 4 Selling Myths

Many salespeople accept certain myths about selling as if they are true. As a result they set artificial limits on their performance for no good reason.

Here are just four of the selling myths that can hold you back.

**Myth #1 - Cold Calling is Dead:** Getting on the phone and proactively reaching out to prospective customers can be a highly effective strategy for lead generation.

If you stop prospecting, your sales eventually stop. If you prospect the same old way your sales eventually stop. Always be prospecting!

**Myth #2 - Scripts Are Just for Telemarketers:** Whenever sales people use the phone for prospecting or making appointments they face the challenge - to use a script or not. The alternative to using a script is "winging it" and being unprepared - this usually yields poor outcomes, particularly when a sales person rambles their way through the call.

If you are able to prepare for what you'll say, and then edit, practice, and fine-tune it, why wouldn't you? Surely you want to be as professional as possible?

**Myth #3 - Prospects Need Education on Our Product:** Many salespeople believe that a meeting with a new customer presents a golden opportunity to talk about their company, products and services.

What a prospect really wants to know is how you can *help* them - help them solve a problem or capitalise on an opportunity that affects their business. Most business people want more sales, higher profits, a great image, improved customer enquiry rates, fewer problems.

But not more education on your product or service!

**Myth #4 - Customers Only Want the Lowest Price:** Nothing could be further from the truth. Price becomes less of a factor when value is understood. Help your prospects and customers understand why you are worth the difference!

Additionally, the biggest issue in the mind of your prospective customer is not price, and it's not value - it's the risk. What if he makes a mistake and their choice isn't the "right" one?

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## Win With Online Advertising?

Online advertising is a fickle thing - no one seems to have any idea whether it actually works.

That uncertainty reached a new high this week, as Google announced that 56.1% of ads served on the internet are never even “in view” - defined as being on screen for one second or more. That’s a huge number of “impressions” that cost money for advertisers, but are as pointless as a television playing to an empty room.

This is not a big revelation. The web metrics company ComScore reported last year that 46% of online ads are never seen and a large portion of ads are “viewed” only by robots, revealing that one botnet of 120,000 virus-infected computers viewed ads billions of times, running up the tab for advertisers without offering them the human eyeballs they sought.

Still, the acknowledgement by a heavyweight such as Google that ad “viewability” is a problem could shake up the industry requiring new ways for advertisers to gauge the effectiveness of their ads.

The nineteenth-century retailer John Wanamaker famously said, “Half the money I spend on advertising is wasted. The trouble is I don’t know which half.” In this case, it’s the obviously the half that pays for ads which are never seen, and now advertisers are looking for new tools to figure out which those are.

Source: [Quartz Daily Brief](#) - 5 December 2014

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