



THE WINNER'S CIRCLE NEWSLETTER

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Welcome to the February edition of *The Winners Circle*. My aim is 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 to subscribe.

Winners Words on Closing

"Always be closing. That doesn't mean you're always closing the deal, but it does mean that you need to be always closing on the next step in the process" - *Shane Gibson (Canadian business writer)*

Winning at Networking

Fact: Everyone knows someone that you don't know.

A while back I went to a chamber of commerce get together where the girl behind the bar serving drinks turned out to be a great contact. As it turned out she knew people that I should know and pointed me in the right direction to meet them. Some of these introductions have turned out to be invaluable. She was serving drinks to pay her way through university - studying for an MBA and as a result other business people doing the same course (people I need to meet) were her friends and acquaintances.

So, what is your goal for networking? If it's to show up somewhere and swap business cards, don't bother. But if your plan is to talk to 10 people you have never spoken with before, that's a goal which makes real sense and is attainable. But you need to hold onto the information you receive and take notes, then make a plan on what to do next.

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Fact: Networking is quantifiable.

All you do is calculate how many sales you make as a direct result of a networking “encounter” - then take all of the networking “encounter” income and divide it by all of the networking contacts you’ve made. This final number represents how much money you make every time you say hello to a stranger at a networking event!

6 Winning Tips on Body Language

Numerous studies have proven that your body language always trumps what you are saying and how you are saying it! So here’s six things to avoid:

1. Leaning back (particularly with your hands behind your head) - you come across as arrogant.
2. Leaning forward with your hands on their desk - you can seem aggressive. Appears that you are encroaching on the other person’s space.
3. Breaking eye contact too soon - you seem untrustworthy or overly nervous. Hold eye contact that little bit longer during a handshake.
4. Crossing your arms - makes you look defensive or “closed”, especially when you’re answering questions.
5. Failing to smile - people wonder if you really want to be there. Go for a genuine smile especially when meeting someone for the first time.
6. Standing with hands on hips - an aggressive posture; while standing with your hands in your pockets can seem arrogant or too casual.
7. Checking your phone or watch in a meeting - says you want to be somewhere else.

Research on Winning Websites

As a business, it is important to maximise the value of your website.

In order to do this, you need to review the performance of your website across a number of measures - the loading time of web pages being one of these.

Tools such as Google Analytics and Google Webmaster are great at providing some insight into these measures and can help you identify if your website is taking too long to load.

Recent consumer research revealed two fascinating metrics:

- **47%** of consumers *expect* a web page to load in *2 seconds or less*
- **40%** of people abandon a website that takes *more than 3-4 seconds* to load!

Source: KISSmetrics

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