



THE WINNER'S CIRCLE NEWSLETTER

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Here we go again – time for the new-year roller coaster ride! Time too, for a new start with plenty of opportunities, goals, hopes dreams to work on.

I hope you took some time out over the holiday break to relax and recharge the batteries. I had a great break with lots of fantastic family time on the beach and too much to eat and drink.

Welcome to the first edition of *The Winners Circle* for 2015. 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 of Wisdom on New Year

“Cheers to the new year and another chance for us to get it right” - *Oprah Winfrey*

Winning with Sales Training

Customer's expectations have changed dramatically over the past 5-6 years; particularly in regard to what they look for in of the role of the salesperson. For sure they are not looking for a product facilitator.

What most customers want is a trusted advisor who can help bring fresh ideas for redefining their business challenges and new insight for formulating innovative solutions.

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As managers explore their team sales training needs for 2015, I suggest that exceeding customer's expectation requires your sales team to be able to sell consultatively.

By accepting this notion, the 2015 sales training plan for most companies needs to be more than just a little adjustment or upgrade here and there. It's easy to learn tips and tricks; but it is extremely difficult to learn how to and then actually sell consultatively.

9 Winning Leadership Books from 2014

1. "Ready to Be a Thought Leader: How to Increase Your Influence, Impact, and Success" by Denise Brosseau
2. "Hacking Leadership: The 11 Gaps Every Business Needs to Close and the Secrets to Closing Them Quickly" by Mike Myatt
3. "Accelerate: Building Strategic Agility for a Faster-Moving World" by John P. Kotter
4. "Leadership Blindspots: How Successful Leaders Identify and Overcome the Weaknesses That Matter" by Robert Bruce Shaw
5. "Leaders Eat Last: Why Some Teams Pull Together and Others Don't" by Simon Sinek
6. "Lead Positive: What Highly Effective Leaders See, Say, and Do" by Kathryn D. Cramer
7. "Power Cues: The Subtle Science of Leading Groups, Persuading Others, and Maximizing Your Personal Impact" by Nik Morgan
8. "Centered Leadership: Leading with Purpose, Clarity, and Impact" by Joanna Barsh and Johanne Lavoie
9. "Your Leadership Edge" by Ravinder Tulsiani

Research on Goal Setting for Winners

A recent finding about goals throws light on the ups and downs of goal achievement.

- **Be specific to reach your goal(s).** Being more specific and less flexible is more effective in goal achievement. Specific steps, accomplished in strict order, seem harder to do at first, but ultimately lead to greater goal achievement than an ambiguous plan.
- **Your inner voice is a potent goal-achievement tool.** A study suggests that simple things like telling yourself "keep going, you can do it" can help keep you moving, and sidetracks the impulse to give up.
- **Sharing your goals with friends improves your chances of reaching them.** Writing down your goals, sharing them with friends, and sending them regular updates about can boost your chances of succeeding. People who merely thought about their goals and how to reach them succeeded less than 50% of the time, while people who wrote their goals and enlisted friends to help them by sending regular progress reports succeeded closer to 75% of the time.

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