



## The Winner's Circle Newsletter

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Welcome to this July edition of *The Winners Circle* newsletter; and while it's a hot mid-summer for my northern hemisphere readers it's the middle of a cold winter here in Sydney, Australia!

My newsletter offers valuable, relevant, leading edge and interesting content with innovative differences from some of the others you may be receiving - I hope you enjoy it.

If you find value in my offering then please refer it to your friends, family and colleagues - ask them to visit my [website](#) to subscribe and receive their own copy.

Meantime, have another terrific selling month!

*Stephen*

### Winning Words on Your Personal Brand

*"I have a business brand, a personal brand, and a social brand. All of which are interconnected. All of which are mature. All of which provide value messages. All of which create attraction. All of which generate leads. All of which make sales."*

- [Jeffrey Gitomer](#) professional speaker, business trainer, sales management expert and best-selling author.

### Sales Emails that Win

The average internet user is bombarded with dozens if not hundreds of emails every day. Most of us tune out when we sense an email is trying to sell us something. Same thing with our prospects.

Research shows that 75% of successful email open rates is driven by the headline. If the headline doesn't convince the user to read on, all is lost.

Check out this great article by Amanda MacArthur on the [Mequoda](#) website which reveals the 17 best subject lines for increasing your email open rates.

You can also uncover the five words you should avoid in your emails from this [Forbes](#) article "[Five Fixable Reasons Your Email Isn't Getting the Answer You Wanted](#)"

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### **Sales Winners *Never* Make These Mistakes**

1. Not developing rapport with the prospect
2. Not asking enough deep questions
3. Not planning the next step(s)
4. Not showing value, selling on price
5. Not asking for the sale

### **Employee Research to Help You Win**

A study done by Institute for Research on Labor and Employment in the US; shows the average cost of replacing an employee is about 1.5 times their salary. So, if you are filling a \$60,000 position, with all costs incurred, it will cost your company around \$90,000.

[Hays Australia](#) found 43% of staff feel their employer does not value mature-age workers. Furthermore, 48% of people aren't happy with the career paths open to women.

Corporate social responsibility is a key concern for Gen Y workers - figures show 72% of those born between the early 1980s and 2000's will not apply for a job if they don't believe in what the company stands for.

### **Write Fewer Proposals, Win More Sales**

Proposal writing is an important element in the sales process but there's no point in writing proposals that go nowhere.

Here are 3 tips to ensure that more of your proposals will close.

1. Make sure that you're speaking with a qualified prospect. Do the homework, target well, and make sure to ask all the relevant questions to ensure this is a *real opportunity*. Too many sales professionals get stuck, mistaking someone that will talk to them for a real opportunity.
2. Always get agreement from your prospect on the value of your offering and if you can quantify that by a dollar amount you'll be even better off. Make sure that they have the budget for your offering. Ask your prospect who else they are speaking with (i.e., your competition) and how they will make the decision. These are critical actions.
3. Do not send a proposal - it's easier for you to email it and it's even easier for the prospect to ignore it. Always present it in person and present it to all of the decision makers.

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