



The Winner's Circle Newsletter

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Welcome to this edition of *The Winners Circle* newsletter.

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

Over the last couple of weeks I have been working in several Indian markets and it never ceases to amaze me how much in common sales people have with each other no matter their cultural background. Many times, their challenges and training needs are exactly the same whether they work in Sydney, Singapore, Cape Town or Delhi. To use a phrase "it's a small world".

If you find value in my offering then please refer it to your friends, family and colleagues or visit my [website](#) to subscribe.

Have another terrific month!

Winning Words on Listening

"I like to listen. I have learned a great deal from listening carefully. Most people never listen" - Ernest Hemingway (acclaimed author)

Are Winners Ever Late?

How's your time management? Specifically do you arrive on time for meetings? I'm an "on time" kinda guy. If the meeting or appointment is at 10am I'll be there at 9.55am and I hate it when I have to wait for others - how about you? Are you an on-time arriver or a wanderer-in type of person?

Check out this great article by Greg Savage ["No, you are not 'running late' you are rude and selfish"](#) - his take on lateness is both refreshing and honest.

It reminds me of a comment from Brian Duffy one of my mentors who said "five minutes early is on time.....on time is late".

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Opening to Win the Close

Inability to close is usually a symptom of a deeper problem. In complex B2B selling, or even with simple small to medium business (SMB) selling with one decision-maker, there is a universal truth that must be embraced to improve results: **Opening is far more important than closing.**

The way we open the relationship determines the likelihood of success and we need to anchor three key areas to earn the right to close:

- **Establish trust and rapport (by being authentic and transparent)**
- **Agree compelling business value (as defined by them).**
- **Understand their timing and priorities (and their process for evaluation).**

Once these three things are in place, the date for a purchasing commitment becomes clear to both buyer and seller and contracting or finalising the purchase becomes a 'next step' rather than a white knuckle adventure.

Source: [*Closing Is Usually Not the Problem in B2B Sales*](#) by Tony J. Hughes

Keep and Win That Appointment!

"Hi this is Tom Smith. Our appointment is at 11am tomorrow and I was wondering if you'd like to cancel?".....of course no-one would intentionally make a call to a prospect like this. However, when calling to confirm your sales appointments, you might be.

Remember, your prospects are busy and if you have scheduled a face-to-face, then the prospect is interested enough to listen. Chances are you've done a lot of work to get here.

However, calling to confirm meetings can inadvertently give him or her the opportunity to back out of the appointment. At the same time, you want to make sure the prospect is still expecting you.

One idea is to place your call after-hours the day *before* the meeting and leave a voicemail reminder. She'll get the message first thing in the morning and be expecting you. Could she still cancel? Sure, but unlikely if she hasn't don't it so far.

By the way if you are threatened with a meeting cancellation be careful of trying to turn a scheduled face-to-face meeting into a phone conference. If you suddenly ask for a phone conference instead, they might think you weren't that interested in talking to him in the first place. He could then decide that you're not worth *any time*.

If push comes to shove suggest a video conference. It's the next best thing to actually being there and at least you can see your prospect.

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