



The Winner's Circle Newsletter

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- **Can You Win Sales With Social Media?**
- **Winners Use the 80/20 Rule**
- **3 Winning Rules For Profitable Companies**

Welcome to this month's edition of *The Winners Circle*. Wow! March already...the first quarter is nearly at an end. How has it been for you? A great kick off for the year I hope?

The aim of my newsletter is to offer valuable, relevant, leading edge and interesting content with some innovative differences from some of the others 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.

Have another terrific month!

Winning Words on Time

"Today is both the first and the last day of the present. Use it well" - Israelmore Ayivor (Ghanaian Leadership Coach, Author and Entrepreneur)

Can You Win Sales With Social Media?

An integral part of the sales process is getting to know who your prospects are and establishing an initial relationship. Question - can social media help you accomplish this?

Firstly, social media allows salespeople to see what prospects are saying about their company as well as their competitors. It can be a simple way to research a market and initiate a conversation leading to a sale. Of course the issue is - what if they aren't talking about your company, only about your competitors - ouch!

Secondly, social media can help you generate new leads and allow you to build an "early relationship" prior to a meeting or initial face to face contact. LinkedIn is a potentially strong way to do this, particularly for business-to-business products or services. To a degree so is Twitter.

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Number three. Your social media profile can also be driven via blog platforms an area proven to be essential for salespeople. Do you have a regular blog or an e-newsletter? Do you share regular posts or success stories, ideas or recent product/service innovations?

Okay that's the contact and credibility part – can *you* use social media to make sales? I'll cover that in next month's newsletter.

Winners Use the 80/20 Rule

The 80/20 Rule in sales says:

- 20% of your activities will account for 80% of your results
- 20% of your prospects will account for 80% of your customers
- 20% of your customers will cause 80% of your "problems"
- 20% of your customers will account for 80% of your sales
- 20% of your products or services will account for 80% your sales
- Spend 80% of your time prospecting and presenting and 20% following up

In its simplest terms, you should be focusing your time and energy on the few things, the 20% of things that can make all the difference. The inability to focus on the top 20% is the primary reason for failure, frustration and under achievement in the sales profession.

Make a list every day then organize it on the basis of the 80/20 Rule. Start on your top 20% of tasks and stay with them until they are complete.

3 Winning Rules for Profitable Companies

Rule 1: Better before cheaper

Rule 2: Prioritise revenue over cost

Rule 3: Refer to Rules 1 & 2!

Would any of this information help you or your sales team? I deliver keynote presentations and sales training workshops that help sales people master their sales interactions.

Please call me if you're planning sales training, a conference or event.

My personal phone number is +61 411 471 118

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