



THE WINNER'S CIRCLE NEWSLETTER

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Here we go it's the countdown to Christmas time!! The fun and games are about to kick off again. Welcome to my monthly newsletter "***The Winners Circle***". My goal is simple - to offer valuable, relevant and interesting content with some innovative differences from the other newsletters you may be receiving.

Over the past month I've been kept busy with a number of training interventions as well as multiple presentations to SME's in markets as diverse as Melbourne, Townsville, Sydney and Geelong.

Enjoy this month's read and please feel free to forward it to your businesses associates and friends. If they would like their own copy ask them to visit my website and subscribe:

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Winning Words of Wisdom on the Internet

"The Internet has been the most fundamental change during my lifetime and for hundreds of years to come" - *Rupert Murdoch*

Salespeople, Do They Win with Emails?

Should salespeople be renamed email people?

Judging by a new data from Cirrus Insight, the average salesperson spends more than *half of his day* engrossed in some form of communication or research, and less than half doing what his title implies, you know, selling!

According to Alice Heiman "Salespeople need to spend *more than 39% of their time selling*, but other activities pull them away - hopefully, some of that email time is advancing a sale."

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ABN 45 108 376 952

+61 411 471 118
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Dr. Tom Sant at Hyde Park Partners added: “Although email is an important vehicle for staying in touch with customers, it can spiral out of control very quickly - first, it can become an end in itself, so the salesperson feels that by answering emails they are doing meaningful work when most of the time, they probably aren’t. Second, it’s too easy to write an email that sends the wrong message, putting down speed bumps that slow our progress toward the goal of a closed sale.”

Both Heiman and Sant said if they could reallocate the daily time spend, more would be dedicated to *pure face to face selling*.

Sales Winners and Meetings

Recently Harvard Business School professor Nancy Koehn talked about *ineffective meetings* - the estimates she cited include:

- 11 million meetings are held every day in the US
- Over 50% of people surveyed said that half the meetings they attend are unproductive

I wonder what the number is in Australia, or New Zealand?

Added to this are a few more interesting facts.....

- Nine out of 10 workers would prefer to communicate with coworkers in just about any other way than a meeting. Why? Because most meetings are seen as grossly inefficient.

Lesson: If you’re speaking up but not adding any value, you are simply adding to your co-workers’ levels of aggravation. If possible, you should always try to add something useful or valuable to the meetings you attend. However, if you don’t actually have anything important to share do something different, just listen!

How to Win With Time Planning

Don’t you hate it when people waste your time? Wasting (or stealing) time is worse than stealing money. Why? We can always make money, but can never “make” more time!

I don’t believe that we are able to manage time, it goes on without our control, but we can *plan time* and manage ourselves. *So time management is really self-management.*

The question to ask is: What do I need to focus on right now? Do the actions you take on a daily basis move you forward in the direction you want your life to move? Salespeople who better manage themselves and value their time focus far more clearly on their results and goals, rather than accepting what comes their way. These people tend to be happier, earn more money and have time planned for their important relationships.

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