

THE WINNER'S CIRCLE NEWSLETTER

- **Winning Words of Wisdom - Success**
- **Statistics to Help You Win**
- **Winners DON'T Talk Too Much!**
- **Could You Win With This Organogram?**

I can't believe it - October already! Welcome to my monthly newsletter "**The Winners Circle**". My goal is 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. One that really got me excited was working with Sydney community radio station - SkidRow. What an awesome job this station is doing. And doing it on a "shoestring" budget!

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: www.yoursalessolutions.com.au

Winning Words of Wisdom on Success

"The best revenge is massive success" - *Frank Sinatra*

Statistics to Help You Win

1. If you follow up web leads within 5 minutes, you're 9 times more likely to convert them. Source: InsideSales
2. The best times to email prospects are 8:00am and 3:00pm. Source: GetResponse
3. The best time to cold call is 4:00-5:00pm. The second best time is 8:00-10:00am. The worst times are 11:00am and 2:00pm. Source: Kellogg School of Business
4. Thursday is the best day to prospect. Wednesday is the second best day. Tuesday is the worst day. Source: InsideSales
5. Top sellers use LinkedIn 6 hours per week. Do you? Source: Jill Konrath

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Sales Winners Know When to Shut Up!

The truth is some sales people just never shut up!

Why? *"I have to explain my product or service to the prospect" or "I don't talk a lot, I'm just really enthusiastic"*

But the prospect doesn't care about you or your company; he doesn't want to be "educated" about your product. All he really cares about is what's in it for him and his company. And that's why so many potentially great meetings don't result in anything more than a one sided dialogue from the sales person to the prospect.

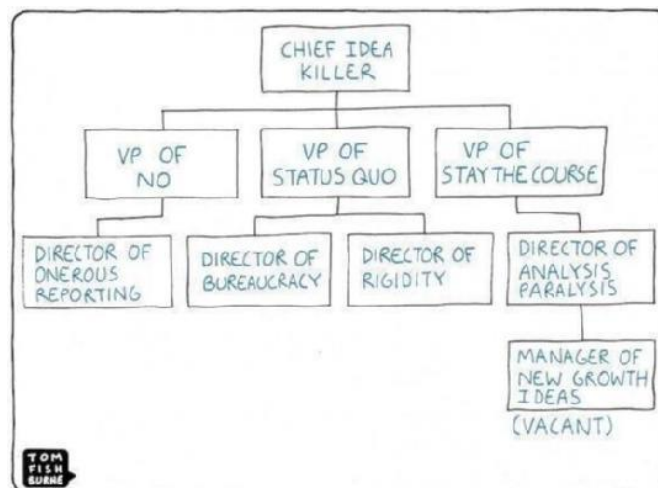
So let the prospect talk about themselves, their company, their product, their concerns. The best way to do that is to ask some smart questions and see what reply you get.

So how many questions do you ask during presentations? How much time is the customer talking? (it should be around 70% of the time)

By asking powerful, thought provoking questions you'll get your potential customers (or even your current customers) to perceive you in a completely different way, firstly different from the "others" and secondly different enough to give you their time, some key information and maybe the sale.

Resist the temptation to talk about "you", show that you really care by simply listening.

Could You Win With This Organisational Chart?



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