



The Winner's Circle Newsletter

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

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, make magic happens again this month!

Winning Words on Achievement

"Every evening, write down the six most important things that you must do the next day. Then while you sleep your subconscious will work on the best ways for you to accomplish them. Your next day will go much more smoothly" - Tom Hopkins US based master sales trainer, speaker and author

5 Unbreakable Sales Rules for Winners

Here's the rules followed by those at the top of the tree:

1. Keep your mouth shut and your ears wide open.
2. Ask questions, seek answers.
- 3 After uncovering the needs of your prospect *then* talk about your solution.
4. Listen to what your prospect *isn't* saying.
5. Ask your prospect to take some kind of action.

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How to Give a Winning Job Interview

When you are applying for a sales position, your goal is to sell yourself to the manager or recruiter. A sales job interview is among the most challenging of interviews, because you need to do more than just respond to questions. In many ways you're auditioning for the role. When selling yourself to potential employers, give them a glimpse into how you'll sell their prospective customers on the benefits of purchasing its products or services.

During the interview every response you give to questions should include concrete examples of your sales achievements. It's then important to explain how that experience relates the role you are seeking and how you can help the company and grow sales.

Here are some tips from the experts:

1. Dress for success - if you look successful, you'll feel successful
2. Body language and attitude - positive, friendly and open.
3. Great sales people quickly establish rapport and are strong relationship builders - demonstrate this to the interviewer.
4. Do your research on the company - especially the product/service you will sell. Do you have any connections who can help with background information?
5. Practice the interview with a friend. Get them to ask some of the typical interview questions and then ask them to critique your answers
6. Have specific examples of your sales results ready - including actual monthly sales figures and revenue or business growth
7. Prepare five really great questions to ask the interviewer - questions that demonstrate you have done your research, are seeking real information and are a professional
8. Finally, ask for the job. A key step in selling is to ask for the business. Demonstrate your closing skills!

After the interview send a follow-up note within 24 hours of your meeting thanking them for meeting with you, reinforcing your qualifications and skills and reiterating your enthusiasm.

Is LinkedIn the Way to Win?

A study done by LinkedIn consultant and expert Wayne Breitbarth reveals some interesting facts:

- 41% of LinkedIn users have 500+ connections and 15% have 1000+ connections
- 58% of users spend two hours or more each week on the site
- Groups are falling out of favour with only 16% in the maximum number of groups
- 76% of users voted the "who viewed your profile" feature as their favourite
- Company page usage jumped from 24% to 57% in the last twelve months
- A massive 70% of users gave the site a 4 or 5 star rating

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