



The Winner's Circle Newsletter

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Happy New Year!! I hope you and your family had a great festive season - my time was spent in Newcastle with family and friends as well as a quick trip to Canberra for more "friend" time. But all good things come to end, time to get back into business.

Welcome to the first edition of *The Winners Circle* newsletter for 2016.

You'll find 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 sure January is the start of your best year ever!

Winning Words on the New Year

"And now we welcome the New Year. Full of things that have never been" - Rainer Maria Rilke (German-language poet)

How to Win Like the Fox

We've all heard the phrase about the "Quick Brown Fox" and if you want to win in today's fast-paced and highly competitive business world speed is everything.

As a sales person within this environment you have one job to do and that's to help clients or customers solve their business problems and then to make buying decisions. You need to do this quickly. Time to work faster and smarter.

How often do you ask yourself if you really need to meet with everyone face-to-face? How often do you use the phone or Skype to shorten the sales cycle? We are busy, customers are busy. They will probably appreciate that you are saving them time.

My New Year challenge to you is to move faster. Technology such as CRM and social media are important tools, but selling remains a *people business*. Your ability to respond more quickly than your competitors, as well as being prepared to answer any and all questions that can move the buying decision forward is how to make a difference, how to win!

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Winners Know What “FAIL” Really Means!

I came across these great definitions of what many believe to be two negative words:

- **FAIL** = First Attempt At Learning
- **NO** = Next Opportunity

Just brilliant!

7 Important Questions Winners Ask Themselves

In preparation for a great selling year here are the questions you should ask yourself:

1. How am I going to improve my product knowledge?
2. How many lapsed (or former) customers will I turn into regular customers again?
3. How can I protect my best customers while adding value to the relationship?
4. How many new customers (or clients) will I find this year?
5. How much time am I going to spend improving sales skills?
6. How will I secure more referrals?
7. How am I going to ensure better use of my selling time?

A Winning Idea to Manage Your Pipeline

How many times have you retained a proposal in your pipeline in the hope it will be accepted? If you are like me plenty of times.

Let me assure you proposals aren't like fine red wines, they don't improve with age.

Here's a fabulous idea - withdraw ALL proposals that are more than 60 days old and still waiting for a decision. What I mean is email or call the prospect and advise them that the proposal is no longer valid and thank them for the opportunity in allowing you to present it.

Two things will happen.

1. The client will relook at it and actually make a decision
2. They'll breathe a sigh of relief that you're off their back (and possibly appreciate your honesty and professionalism).

Either way you win. More importantly keeping “hope” proposals in your pipeline distorts your true sales position.

Win More Sales With Effective B2B Closing

I'm a fan of [Tony J. Hughes](#) and this is what he says about B2B Closing: “Inability to close is usually a symptom of a deeper problem. In complex B2B selling, or even simple transactional SME selling where there is one decision-maker, there is a universal truth that must be embraced if we are improve results: **Opening is far more important than closing**”

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