



The Winner's Circle Newsletter

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

If you are reading this for the first time you'll find 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. To my many regular subscribers some of who have been loyal since the first edition nearly three years ago now - I say thank you!

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 enjoy your work, love life and find ways to be better at what you do!

Winning Words on Social Media ROI

"When I hear people debate the ROI of social media, it makes me remember why so many business fail. Most businesses are not playing the marathon. They're playing the sprint. They're not worried about lifetime value and retention. They're worried about short-term goals." - Gary Vaynerchuk (entrepreneur, author and internet personality)

Ways to Win from Stand Up Comedians

1. **The Art of Storytelling.** All comedians are effective storytellers because that's the best way to deliver a punchline. Good sales people need to do the same thing - craft a story that builds to a key point. Interestingly people remember stories much more than they remember statistics!
2. **Tonality.** Part of effective storytelling is to use the right tone - you never find a monotone comedian that's funny. Same with sales people. Use fast or slow speech, high or low volume to drive a point home. Same with silence at the right time.
3. **Use of Body language.** You can't keep people engaged just by standing in front of a microphone that's why comedians use strong body language. For sales people using and observing body language is vital.
4. **Take risks.** Comedians are big risk takers - they walk a fine line between what's acceptable and offensive. In selling if you believe a prospect has a wrong perception of you, your product and/or your company, then you can't be afraid to tell the prospect he is wrong.

Source: ["5 Things Sales Professionals Can Learn from Stand-Up Comedians"](#) by Simon Wong

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Winners Build a Sustainable Client Portfolio

Fact: The average sales person loses around 20-30% of their client base every year. Why? There are many reasons some controllable, some not, but the cost in time and revenue is staggering and few sales people truly understand the implications

Imagine this - Two sales people, one retains 90% of customers, the other retains only 70%. If both add new customers at the rate of 20% per year, the first will have a positive 10% growth, while the other will have a loss of 10% in real growth.

4 client or customer ideas and a bonus idea

1. The first sale is the beginning

Too many sales people do an exceptional job on making the first sale but in their quest for growth then ignore that same customer while they chase other new business. Overcome potential “buyer’s remorse” and protect the original sale and future opportunities. Keep in touch and look for ways to grow the relationship

2. Provide great customer service

Like it or not customer service is never ending. The key is not to deliver or meet their expectations, it’s to exceed their expectations and the only way to do this is to know what their expectations are in the first place. Extraordinary service builds repeat customers and raving fans. Poor service will drive them into the “churn” basket!

3. Lapsed or lost clients

To use an old phrase “sometimes it’s hard to see the forest for the trees”. Before you run off chasing new prospects look at the customers and clients who have dropped off the radar in previous years. These lapsed clients are gold. Reactivating customers who already know you and your product is one of the easiest, quickest ways to increase your revenues. Find out why they’re no longer buying, overcome their objections and demonstrate that you still value and respect them.

4. Treasure complaints

I know who likes a complaint? But here’s the thing somewhere around 95% of unhappy clients don’t complain, they just walk away and of course tell others, just not you. Maintain ongoing contact, ask the hard questions, make sure your clients are happy and solve the problems that arise in the normal course of business pro-actively. You’ll build a client for life who not only supports you but is a great source of referrals too.

Bonus idea

Become the “go to guy” for your client - not just a vendor of solutions. The most successful sales people I know have deep, deep relationships with their clients (or customers), nothing is too much trouble and they are always looking to help them outside of the world in which they work.

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