



The Winner's Circle Newsletter

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

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.

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 November is the best month of the year!

Winning Words on *Real* Leadership

"It is better to lead from behind and put others in front when you celebrate victory and when nice things occur; but you must take the front line when there is danger. Then people will appreciate your leadership - Nelson Mandela

Winners Know When to Call Potential Customers

Too many sales people believe they need to be in an office environment to make meaningful calls to customers and potential customers.

The elite sales person makes calls whenever and wherever they can. They just pick up the phone and dial.

Consider making calls during your morning walk you are relaxed, your mind is clear and you can communicate in a friendly and upbeat manner. Or driving to the office - you'll probably catch customers in their car too. When you are having your morning coffee or lunch could be a great time. Then again Saturday morning is another option.

As long as it's not too early, too late or too noisy take the opportunity to call.

By the way most people think better on their feet than sitting down so when you are moving about really works!

Think about it this way. You have your mobile with you 24/7 - it's an investment paid for - what return are you getting on your investment?

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How to Win in the B2B Market

These days it seems that many B2B prospects are empowered to buy what they want, when they want it. Having to deal with a salesperson can be perceived as unnecessary and a frustrating hurdle!

I recently read that during the 2015 Forrester Sales Enablement Forum [Andy Hoar](#) predicted that one million B2B sales jobs could be displaced by 2020....but here's the sting in the tail.....these job losses will be primarily in the "order taker" sales category.

At the same forum Hoar revealed the five sales scenarios in which B2B buyers desired a salesperson's assistance:

- Price negotiation (91%)
- Purchase is complex (82%)
- Purchase is expensive (67%)
- The product requires installation (67%)
- Service is needed / required (64%)

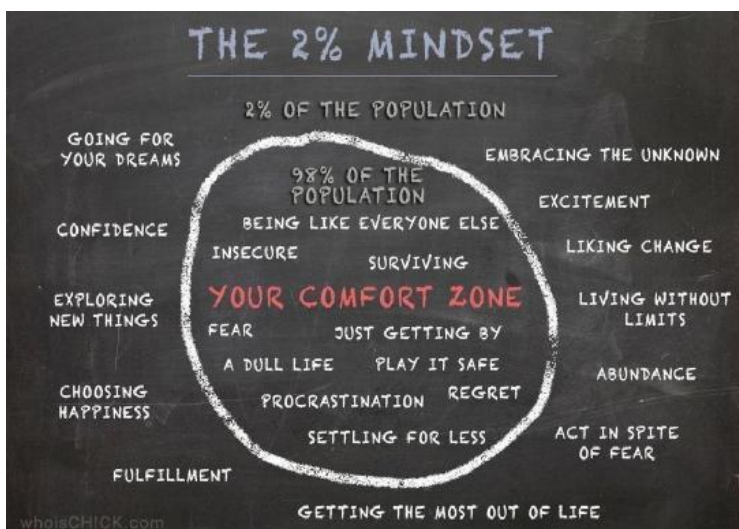
Note number 1 - "price negotiation". What a great opportunity for customer (or client) focused sales people to get involved and demonstrate value not price.

So where will you be in 2020?

Are You a 2% Winner?

You've heard the stats.....80% of sales re made on the fifth to twelfth contact and by just 8% of sales people. And fact is that the selling world is made up of winners, battlers and losers.

The best sales people challenge themselves and their clients on a regular basis. They are the best so they always want the best.



And the only way you can be the best is move out of your comfort zone, to stop being part of the 98%. And move into the 2% territory. See infographic.

Explore new things, live without limits, have the confidence to go for your goals and overcome fear.

Enjoy your career and life.

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