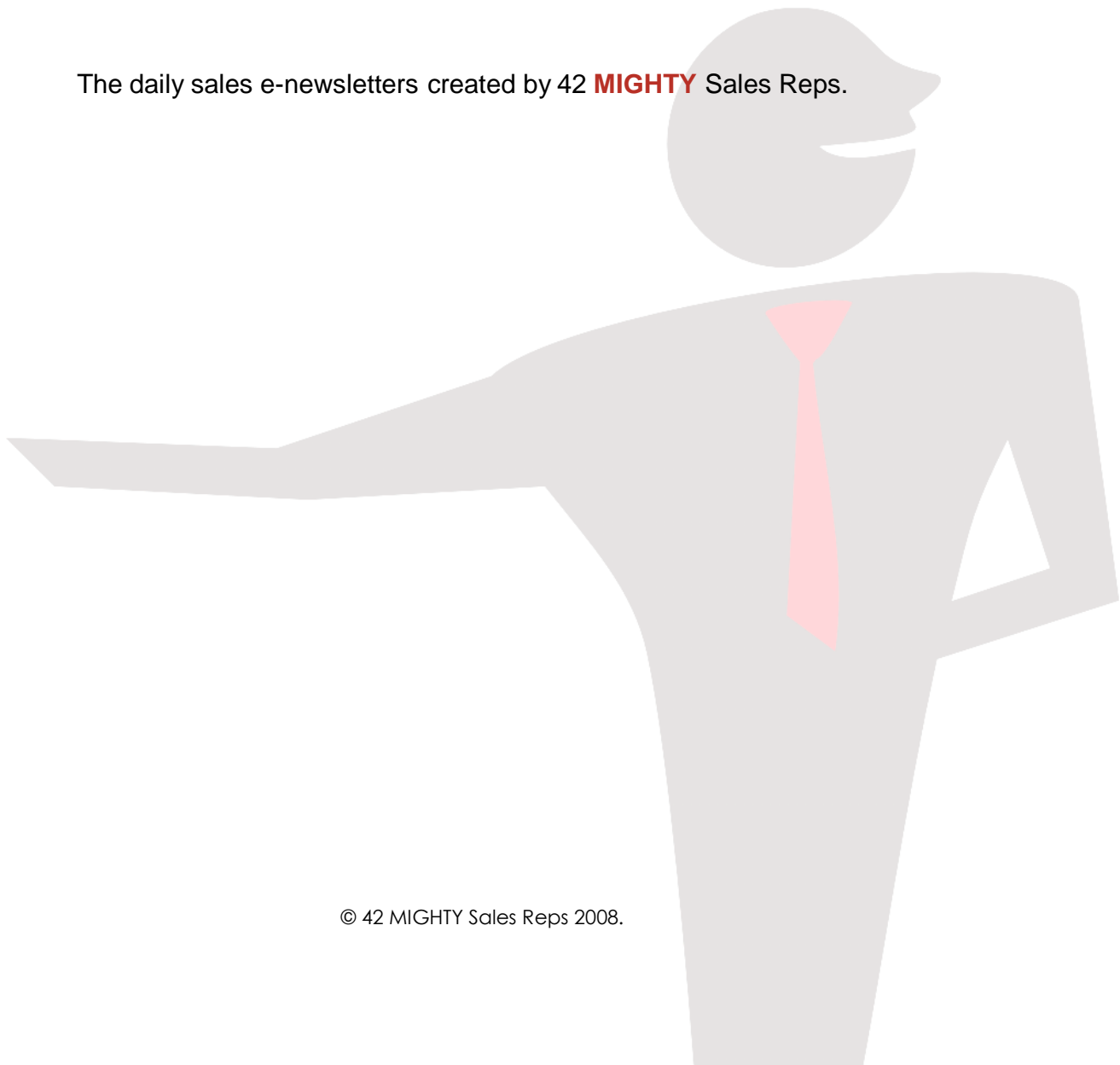


**BIG PICTURE** details.

2008

**A year of sales tyre pumping**

The daily sales e-newsletters created by 42 **MIGHTY** Sales Reps.





# BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

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## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Dual focus.

In your sales role, how well do you continually...

- set goals, build strategic plans and create customer innovations,  
while at the same time
- exercise daily disciplines, focus on 'small stuff', and do the 1 %'ers?

I think this dual focus is the toughest part of selling.

But also the most critical for success.

**BIG PICTURE details.** is a daily sales message designed to give you an edge.

10 seconds reading to get you thinking about new innovations, leading research, fresh ideas and success stories you can apply to your sales role.

**BIG PICTURE** stuff.

Then, to get you to nail it down. Create 1 new action, 1 customer call, 1 extra service you can provide to someone TODAY to grow sales.

The **details.**

With 1 new BIG PICTURE perspective and 1 detail to apply it, I'll try to give you an 'extra' to boost your sales efforts and achieve MIGHTY sales results.

Enjoy - I'd love your feedback, ideas and success stories.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Fast, good, cheap, X factor - Pick 4.'

Peter Sheahan, 'Flip', Random House 2007.

A global authority on Gen Y, a consultant to Google and Coca Cola, an Australian... and not yet 30. In his new book, Peter Sheahan shows how taking opposite approaches to traditional business thinking can pay off.

Peter impresses that in the global economy, your product or service can't just be fast, or good, or cheap - you need to be all 3... and have something else too!

## BIG PICTURE

Forget your company or product - what do you offer your customers that is faster, better and cheaper (better value for money) than anyone else?

What's your personal X-factor - what's so special about doing business with you?

**details.**

Today, before a customer call, ask yourself 'how am I faster, better, cheaper than the other choices this customer has? How will I demonstrate it?'

Identify one 'X-factor' that no-one can touch you on, and build it into a client conversation. Share your X-factor!

(Thumbs up - great book, and thinking to scare the pants off you!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Simplify - don't complicate quality ingredients.'

Gordon Ramsay, 'Ramsay's Kitchen Nightmares', Channel 9

Gordon Ramsay, 3 Michelin star UK chef with the hot temper and foul mouth, helps struggling restaurants figure out how to turn their business around.

Last week, he worked with a great young French chef in Scotland whose food was amazing, but incredibly complicated in flavours and pronunciation. The locals couldn't read the menu, and each dish had 15+ ingredients.

His advice - let the produce speak for itself. Just a few quality ingredients per dish - keep it simple.

## BIG PICTURE

How simple is your product or service offering - from your client's perspective? Do you get caught up in 'industry jargon', or could your sales presentation (and your client benefits) be understood by a 12 year old?

**details.**

Today, before a customer call, ask yourself 'have I made what I want to talk about as simple as I can?'

Aim to deliver no more than 3 short, sharp and incredibly simple benefits of doing business with you - important to and easily understood by the customer.

But, unlike Gordon Ramsay, don't swear at them!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

It's tough to plan for sales success, if you don't define what sales success is for you.

Business planning... a shudder goes through the sales audience....

For sales professionals, it doesn't need to be 3 days off the road building a 40 page document that will yellow on the bookshelf.

Instead, create a simple 2 - 3 page roadmap, outlining;

- what you achieved and learnt from last year (good and bad)
- what you want to achieve this year (your sales goals), and
- how you intend to do it (key targets, opportunities and means).

Investing a few hours in the first weeks of January can save you weeks of wheel spinning this year, and give you the focus to achieve remarkable results.

## BIG PICTURE

What did you learn from 2007 - from your wins and your losses?

What do you want to achieve in 2008 in your sales role - your big goals?

Where are your best opportunities to kickstart things - the 'low hanging fruit'?

**details.**

Today, get out your '08 business plan (or diarise 1/2 hour to get one started). In sharp bullet points, identify 2 or 3 sales lessons you took from 2007.

Write down 2 or 3 things you'd really like to achieve in your sales role this year - be specific.

And start a key targets list - where is your first opportunity to kickstart '08 sales?

Keep a business plan ultra-simple - or it will gather dust!

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Be where your competition isn't - still standing up.

The Steven Bradbury approach to success

In a previous sales role, I had a competitor who, well, wouldn't have taken out any popularity awards. Aggressive, overbearing, and never stopped talking.

Competitor salespeople grizzled about them... as did customers! I kept waiting for their downfall... but it never came. Their sales numbers were amazing, and kept growing. Frustrating, and confusing!

Why so successful? Bottom line - they were in constant contact with customers - always in their businesses, always finding reasons to be on hand, and when there was a problem they could help with... they made a sale.

Their constant presence trumped their annoyingness!

## BIG PICTURE

Is there someone in your business or market that frustrates you - but succeeds anyway? Critically analyse it - why are they being successful? What can you learn from them? (Swallow your pride!).

**details.**

Today, before a customer call, ask yourself 'If my top competitor had this appointment, what would they do that works well? And what do I do better?'.  
'

Decide to 'take the best and leave the rest' - try something positive you've learnt from them, then focus on the areas you know you do better on.

You never know so much you cant learn from others - even the competition!.  
(Especially the competition!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Earn the right to partner your customers.

Waiting in a pub for some mates to show for a pre-Xmas lunch, I was watching the plasma screen showing world championship snooker.

Here were guys who'd taken a front bar pastime to an elite level. To make use of my waiting, I wrote a series of 'sales lessons from snooker champs' on the back of a beer coaster (I know, get a life...).

One that stuck with me - 'pot the red balls to earn the right to play coloured balls'. That is, to get to the big scoring opportunities, you've got to first toil and succeed on the smaller value opportunities.

## BIG PICTURE

Have you 'earnt the right' to put big sales proposals to your customers? To ask for business, have you first chalked up small wins?

Are you constantly looking for ways to help your customers that will earn you their permission to do some business?

**details.**

Today, before a customer call, ask yourself if you've earnt the right to ask for their business yet.

If you haven't, think about something small you can do for or provide to them that will push your relationship one step further.

Help them achieve a win - a taste of what doing business with you is like.

Find a red ball to knock down!

(I told my wife it was a 'research' lunch....)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Reinforcement - better than rewards.**

Karen Pryor, 'Don't shoot the dog!' Bantam Books 1999.

A leading behavioural scientist, Karen Pryor discusses how behavioural reinforcement can stop your dog barking AND influence your customers!

Using appropriate, well-timed positive and negative 'reinforcers' is a powerful way to motivate people to alter behaviour.

Positive reinforcement might be a pat on the back, a smile, thanks or encouraging words when someone does something you like. Negative reinforcement - a raised eyebrow, a sideways glance or even silence - can encourage people to stop the behaviours that caused your disapproval.

(Same principles they use to train dolphins at Seaworld!)

## BIG PICTURE

How do you reinforce positive behaviours from your colleagues and customers? What words, gestures or 'happy surprises' do you use to get them to do it again?

When behaviors occur you don't like, how do you behave to encourage people to rethink their actions? Without having them 'lose face'?

**details.**

Today, when someone does something you are happy with, use positive reinforcement - thank them, smile, tell them how much you appreciate it.

If someone is behaving in a way you don't like, find an appropriate way to let them know! Make it clear that you don't want to reinforce that behaviour.

Sales roles are about constantly reinforcing behaviour, positive and negative. Be conscious of it!

*(Overall - simple, logical principles... and very handy if you own a dolphin!)*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Training is a waste of time if you don't have goals.'

Samantha Riley, Olympic Swimmer.

In your business planning, its important to set yourself quarterly or yearly sales targets. But don't neglect setting - and rewarding - short term sales goals.

For my next 3 months sales targets, I have 3 empty wine bottles on my desk with a label stuck to the front of each showing;

- My months sales target... plus a little more
- A specific bottle of wine I will reward myself with if I hit it
- Where and who I will drink it with, and
- The key sales prospects I am trying to help get me get there!

Simple, clear and tangible planning for small 'signpost' goals.

## BIG PICTURE

What are some smaller rewards you can give yourself for great sales performance? That motivate you to plan a bit more, work a bit harder to achieve a short-term goal? How can you give yourself a constant daily reminder of the result you're targeting, the reward, and the things you need to do to achieve it?

**details.**

Today, decide on some small rewards that you'd really love to collect this year. Wine, weekends away, concert tickets, dinner with your better half... your reward, you choose.

Tie the reward to a great short term sales goal you want to achieve. And find a way to remind yourself of it every day - use your imagination.

MOST IMPORTANTLY - when you hit the goal, take the reward! You earnt it.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Every word you express will return to you.'

Christian Larson.

If you've been following the cricket (doesn't everyone!), you'll know about the kerfuffle between the Aussie and Indian teams. 'He called me this', 'He called me that' - then buck-passed to authorities to sort out.

Ex-players say the breakdown in team relations is partly from teams no longer socialising together after games. Leaving differences on the field to share a cold drink and a chat.

Informal, social communication builds strong bonds - friendships - that can withstand differences of opinion.

How do you create friendships in your business?

## BIG PICTURE

Are there clients or colleagues that you want to build more positive relations with?

Are there ways you can open informal lines of communication - show them some warmth - to break the ice? Start and progress a friendship?

**details.**

Today, decide to build a relationship with a client or colleague by showing a more personal touch. Take them for coffee, invite them to your office for a tour, send them a hand written thank-you - some personal hospitality.

Break down a business barrier and expose people to a warm fuzzy benefit of working with you.

(...what a backyard BBQ between the cricket teams wouldn't do for international relations!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'I would give all my possessions for a few more moments of time'

Queen Elizabeth I, on her death bed.

Time management is something on most peoples 'want to get better at' list. You have 168 hours in your week, same as everyone else - think about what the great time managers you admire achieve in that time period.

There are only 3 ways you can make better use of your time:

- Stop doing low-priority tasks
- Find someone to take on some of your work
- Be more efficient at what you do

## BIG PICTURE

Are there things you do in your sales role that are low priority - that don't help you achieve your goals?

Is there someone who can take over some of your tasks, to free you up for the important stuff?

Are there important tasks you can get more efficient at - through systems, training or use of technology?

**details.**

Today, decide to get rid of one low-priority task out of your day. Look at one thing to outsource - who is more skilled or better positioned to take over?

And a task that you know you aren't so efficient at? Find someone that does it more efficiently, figure out how, and take a leaf!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'To speak for 5 minutes, I need 2 weeks to prepare.  
If you want me to speak all day, I'm ready now.'

Abraham Lincoln

In his book *'The Secrets of Selling'*, author Geoff King describes how to improve your sales writing.

He lists 5 rules to follow when writing to customers:

- Never use figures of speech you are used to seeing in print
- Never use long words when short words will do
- If you can cut a word out, cut it out
- Use 'active tense' (e.g. 'we are currently...' vs. 'we have in the past...')
- Never use complicated jargon if there is a simple everyday equivalent

Simplifying your words takes time, but makes it easier to read and understand.

## BIG PICTURE

In correspondence to clients or colleagues, do you sometimes use 5 big words when 3 short ones will do?

Is there 'industry-speak' that you understand, but may not be easily understood by clients?

Is your writing as simple as you can make it?

**details.**

Today, in an email, proposal or letter you need to send out, run it through the 'waffle filter'. Cut out unnecessary words. Remove complicated terms and industry buzzwords where possible.

Easy to pad letters out - much tougher to condense them.

(take it from a waffle master!)

'The Secrets of Selling', Geoff King, Prentice Hall 2007.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**\$1 Billion AUD.**

Australian Weight Loss Industry revenue, 2007

For anyone that's had to work to shed some kilo's, you can't help but be inspired by the results of *The Biggest Loser's*.

Contestants dedicate every waking hour to losing weight. Strict eating plans, nutrition education, personal trainers, team exercise sessions.... and the prospect of winning a truckload of money!

The common thread to all of these weight loss strategies - they get great support.

Doing it alone doesn't work.

## BIG PICTURE

Who is in your corner, supporting you in your pursuit of your sales goals? How actively do you seek assistance, guidance, focus or even a sounding board from others in your corner?

**details.**

Today, decide to recruit someone into your 'personal sales advisory team'. Your boss, a colleague, a family member? How do you want them to help you - listening post? Strategic advisor? - and how you will support or reward them in return?

Sales can be a lonely, solitary role. Find a friend to help keep you on track.

(and put down that chocolate éclair!)

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Silent gratitude isn't much use to anyone.'

Gladys Stern

Have you ever helped a client and thought 'miserable buggers didn't even thank me'?

And have you ever had the opposite - the client that was so grateful and full of thanks for your efforts?

They both pay the same money for your product or service, both offered similar levels of service - but you know which one you'll go out of your way to help next time!

Such a simple way to generate goodwill - say thanks.

## BIG PICTURE

Who helps you every day - clients, colleagues, your boss, suppliers? How do you express your gratitude to them, even if they're just doing their job?

Do people view you as someone they are always happy to help, because you show your appreciation?

**details.**

Today, decide to thank someone who helps you out, even for simple things. Be specific - explain why you are appreciative and how they are helping you.

This attitude of gratitude is a powerful reinforcer - the great behaviours will keep coming!

(in that vein, thank you for reading these tyre-pumps! Makes the effort worthwhile!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### Your pre-call reminder service

In sales role where you call on several clients each day, its easy to slip into 'conversation autopilot'.

Even visiting different clients with different needs and different potential solutions, experienced salespeople make assumptions and shortcuts because 'they deal with this all the time'.

Having a pre-call checklist that you run you eye over for 5 seconds before you walk into the clients business can give you a mental prod. Questions that get you thinking about your purpose, your clients purpose, things to ask and keep in mind.

1% stuff that can make the difference between a great outcome and nothing.

## BIG PICTURE

How do you mentally prepare yourself before every sales call? Clear your mind, hit 'reset' and remind yourself of the best way to approach each conversation?

What do you do to prevent autopilot taking over?

**details.**

Today, in your diary or PDA, write down 2 or 3 key things you think you need to remind yourself of before each new sales conversation. Things to keep you focused on the individual you are about to see, rather than your 'generic sales process.'

Use it as a refocusing tool before each new conversation.

Everyone needs a reminder!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Find common interests with clients.

One of my clients regularly helps his customers with something completely unrelated to his business.

Like his customers, my client is passionate and knowledgeable about fast cars. He establishes and uses this common ground to build rapport and keep his clients engaged by providing them with new information or guidance when they are buying a new model.

Last month, one of his clients showed appreciation by taking him for a spin in a brand new 911 Porsche!

How do you find and leverage common ground with your customers?

## BIG PICTURE

Do you have a client that thinks you are proficient at your role, but that you haven't established any real connection with?

Do you actively look for areas of common interest or passions with each client you deal with?

**details.**

Today, decide to progress a client relationship beyond just 'business talk'. Ask one more question, not related to your product, that can help you build a better understanding of your clients extra-curricular interests.

Find some common ground - something you can build an emotional connection over. Its good for business!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Successful people continually look for opportunities to help others.'

Brian Tracy

People do things for two reasons - to seek pleasure or avoid pain.

Successful sales approaches tap into these motivators. Clarify what 'pleasures' - personal or business - the client wants and how can help them achieve it. Diagnosing current or potential 'pain' you can help them avoid.

The most effective sales conversations show how you can do both.

## BIG PICTURE

In your sales conversations, do your questions clarify what clients want to achieve, and what they want to avoid?

Do your sales presentations focus on how you can help these things happen?

**details.**

Today, in a sales conversation, identify what the client is trying to achieve, and what they are trying to avoid. If appropriate, focus your solution on these areas - keep it simple and clear.

Show them how to grab the carrot and avoid the stick!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Quality will always have a buyer.'

A lunch favourite for me is Chinatown Cafe in Adelaide's Moonta St. No frills - great, affordable, authentic food. On weekends, Laksa bowls everywhere!

They only sell a few dishes - the same ones they've sold for years - and they are unbelievably consistent. They don't 'value-add' or 'cross-sell' - they do what they do do very well. Its reassuring.

What is consistently exceptional about what you do?

## BIG PICTURE

What about your sales offering is unquestionably simpler, better or more reliable than anything else on the market?

Do you pride yourself on doing something consistently better than anyone else?

**details.**

Today, strip your offering back to basics. If you had to hang your hat on just one thing you, your product or service does better than anyone else, what is it? How can you demonstrate this simple benefit to a client you will see today?

Share the clearest, most reassuring part of doing business with you!

(No free noodles accepted for this plug...)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Finish on a high note.

Dr Phillip Bozek, a global authority on meeting management (yep, authorities for everything) stresses the importance of concluding sales presentations on a high note.

His 3 key points to concluding written or verbal sales presentations are;

- Express sincere optimism in how you can help your client - predict *realistic success*
- Make it personal - use words like 'I', 'me', 'my' to show your personal commitment
- Use an uplifting final phrase - keep the audience thinking positively once you are done

## BIG PICTURE

How positively do you conclude your client conversations or presentations?

How do you share your *personal* commitment to delivering a great client outcome?

**details.**

Today, in each client discussion you have, try and use a final phrase (before 'goodbye') that leaves a lasting positive impression.

Inject some personal accountability into your words - leave the client in no doubt that *you* are committed to making a partnership work!

'50 tips to better communication'. Phillip Bozek, Crisp Publications.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'I liked it so much, I bought the company.'

Victor Kiam, owner of Remington Razors.

Existing clients are fantastic sources of new sales opportunities. They can boost your sales efforts through word-of-mouth, repeat and referral business.

Actively asking for referrals - names of people to speak with, testimonials, introductions or just 'spreading the word' - is a powerful sales strategy. In providing them, happy clients mentally reinforce the positives of doing business with you, as well as open new doors.

But have you earned the right to ask yet?

## BIG PICTURE

Are you confident your clients would give you, your product or service 'rave reviews'? Have you built enough brownie points to ask clients for their endorsement - to put their name behind you?

**details.**

Today, before seeing an existing client, spend 30 seconds running through the amazing benefits your client has received (and recognises) from doing business with you.

If the list is comprehensive, think of an appropriate referral you can ask for. If the list is short, think of 1 thing you can do to start building it up.

Be confident of getting a great referral outcome before you ask!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Do the right thing, even when no-one is watching. You'll know.'

Anon.

Discovery Channel buffs will know Paul Teutul Snr & Jnr, owners of Orange County Choppers, the custom-build motorcycle business featured in 'American Chopper'.

Even if you don't like bikes, you can't help but be impressed with the attention to detail and perfectionism their team apply in creating the ultimate motorbikes / works of art.

The most careful finishing and polishing goes into every chrome part - even the internal parts that will never be seen by the owner!

## BIG PICTURE

Those parts of your sales role - the bits no-one ever sees you do - how diligently do you complete them? What behind-the-scenes tasks do you pay close attention to, and what do you skim over because 'no-one sees it'?

**details.**

Today, be honest with yourself. Find one thing in your role that you gloss over because the customer or the boss never directly sees it. Make a choice to do it well from this day forward.

Everything you do counts - even if it takes a while to become apparent!

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'In a decisive set, confidence is the difference.'

Chris Evert, Tennis Champion.

*Hard Sell* is a controversial inside look at the life of a Number 1 US Viagra Salesperson. Jamie Reidy talks about the training that Pfizer reps employ to sell 'the little blue pill' - one of the highest selling drugs in the world.

One success factor he explains is *thorough training* in how to counter every possible customer objection. Extremely well drilled, Viagra sales reps walk into each sales call supremely confident they can deal with any objection.

Can you?

## BIG PICTURE

Are you confident you can deal with curve balls thrown into your sales calls? Do you know what the most likely objections or stumbling blocks could be?

**details.**

Today, before you visit a customer, ask yourself 'what could possibly go wrong to derail this sales call?' Start a list of common objections - discuss with colleagues - and figure out the best way to answer them.

Drill yourself in dealing with client objections (at least the ones that can be overcome)!

'Hard Sell', Jamie Reidy, McMeel Publishing, 2005.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Don't forget to ice the cake.

A friend has just been through a kitchen renovation, and for 95%, they've been happy with the builders work.

But a small piece of tiling broken in the process, promised to be fixed before they left, is still broken 3 months later. Phone calls have drawn renewed promises, but in the builder's busy schedule, this small, 20 minute job doesn't take priority.

All the great work undone by the last 5%!

## BIG PICTURE

Do you finish every piece of client work with icing? Are there times when you assume the last 5% will take care of itself, so you can move onto the next project?

**details.**

Today, with a sales process you are managing, commit to applying final spit'n'polish before moving on. Write down what you need to do, and finish with the same professionalism as you started.

As golfers tell you, great shots come undone in the last bit of follow-through!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'When I decide a result is worth getting, I make trial after trial until I get it right.'

Thomas Edison

Michael Brock is an Adelaide success story and principal of the Brock Harcourts Real Estate business.

At a recent SA Great networking forum, he shared his personal principles of success. Two that resonated with me were;

- Have a go - don't die wondering
- There are no short cuts - great success takes time, patience and focus

With 38 offices in SA (even one on 'Second life'), it's proven advice!

## BIG PICTURE

Are there sales challenges that you've looked at from a distance, thought about tackling, and have yet to take the big step?

**details.**

Today, decide to take on a sales challenge you've always put in the 'too hard' basket. Set yourself a goal, a timeline, and a 'step 1'. Then do it. Don't give up at hurdle 1.

Give it time, endure short-term pain, but if it's worth achieving, persist!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Quadriplegics envy Paraplegics. We think, "Man, those guys have it made!"'

Chuck Close, Quadriplegic

Private Bryan Anderson lost 2 legs and an arm in Iraq when he drove over a mine. Now a motivational speaker (and wannabe stuntman), he talks about the choice he had lying in the hospital. He said he could roll over and die, or he could move on.

He chose to move on.

Now, he says he's still the same guy... just 75% off!

## BIG PICTURE

What part of your role you could make a choice in - to become exceptional at - the very best in your industry?

**details.**

Today, make the choice. Commit to sharpening a natural strength or skill you have, and choose to build it to the highest level. Decide on step 1, and get started.

Don't wait until the choice gets taken from you - get moving on your good legs!

Bryan Anderson on 'Alive Day Memories: Home from Iraq', HBO 2007.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Better to be silent and thought a fool, than open your mouth and remove all doubt.'

Anon.

An ex-boss of mine was a fantastic user of silence. (No fool either!)

When interviewing candidates or doing performance appraisals, he would ask a question, and wait silently and patiently for about 5 seconds after they answered. Most people struggle with uncomfortable silences, and often jabber something out they had been holding back on.

## BIG PICTURE

How often do you jump in at the end of peoples sentences? Do you give 3 - 4 seconds of respectful contemplation to each point or question a client raises with you?

**details.**

Today, try being silent for about 3 seconds each time a client finishes a conversational point. Nod, think, consider what they said, plan your next words... but shut up!

It's a great demonstration of respect, and your answers will be better too!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Leave your worries at the door...'

E-type Jazz, 'Sunny side of the street'

A relative works in the mental health service, helping men with anger management issues build healthier family lives.

One strategy involves them returning from work, and before stepping inside the house, having them pick up a broom and sweep the path. It's designed to create a buffer - a line in the sand between a bad day at work and starting positively with the family each night.

## BIG PICTURE

How do you hit 'reset' before clocking off each day, so you don't muddle your work and home lives?

**details.**

Tonight, before you leave your desk or pull in your driveway, take 5 minutes to write down your key activities for tomorrow. Then decide what your buffer can be - a walk, stopping for milk, phoning a friend - before putting your key in the lock of your front door.

Give yourself the mental break you need from work each day!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'My job is the best job in the world - and it's a team sport.'

Steve Jobs address at MacWorld Expo 2000.

The man behind the i-pod and the hotly anticipated i-phone, Steve Jobs is the public face of Apple.

Once dumped by the company he founded, Steve is now hailed as probably the greatest innovator of the digital age. But despite his personal quest for power, Jobs says he is a cog in a wheel, and depends on the help of others for success.

(The biggest, shiniest cog, but still a cog!)

## BIG PICTURE

Who in your business do you rely on for assistance or guidance, and how do you recognise their efforts?

**details.**

Today, when someone in your business does something that helps you, go out of your way to recognise it. Thank them, cc their boss a gratitude note, pump up their tyres.

Where you enlist the help of others to succeed, find a way to share the plaudits!

'i-Con', J Young & W Simon, Wiley, 2005.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Look for the silver lining.

When you win a sales deal, your mental debrief might extend to 'great stuff - that customer loves me' or 'geez, I worked hard for that'.

When you lose a deal, you think 'oh well, move on' or 'price was the issue', 'we couldn't compete' or 'doh!'.

Dig deeper - if you won, exactly why? If you lost, how would you do it over? Be specific, be honest, but identify key win / loss factors and 'the lessons'.

## BIG PICTURE

How thoroughly do you dig for specific reasons you win each sales deal? What 'lessons for next time' do you mine from your losses?

**details.**

Today, take a look at your last big sales win and loss. Look hard, and be honest - top 2 reasons why you won, top 2 why you lost.

For your next sales conversation, try harness your proven success factors and plan to avoid past mistakes!

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Whatchoo talking about, Willis?"

Arnold, *Different Strokes.*

Ever sent an angry email and regretted it later? As the most (over)used form of corporate communication, email etiquette is hot topic.

To test the tone of your e-mails, do a 'sent items' folder audit. Don't look at the content - look at the tone. Put yourself in the reader's shoes - how could my message have been perceived? Was it positive, friendly? To the point?

## BIG PICTURE

How would clients rate your emails - 'positive and to the point', or 'rambling and complaining'? Do they reflect your mood, or are they consistent?

**details.**

Today, take 5 minutes to skim over your last 20 - 30 emails. Decide if they are positive and action-focused enough, and commit to making today's emails something recipients will be happy reading.

(As a serial rambler, I know it takes practice!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Work backwards.**

Tiger Woods - watch him trail by 3 shots in the final round, and you just know he'll still pull it out of the hat.

Tiger's training starts at his endpoint - the hole. He practices his putting until its perfect, then moves to chipping-putting, then to fairways-chipping-putting, and lastly the tee box-(you get it). The theory is his confidence grows the closer he gets to the hole - he knows his shots get progressively better as the flag approaches.

Seems to work for him....

## BIG PICTURE

How confident are you in managing the final part of your sales process - providing the after-sales 'extra'?

**details.**

Today, decide to become amazing at the last, most overlooked part of selling. Think of 2 things you can do to improve after-sales service. Become so confident you will overdeliver on customer expectations, it will make asking for business that much easier.

Start at your desired endpoint, and work backwards.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Tailor your approach.

To look at how identical products can be tailored for different customers, compare Channel 10 and ABC's TV news.

Channel 10, 'First at 5', pitches at a broad audience, with diverse stories, simple language and enthusiastic reporting. The ABC takes a more academic, factual approach to news. Monotonal reporting, low on hype and flashiness, but stands the test of time.

Same stories - how they are told differs for their target audience.

## BIG PICTURE

How well do you tailor the 'story' of your product or service to each client you sell to?

**details.**

Today, take an extra 60 seconds before a sales conversation you are planning. Focus on your audience - what news delivery style will they prefer?

Choose whether you will be George Donikian or Dominique Schwarz!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

What's the very best use of your time right now?

Watch *ER*, *MASH* or even (shudder) *All Saints*, and you'll have an understanding of the medical triage process. With a waiting room full of sick people, prioritising patients in order of importance - who needs immediate treatment, who can wait.

You have more work on your plate than you can ever finish - and it will never change. Prioritise your time and energies - decide which activities will help you get your desired sales result, and which won't.

## BIG PICTURE

Do you prioritise the tasks, clients and opportunities on your sales plate? Do you have a system for deciding how you spend the next 60 minutes?

**details.**

Today, take a look at the tasks on your to-do list / in your diary. What offers the best return-on-investment for your time and efforts? What can wait, be delegated or even dumped?

You can only do so much - make sure its the high priority stuff!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**"Tastes like chicken" isn't a compliment.'**

Seth Godin, *Purple Cow*, 2003

In his book *Purple Cow*, the man described as the world's best intuitive marketer encourages businesses to find ways to be remarkable. How to be the 'Purple Cow' that stands out from all the black-and-white cows.

He uses the Hummer as an example - too big, wide, ugly and inefficient to survive the 'go green' car market. Annoys most people who come into contact with it - except the people that buy it. Who just want to annoy us. Remarkable.

(oh, and Adelaide now has a Hummer dealership)

## BIG PICTURE

What do you do that is 'purple' compared to your competitors 'black-and-white'?

**details.**

Today, think about what you offer your clients, and compare yourself to key competitors.

If you can't make your product or services 'purple', find a way to make dealing with you remarkable!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'I get knocked down, but I get up again..'

Chumbawumba

Think what you like about Paris Hilton, but she offers a great sales lesson.

There are arguably few Hollywood starlets more famous or successful for doing so little. Paris is resilient - with public opinion and the law against her, she continues her lifestyle and movie-making ways.

Paris backs herself and her lifestyle, and keeps doing.... whatever she does.

## BIG PICTURE

In the face of rejection or client scrutiny, how resilient are you? How much do you believe in and back what you are doing?

**details.**

Today, with a client that has recently rejected you, decide to get back into the ring. Make one more follow-up call, one more attempt at relationship building. If you truly believe you can help them, put rejection behind you and give it one more go.

Take a leaf from Paris!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Easy like a Sunday morning.'

Lionel Ritchie / Faith No More

I love staying at good B&B's. Walk in and be greeted with fluffy towels, bath salts, a nice bottle on the table and fresh bacon & eggs in the fridge.

I don't do cooked breakfasts at home, nor get much opportunity to soak (kid's think that's a good time to yell!) But away from home, with more time and opportunity, run the tub and turn on the frypan! Good B&B's make it possible - they provide the tools and create the atmosphere.

They make it easy.

## BIG PICTURE

How easy do you make your clients lives? How do your products, services and what *you personally* offer help them relax and enjoy a benefit?

**details.**

Today, decide to make a clients life easier. Before attending a sales call, spend 30 seconds thinking about how you will remove a stress, a task or a problem your client has, and make dealing with you *easy*.

Maybe not a scalp massage, but give them a B&B experience!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Ask 'Why?' 5 times.

Toyota TPS principle

The world's number one car manufacturer is a study in efficiency and continually strives to be better.

When something goes wrong at a Toyota manufacturing plant, staff are encouraged to ask 'why' 5 times. For example;

- 'Why did the car stop?' Because it blew a fuse.
- 'Why did it blow a fuse?' Because the fuse was the wrong size.
- 'Why was the wrong size used?' Because the engineer put it there.
- 'Why did they put it there?' Because supply issued the wrong one.
- 'Why?' Because the stock bin was mislabeled.

This continual questioning gets to the root of a problem, and future hiccups prevented.

## BIG PICTURE

How deeply do you dig to identify the source of a lost sale? A client's unhappiness with your product or service? Their reluctance to buy?

**details.**

Today, ask *why?* 5 times. Review a sale that hasn't progressed or fallen over, and start digging. Commit to getting to the root cause of the problem. Don't stop at the answer to your first 'why?' - dig deeper.

Reference - *How Toyota became #1*, David Magee, Portfolio 2007.

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Winning is important to me, but I love being fully engaged in what I do.'

Phil Jackson

We all have tasks we'd like to finish as quickly and painlessly as possible, just to get them out of the way so we can enjoy the *end result*. (err, paperwork...)

Then there are those that you don't mind taking longer with - the *process* of getting them done is enjoyable. (Fishing!)

Are you more 'process' or 'outcome' focused?

More importantly, what are your clients?

## BIG PICTURE

How do you help your clients with an outcome - what end result will you help them get? How do you help with a process - is working with you stress-free and enjoyable?

**details.**

Today, before a sales call, take 30 seconds to ask yourself 'what's more important to this client - the outcome or the process?' Cover all bases - commit to positively impacting both.

Help them get a great outcome, but make the process enjoyable too!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Congratulations! Today is your day! You're off to great places! You're off & away!'

*Dr Zeuss, Oh, the places you'll go!*

Here it is. The day you only get every 4 years. February 29<sup>th</sup> - the bonus day.

No doubt it's full of client appointments, tasks to complete, meetings and paperwork. Just like every other work day.

Why not decide to do something different?

## BIG PICTURE

What *one thing* have you always wanted to try in your sales role - a new initiative, a 'better mouse trap', a customer 'extra' you've been planning? What's stopping you? No, really. What's stopping you?

**details.**

Today, give yourself 15 bonus minutes (my permission). Turn the phone to message bank, shut the door. Decide to start *one new thing* - different, daring, something no-one has ever done before in your business. Write down what you want it to achieve, and decide on step 1.

Its your bonus day, and it ain't coming back! Use it to start something amazing!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Look after the locals.

Steve's Place, the surf shop in the village of Robe, SA, is a local institution.

Steve's stuff is always a few dollars cheaper than you'll buy in Adelaide. He puts a small markup on his gear, and rather than cash in during summer, keeps prices consistent all year round. He knows its not the 3-month tourist influx that keeps the business going - its the locals. If prices exceed city levels, locals will go to the city to shop!

He looks after his bread and butter business.

## BIG PICTURE

How well do you look after *your* locals - your existing, repeat customers? Do you chase new business at the expense of keeping existing clients loyal?

**details.**

Today, pick 2 or 3 repeat business clients that you haven't seen as much as you should. Schedule a courtesy call, take them a small token of appreciation for their loyalty.

When out chasing big new potential clients, remember who keeps your business moving!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Keep your antenna up.

I love TV spy shows - essential sales viewing (purely for research)! In Channel 10's *Burn Notice*, Michael Westen is a CIA agent on the run.

When he walks into a room, he spends the first 3 seconds sizing up his surroundings. Potential for danger, things out of place, people of interest. His eyes, ears and gut work overtime - what fits, what doesn't, and what could he use as a weapon if things get hairy.

## BIG PICTURE

When visiting new clients or entering a sales meeting, how well do you tune *your* sales antenna in the initial few moments? How do you adjust your approach accordingly?

**details.**

Today, when you walk into a clients premises, scan the room. Anything stand out that will make *genuinely* interesting rapport-building conversation? How is your host's demeanor - warm and expansive or to-the-point? How will you tailor your conversational style accordingly?

Get a bit CIA - but don't hit them!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Go take a step outside, see what's shakin' in the real world...'

John Butler Trio

Radio stations constantly poll their marketplace. Who's tuning in, what time, which shows do well and where advertising dollars can be made. Industry ratings are published regularly, determining which shows (and hosts) stay and which get dumped.

The polls gauge what clients are demanding, and stations adjust their sails according to public feedback.

## BIG PICTURE

How do you 'poll your constituents'? How do you assess what your clients like and dislike; value and don't care about?

**details.**

Today, take a clients temperature. Ask them - are they happy with the service you provide to them? What else would they like - what's on their 'service wishlist'?

How will you know if you don't ask? Don't wait until your *sales numbers* tell you clients aren't happy!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Celebrate milestones.**

This is the 42nd **BIG PICTURE** details. e-newsletter. (and you're still reading - thanks and woo hoo!).

As a sole trader, I find time flies as I'm head-down-backside-up building and delivering my services. But it's a real motivator for me to stop and look at milestones (however obscure) as they are reached.

(My goal for these newsletters? Grow daily readership to 4,200 people by Dec 31st. Your help is greatly appreciated - please forward them on!)

## BIG PICTURE

How do you recognise & celebrate 'sales anniversaries'? Do you ever help clients pause, look at how far your partnership has come, and thank them?

**details.**

Today, find a client you have an impending 'anniversary' with. Weeks / months / years of custom, \$ purchases, number of referrals / repeat visits, milestones achieved. Don't let it slide by - commemorate it.

Share some sales anniversary love (metaphor only...)!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Great teachers = Great learners.

In his article 'Teaching the teachers', Dr Michael Nagel shares his experience on what makes a great schoolteacher. A comprehensive list, but 5 that resonated with me were;

- they motivate & engage students by varying their approaches
- they explain tricky concepts with language students understand
- they present with confidence, enthusiasm and knowledge
- they are committed to their own skill & knowledge development
- they teach students, not subjects.

Above all, Dr Nagel says the very best have great passion for children, learning and teaching.

## BIG PICTURE

Run through that checklist - as a sales professional, can *you* tick all of those boxes?

**details.**

Today, pick one of those 5 areas you think you could sharpen. Take 5 minutes to build a plan - what do you need to do, when, who can help?

Critically, remember what *you* are passionate about in your work - why do you do what you do? Make sure your passion is on display!

*Teaching the teachers*, Dr M Nagel, 'Adelaide's Child' March 2008.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Watch, learn, diagnose, treat.

Jo Frost, TV's 'Supernanny', moves into dysfunctional households and trains parents to build healthier relationships with their kids.

Before telling them what their problems are and how to fix them, she spends time observing the family dynamics - without comment. No jumping to early conclusions - really watching and trying to understand what's going on first.

Then instituting the naughty corner!

## BIG PICTURE

Do you spend time with all of your clients really working to understand their challenges... before presenting potential solutions? Do you ever jump the gun?

**details.**

Today, think about the next sales call you are going to make. Do you have a solution in mind for the client? Are you certain its a great fit for them / their business / their problem? Is there any more digging you should do first?

Don't diagnose or treat until you really understand!

Have a **MIGHTY** sales day!





## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

Value = Perceived Quality / Price.

One of the most common objections faced by sales professionals is price. 'Its too expensive'... 'can you sharpen your pencil a bit?'

Some questions to ask yourself when managing price objections include;

- **Clarify** - is it more than they expected, or can afford? Is it a real objection, or masking another? Are they comparing apples with apples?
- **Confirm** - if price was dealt with, would they move forward today?
- **Outcomes** - does your solution completely solve their problems / needs?
- **Long term view** - is price flexibility justified by future business?
- **Line in the sand** - have you reached an impasse, should you walk away?

## BIG PICTURE

When price objections arise, do you have a strategy to manage them? Are you comfortable digging deeper into price objections, and then staking your price claim?

details.

Today, think about a price objection you haven't been comfortable dealing with. Build 2-3 questions you can use to clarify further. Decide where you can be flexible, and where you draw the line.

There are 2 parts to price - your product / service, and what **you** offer. And you can always add more value through you.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Constant attention by the nurse  
is as important as the operation by the surgeon"

Daq Hammarskjold

A friend recently reminded and ribbed me about a trophy I won playing junior football.

Others got 'Most valuable', 'Most improved', 'Best and Fairest'. Me? '*Most attentive at training*'. (Yes, you can chuckle). What I lacked in skill, I made up for in paying attention. Couldn't kick, but boy, he listened!

While I won't play for Carlton, it demonstrates why its call it 'paying' attention. When you pay for something, you get something back.

## BIG PICTURE

Do you give every client your absolute, undivided attention in conversations? Does your mind ever wander?

**details.**

Today, decide to pay every client you see the courtesy of your undivided attention. Put *your agenda* to one side. Lean forward, listen intently, take notes, ask questions - show your interest.

It will be paid back! Might even get a trophy.... a sale!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Great opportunities come brilliantly disguised as impossible situations."

Charles Swindoll

Written by the author of *FISH!*, *Top Performer* is a story of a street performer sharing some sales lessons with a disillusioned pharmaceutical rep.

One of the lessons is 'juice the jam'. A jam is a situation that goes horribly wrong (like a busker falling off their unicycle mid-show). It happened, you can't change it, so think about how to make the most of it. How you can 'juice' it, think on your feet and turn a negative into a positive.

The loudest applause is reserved for those that can make their fall a turning point in the show.

## BIG PICTURE

How well do you 'juice your jams'? Do you have unhappy clients or internal stuff-ups that you need to turn around?

**details.**

Today, pick a client things haven't gone rosily with. Decide to turn it around. What's the root of the problem? What one extra service / new approach / action step do you need to kick off with?

Unhappy customers you 'convert' can end up your most loyal and vocal supporters - help them back on the unicycle!

*Top Performer*, Stephen Lundin, Hodder, 2007.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Serenity now! SERENITY NOW!"

Frank Costanza, *Seinfeld*, meditation mantra.

How's business? 'Busy' is what most successful sales professionals will say.

The challenge for these people - successful because they constantly think about helping their *customers* - is they often don't build enough headspace for themselves. Blocks of time to pause, reflect, re-energise and mentally refresh.

To sharpen the quality of your thinking. No-one's too busy to do that.

## BIG PICTURE

How much time do you dedicate each week to quiet reflection? How do you deal with the mental confusion that comes with your busy working life?

**details.**

Today, book an appointment with your head. In your diary, block off time in the next week where you'll turn the phone off, close the door and stare into space. Chant and light incense if that's your thing, find your happy place, or just get some quiet into your life for 30 minutes.

It's an investment - the quality of thinking you do when refreshed (and while you reflect) will benefit you and your customers!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"I was smart enough to realize I was getting lucky!"

*Bo Peabody, Lucky or Smart?*

Bo Peabody started Tripod Homepage Builder, a company that attracted 1 million members but never posted a profit or generated much revenue.

Before the dotcom bubble burst, he sold it for \$58M. He was 25 years old.

One lesson he learnt is 'know what you don't know'. Understand your knowledge limitations, don't tell investors or customers you know something you don't. People's bull-antennas are often highly tuned!

## BIG PICTURE

Do you know what you don't know? When the 'unanswerable question' gets posed, do you have a strategy for managing it? Does it include the words 'I don't know'?

**details.**

Today, do a quick knowledge audit. Pick 1 product, service or application that you have knowledge gaps in. Map a simple plan, block time out in your diary to learn and build your knowledge. And in the interim, decide how you will deal with those questions.

Don't sabotage luck that comes your way by pretending to know it all. People with answers for every question raise suspicions!

*Lucky or Smart?, Bo Peabody, Random House 2005.*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Change.... before you have to."

Jack Welch, GE Management Guru.

The desktop computer you bought 3 years ago? Hopelessly obsolete.  
The printer you bought 3 *months* ago? Same.

Insatiable desire for 'better/faster/cheaper' pushes companies to evolve products and services at increasing speed. Your reinvention pace may not need to keep up with HP printers.

But when even Macca D's swaps proven money-making burgers & fries for subs and apples ... it's time to pay attention.

## BIG PICTURE

Your products may have evolved, but how about you? Have you adjusted the way you sell, or approach clients, or provide service in the past 2 years?

**details.**

Today, take an honest look. Are you serving your customers in a way that best suits their evolving needs, or are you just doing what you've always done? Is there a service 'innovation' you could try that might be well received?

If you don't proactively improve your service, the market will do it for you - sometimes too late!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

What do you really want, & what price will you pay to get it?

*Thick Face, Black Heart* is a confronting study in making hard decisions to achieve the things what you want.

One lesson is 'pretend to be the pig in order to eat the tiger'. In ancient China, hunters caught tigers by dressing in dead pig skins and waiting. When the tiger came to get a pork lunch, the hunter shot it.

Hunters weren't judged on shooting prowess, but strength of character - who could endure the humiliation of being a pig.

## BIG PICTURE

In dealing with challenging customers, what's more important to you - being 'right', or winning business? What ego price are you prepared to pay to achieve your sales goal?

**details.**

Today, pick a client you've struggled to see eye-to-eye with. What sales outcome do you want to achieve with them? What concession can you let this customer have in order to get it?

Even if it sticks in your throat, decide what's more important - to prove yourself right, or win the sale.

*Thick Face, Black Heart.* Chin-Ning Chu, A&U 1992.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Create experiences, not just outcomes.

This Sunday morning, my kids will take baskets around the backyard and (if they're lucky) collect Easter eggs.

Easter bunny, busy as he is, could plonk them all in a pile on the doorstep and say 'there you go!'. But he doesn't - he knows the delight comes as much from the 'finding' as the 'overindulging'.

He creates ceremony and an experience.

## BIG PICTURE

What ceremony do you create when your customers buy from you? How do you turn a standard transaction into a 'happy customer experience'?

**details.**

Today, for a customer about to buy, add some ceremony to give them a great experience. A thank-you note, a handshake, choccies, a ribbon, a 'grand unveiling', a congratulatory call.

Find a way to turn a sale into an easter egg hunt!

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"There is only 1 boss. The customer. He can fire us all by shopping elsewhere."

Sam Walton, WalMart founder

In the largest sales / customer satisfaction study ever conducted, HR Chally interviewed 80,000 clients of business-to-business sales professionals over 14 years from multiple industries.

From all the feedback, they distilled out 7 rules that customers want from the salespeople they choose to buy from.

- You must be personally accountable for our results
- You must understand us / our business
- You must be on our side
- You must bring us applications
- You must be easily accessible
- You must solve our problems
- You must be innovative in responding to our needs

## BIG PICTURE

Which of those rules do you think you follow with most customers? Which do you occasionally fall short with?

**details.**

Today, before you visit each customer, take 1 minute to run your eye down that list. How well does this customer think you follow these rules? How will you demonstrate your commitment to each of them?

80,000 customers are not wrong - don't ignore them!

*Achieve Sales Excellence*, H Stevens & T Kinni, Platinum Press, 2007. **Highly recommended reading!!**

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Reserve judgment... but prepare to be judged.

Meet Norman Cook. Balding, mid-40's, average looking English bloke. Another face in the crowd.

You might never guess this is also *Fatboy Slim* - global #1 DJ that plays to 250,000-strong audiences and sits on Q magazines '50 bands to see before you die' list.

In the image-obsessed music industry, his plain middle-aged ordinariness reminds you about books and their covers.

## BIG PICTURE

How well do you deal with the great double standard of selling - reserving your judgment when meeting new people, while trying to give the best first impression *you* can?

**details.**

Today, plan your next new customer call. Commit to reserving initial judgments - invest time and dig a bit deeper to find out what a client is really like. But don't assume others will be so generous to you - decide how you need to act / dress / smile / prepare to create a great first impression.

Plan to be judged, but don't be too hasty in your judgment of others.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Listen to understand, not to reply."

Anon.

On the *Sunrise* TV program, Dr John Darcy recently discussed research that shows patients only hear and retain about 25% of what their GP tells them in a consult.

If your health is on the line, and you are paying good money for professional advice, and you *still* only hear about 25% of what the doctor tells you....

... how much do you think your customers hear and retain what you tell them?

## BIG PICTURE

How do you make sure your key sales points are *really* heard and understood in client conversations?

**details.**

Today, with a client you speak with, find a way to make your '25% onboard' the right 25%. Keep key points to 3 or fewer. Make them punchy. Ask if they make sense & address the clients issues.

If they're only going to hear 25%, make sure its the important stuff!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Stories can conquer fear. They make the heart bigger."

Ben Okri, Nigerian Author.

I read Max Fatchen's column in 'The Advertiser' newspaper. The 70-ish Gawler native reminisces about simpler times and tales of his youth.

What I really enjoy is that he makes you *feel* like you were there - the vivid descriptions of sights, smells and colours that make it real.

He's a tremendous *storyteller* - he can hold a customer's attention.

## BIG PICTURE

How engaging are the stories you share with your clients? The descriptions, the words and anecdotes you use to keep them listening?

**details.**

Today, inject a new story into a sales conversation. Share with them a satisfied client experience; turn a 'benefit statement' into a 'happy customer' story. Use a describing term you've never tried before.

People learn from and listen to stories - find a good one to share today!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Use recognition to accelerate results.

"*The Carrot Principle*" is a great book on how managers can use staff recognition to improve business results. Their research of 200,000 managers and employees directly links recognition with increased company profit and staff retention.

From a list of 125, 3 recognition ideas they share are;

- Ask employees to share their personal values at a meeting - what drives their decision making?
- Reward people who invest long hours in their work by sending their spouse something nice - thank them for their family sacrifice.
- Ask peoples opinion on an important business issue - nothing says you trust them more.

## BIG PICTURE

As managers of client relationships, how do you recognise the contributions your clients make to your business?

**details.**

Today, write down 3 client names. In the next week, ask one about their values - how do they make the tough decisions in their business? Reward another with a small thank-you gift they can take home to share with their partner. The 3rd, ask their opinion of a new product / innovation you are thinking about.

Recognition isn't a 1-off 'thanks for your business' - find small, regular ways to recognise peoples contribution to your success.

*The Carrot Principle*, A. Gostick & C. Elton, Free Press 2007.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"When you aren't practicing, remember, someone somewhere is.  
And when you meet him, he will win."

Ed Macauley, Basketballer.

After she set up my website, the most excellent designer Jane gave me some training in writing HTML so I could make my own simple adjustments.

Complex, but I had it sussed on the day. The problem - I didn't go away and practice it immediately. After a few weeks, I went to make adjustments - and I'd forgotten how.

## BIG PICTURE

What new sales or business lessons have you learnt recently? How quickly are you putting them into practice, to really ingrain them?

**details.**

Today, take something you've learnt recently - a practice you've observed a colleague excelling in, from a book you've read or course you've attended. Have a crack - try it, apply it, test drive it.

Don't let it disappear into the ether - put it into practice this week.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Learnin' to fly... but I ain't got wings..."

Tom Petty.

Later this year, Jeb Corliss will attempt to be the first man to willingly jump out of a plane with no parachute.... land... and survive.

He's developed a special 'wingsuit' (looks like a sugarglider), and is building a \$2M angled ramp to land on. The sponsors are knocking down his door.

3 things stick out about his quest;

- He's willing to challenge what people think is possible
- He's done his aerodynamic homework - 'in theory', it is possible
- He's built 'plan B' - he'll wear a parachute just in case things get hairy!

## BIG PICTURE

How do you challenge traditional thinking in your business or market? What 'educated guess' are you willing to test-drive in your sales role to break new ground?

**details.**

Today, find one way to turn 'the-way-we-do-things-around-here' attitude on its head. A new sales strategy, a different way to service a customer, a fresh sales spiel. Do some homework - could it work in theory? Yes?... give it a shot!

Your parachute is 'the old way' ... but how good will it be if you don't need it!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"The important thing is to never stop questioning."

Albert Einstein.

On Monday night, talk-show host Andrew Denton grilled ex-AFL footballer Wayne Carey about his drug-fueled fall from grace.

Think what you will about Carey - Denton's questioning strategy was a fantastic sales lesson...

- Encourage people to open up and tell their story with open-ended questions
- Actively listen and tailor your next question based on their answer
- Hone in with closed questions when you want to clarify and confirm
- Go to other sources to fill in your knowledge blanks (Denton also interviewed Carey's sister and brother on the show)

## BIG PICTURE

How do you encourage *your* customers to open up and tell their stories? How well do you clarify details in the conversation?

**details.**

Today, in a customer conversation, ask relevant, open-ended questions to encourage them to tell you about their business and challenges. When you get to the nitty gritty, make a point of using closed (yes / no) questions to nail down the details of what they want and how you will help.

Rather than to hang them, give your clients enough rope to be a lifeline!

*Enough Rope*, ABC TV, Monday 9:30pm

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"You picked a fine time to leave me, Lucille. 4 hungry children & a crop in the field..."

Kenny Rogers.

(Hey, it's Friday... I'm allowed to get a bit obscure...)

The 'island-in-the-stream' sings a classic ballad about a farmer whose wife left him to go bar-crawling in Toledo.

The mans chief complaint isn't that his wife left him - it was her timing.

## BIG PICTURE

As a sales professional entering into business relationships, do you ever leave a client in the lurch? Do you know when to *stand by your man*, and when you can safely *walk away*, (*Renaë*)?

**details.**

Today, do a quick check with a customer that has recently purchased from you. Are they getting the level of service they anticipated when they took you on? Have they been delighted, or disappointed?

Can you give them 1 or 2 simple acts of support to make them feel like they made a good decision?

(I swear it's my parents music....)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Call a spade a spade.

Recently we holidayed with an Irish Surgeon friend in Robe S.A. Over a glass of red one night, he said 'You Aussies - you're so literal. We went to 'Long Beach' today - and what did I see? A long beach!'

'Then we drove down to Beachport, and guess what it had? A beach... and a port! Southend? It was at the southern end of the Beachport beach!'

Found this very amusing, he did. Maybe not imaginative.... but you knew what you were getting.

## BIG PICTURE

How clear do you make your offering to your clients? Do you wrap up your proposals in industry-speak and technical gobbledeygook, or do you give it to them straight?

**details.**

Today, try and catch yourself in a client conversation. Are you using industry jargon, or simple benefits relevant to this client?

Are you offering them a South American cocoa bean-inspired frozen confectionary, or a chocolate icecream?

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"In the long run, we shape our lives and we shape ourselves.  
The choices we make are our own responsibility."

Eleanor Roosevelt.

In *The 12 bad habits that hold good people back*, the Directors of the Harvard Business School give advice on curing your 'professional Achilles heel' - the things you know let you down at work.

3 ideas that stuck out were;

- Decide - do you really want to change?
- Look for role models - within and outside your company
- Use reminders of what you need to do, and change them often so you don't start ignoring them

## BIG PICTURE

Do you know what your sales Achilles heels are, and do you want to change them? Who can you observe & learn from, and how will you remind yourself daily?

**details.**

Today, pick a work habit you have that you know isn't helping you. Make a choice - ditch it. Pick someone that excels in that area. Determine 3 things you can start doing to mirror them, and write yourself reminders - in your diary, on your screensaver, even the sunvisor of your car.

It starts with a choice - decide to let your handbrake out.

*The 12 habits that hold good people back*, Waldroop & Butler, Currency 2000.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Sorry seems to be the hardest word."

Elton John / Bernie Taupin.

A Muslim student I went to university with, before graduating, said to each classmate "if I ever did anything to offend you, please forgive me".

I've not met a less offensive guy, but as part of his beliefs, he wanted to make sure his slate was clean.

They are toughest 5 letters to string together when you don't want to lose face.

But as ex-PM John Howard discovered, not saying sorry costs dearly.

## BIG PICTURE

Do you apologise on your company's behalf when something goes wrong for a client? Do you tell them "you're right, we got it wrong, and lets work on fixing it"?

**details.**

Today, pick a client that things haven't gone well for. Breathe in and apologise. Take personal accountability for their grief. Be genuine. Let them tell you their full unhappy story.

And when they've vented - get your heads together with them and plan how you will make it right.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Anything. Anywhere. Anytime."

Before corporate mission statements became popular, Tim Brooke-Taylor, Graham Garden and Bill Oddie told the world what their business would do.

You might not agree with the Jack-of-all-trades, master-of-none approach the British Uni students had. But 20 years after they screened on the ABC, I bet lots of you still remember the slogan and jingle!

## BIG PICTURE

Forget your company - what's your 'personal mission statement'? What defines doing business with you? What rules do you hold yourself to when partnering with customers?

**details.**

Today, finish this sentence - 'When a client chooses to do business with me, I personally commit to ....'. Write 2 or 3 bullet points down - you decide. Raise the bar and hold yourself to that standard for every client dealing.

(And if you don't? Give yourself an eckythump!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Ya gotta dance with who ya brung."

70's football coach, on prom night.

The sales professionals wishlist;

- "I'd love more training in product / service / skill X"
- "I can't wait to get my hands on new product / line extension / software upgrade Y"
- "If we adjust the price by Z, I'll sell a hundred"

The committed never stop selling this wishlist to their bosses. But the successful 'dance with who they brung'.

Use what's already in your sales pantry to make your sales number.

## BIG PICTURE

Put the wishlist aside for 5 minutes. Assume it will never happen. How do you make the most of what you've got - products, services, skills, prices? How do you use them to achieve your sales goals?

**details.**

Today, in a client conversation, forget about future changes your business might come out with. Focus on what you can offer them today. Discuss how you can help them with what you have in your bag right now.

Make the most of your time with your current dance partner!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Closing is the endgame of selling - if you can't close, you can't sell."

Brian Tracy, *Advanced Selling Strategies*.

"You can't close a sale - only a customer can."

Dr Michael Hewitt-Gleeson, *WOMBAT Selling*.

How often do you get conflicting information like this in your sales role?

- "Focus on your monthly sales target... but also focus on long-term business relationships."
- "Ask questions and listen to clients to tailor your approach... but make sure you show them our fantastic sales presentation!"

'Closing' sales - do you do it, or does the customer? Prepare yourself for a little of both.

## BIG PICTURE

How do you make it easy for clients to start enjoying the benefits of doing business with you? How do you set it up for people to choose you, and how do you then get their signature on paper?

**details.**

Today, with a sale just about there, ask yourself "have I made choosing me as a supplier the best choice for this client?" If so, don't let the client down - clearly explain the next step to allow them to enjoy the benefits of your offering.

They might close the sale, but they need to know how!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Eye of the tiger.... eye of the tiger...."

Bart Simpsons mini-golf pre-putting mantra.

At a recent SA Great forum, speaker David Griggs shared his thespian advice for calming pre-presentation nerves.

Before taking to the stage, he suggests quietly repeating this routine 3 times;

- breathe in for 4 seconds
- hold for 4 seconds
- breathe out for 5 seconds.

Oxygen to the brain... endorphins... CO2 removal... relaxed and focused!

## BIG PICTURE

How do calm yourself before an important sales or business meeting? How do you push 'reset' so you don't bring nerves and baggage to the table?

**details.**

Today, give it a go. 30 seconds before you walk into a meeting, or get out of your car, or pick up the phone... breathe. Try the routine 3 times - clear your head, get your posture right, unclench your teeth.

Saves on chiropractic and dental bills, and perform better in sales calls!

David Griggs runs *Speakers Studio* in Adelaide.

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Infectiously happy.**

There's a bakery near my house, and its very busy. The cakes and pasties are great, and the staff are efficient.

But the reason I love it is one of the bakers. He is the happiest, friendliest man I've ever seen run a shop. Always juggling 5 tasks and looking scruffy. But he's always smiling, and for 2 minutes makes you feel like the most important person in the world.

You know he's grateful you shopped with him.

## BIG PICTURE

What 'happiness rating' would your clients give you? On a scale of '1' to 'incredibly grateful for my business', where would they put your score?

**details.**

Today, infect a customer with happiness and gratitude. From start to finish, put a grin in your conversation. Make them think there's a helium leak in the building. Don't just tell them how grateful you are for their business - find a way to show it.

If a bloke that starts work at 1am can still do it at lunchtime...

(PS Pat-a-cake, Duthy St, Malvern, SA)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"We are what we repeatedly do. Excellence then is not an act, but a habit."

Aristotle

At the end of a 4 hour operation, a surgeon will put down their instruments and take off their gloves.

Dying to go to the loo or have a cup of tea, what's the first thing they do? Walk to the operating theatre desk, pick up the patients notes and start documenting the operation.

They know the importance of making records while things are fresh in their minds. They build a habit, and they stick to it.

## BIG PICTURE

How disciplined are you in keeping records of client conversations? What habits need working on to help you capture the important stuff?

**details.**

Today, build a record-keeping habit. If you aren't recording client conversations - start. 30 seconds after calls jotting down highlights on paper. Daily entries into the computer. Even by sending follow-up emails to clients.

Decide what works for you, but kickstart a habit - don't let important information clients share with you evaporate into thin air!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Right crop for the climate.**

As a pharmaceutical rep in Queensland, I used to drive out to Goondiwindi - beautiful but barren semi-desert country. Where they grow cotton.

Hard to imagine country less suited to growing such a water-thirsty crop. We watch the Murray river dry up while they flood-irrigate land better suited to growing cactuses and producing Tequila!

But pick the crop to suit the climate, and nature will lend a hand to produce bountiful repeat harvests.

## BIG PICTURE

How do you tailor your sales offering to your 'climate' - the customers you target and markets you operate in? If you can't change your product or service, are you operating in the best 'climate zone' for bountiful business?

**details.**

Today, ask yourself 'who would the perfect client for my product or service be?'. Personality, business type, need, financial means, problem you could solve. Now be honest - do you spend the bulk of your days trying to find and help those people?

Start a simple plan - identify 3 new people or businesses that fit this mold, and get in front of them this month.

Find the right ground to grow amazing sales crops!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"I'm too sexy for this hat...."

Right said Fred

Fashionistas meet in Milan to see cutting-edge designers showcase their talents on long-legged clothes horses. Their creations drive the dressing trends for the planet... maybe they offer business lessons.

- **The designers** aren't afraid to be **bold**, to try new things, to push the boundaries of what people accept. They have a crack at something new.
- **The models** deliver their creations with **confidence**. Even wearing a hessian sack with a chicken on their head, they look like they own the catwalk.

## BIG PICTURE

When did you last try something new - something bold - in the sales approaches you make to your customers? How do you get yourself feeling and looking confident in your sales presentations?

**details.**

Today, be bold. Try something new - a new question you'll ask a client, a testimonial or success story you'll share, a habit you've been meaning to start.

Before you deliver it, practice it. How confident do you feel? How fluently does it come out of your mouth?

Unveil a new 'sales creation' today - and deliver it with ownership!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Let's shake some trees and see what falls out."

PM Kevin Rudd

1000 of the nations best and brightest recently spent the weekend in Canberra discussing ideas on "Australia in 2020, and how we might get there." 3 fantastic sales lessons on show...

- Setting up a **forum for clients** to give you feedback and ideas can generate enthusiasm and engagement.
- The process of **soliciting opinions** is important - people want to be asked for and have their opinions heard.
- Ultimately, talk is cheap... **positive actions** need to arise to avoid the "pointless talkfest" label.

## BIG PICTURE

When was the last time you asked your clients for formal feedback? Set up a forum for idea and opinion sharing? Actually did something about their feedback?

**details.**

Today, find a way to ask for feedback. A client round-table, a satisfaction survey, a thanks-for-your-business-how-can-we-improve lunch, even adding a simple question to the end of your sales call.

And if you get feedback? Don't let it be a wasted process - find a way to act!

(No, I didn't get my invitation to Canberra either...)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**"Checklists are insurance against overconfidence."**

Dan & Chip Heath, *Why some ideas die and others survive*

In their article 'The heroic checklist', the Heath brothers discuss the Holy Grail of checklists - one from Johns Hopkins School of Medicine.

In Intensive Care units, IV lines can become infected and cause health complications. JHSM developed a simple 5 step checklist - Doctors wash hands before inserting IV, clean needle insertion site with antiseptic etc. No new science, nothing controversial. 18 months after implementing the checklist,

- Line infections were virtually eliminated.
- The hospital saved \$175 Million not having to treat complications.
- About 1,500 lives had been saved.

## BIG PICTURE

What processes are reasonably standard in your sales role - the 'mission-critical' things you need to repeat? What simple steps could you write up as a checklist reminder?

**details.**

Today, add a simple checklist to your sales role. For a process that, if you stuff up, will cost dearly. Something you think you nail nine times out of 10 - build a checklist to make it 10/10.

Take away room for error - a simple one-pager to remind you of the one thing you might otherwise forget.

'The heroic checklist', D. & C. Heath, *Fast Company* March 2008.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Take the corporate plum out of your mouth.

I get to present to both corporate audiences and high school students. In boardrooms, I use terms like 'strategic advantage', 'commercial acumen', 'process vs. outcome focus',...(yes, too much... you get the picture).

Try using those words with a group of year 10's in a talk about future career opportunities. Sorry - what job you can do when you leave school.

Its a humbling reminder to apply the 'corporate waffle filter'.

## BIG PICTURE

How appropriate is your presentation - the words you use - for your audience? Do you always tailor your sales talk to the person you are speaking with?

**details.**

Today, think about a sales conversation you'll have this week. The words you're planning to use - do they suit your audiences level / personality style? Do you need to speak in 'strategic terms', or 'cut the crap, here's the bottom line'?

They might understand your DVD player, but would a 15 year old get your sales presentation?

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"People come to Ireland looking for the perfect pint.  
Even I'm looking for that perfect pint!"

Fergal Murray, Guinness Master Brewer

Author Bill Yenne spent months asking questions and bending his arm to find out what makes Guinness 'the worlds greatest beer'.

Here are 3 comments the Master Brewer gave him;

- **Guinness is a product *and* a process** - "No other beer goes through a ritual - the ceremony in pouring a pint is part of the essence of Guinness."
- **Guinness is a quest for perfection** - "Imagine a cold windy day - you're dying of thirst, you walk into a pub, and the bartender pours and presents you with the perfect pint - you'll dream about that moment for the rest of your life."
- **Guinness evokes passion** - (to the author at the end of his research) "Now do you love Guinness as much as we do?"

Ceremony, dreams, love.... words from the chief scientist!

## BIG PICTURE

What are you doing to try and get one step closer to offering your clients 'perfect service'? What do you really, truly love about what you sell?

details.

Today, complete these 2 sentences - "The thing I love most about what I sell is ..... In a perfect world, one extra service my clients would love me to provide would be ....."

Remind yourself - what part of your work are you passionate about?

Challenge yourself - what could you do to get closer to perfect service?

*Guinness - the 250 year quest for the perfect pint.* Yenne, B. Wiley 2007.

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Pass the gravy.

The fastest way to get new in-laws on side? Cook them a Sunday Roast. Want to build a friendship with someone new? Bring them into your home and break bread.

Its impressive to wine & dine clients at silver service restaurants. Its another thing to invite them into your home to share a meal with your family.

Home-cooked hospitality steps rapport building up to a whole new level.

## BIG PICTURE

What personal-touch hospitality do you offer your clients? How do you make them feel at home with you - warm, secure and comfortable?

**details.**

Today, plan 1 new 'home cooked hospitality' idea. Invite a client for morning tea at your business. Send a hand-written thank-you note and hand deliver it. Find something they are personally interested in - an article or book - and take it into them.

Really serious? Invite them home for tea. Bet it has more impact on your rapport than a silver service dinner!

(err, check with your partner first...!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### Curry & eggs - who'da thunk it?

I'm a big fan of a gutsy Shiraz, but also enjoy blends of Shiraz Viognier. They add Viognier grapes to make the wine more complex and 'soften' the overt fruity characters of Shiraz.

Music fan? Guns 'n' Roses "Patience" blends whistling with Axl Rose screaming to electric guitars. Sold a few copies. For the baby boomers, "Stairway to Heaven" combines a haunting flute with big guitar riffs. Did OK too.

Maybe you can't remove them (or mightn't want to), but softening the sharp edges of your offering can make it more appealing.

## BIG PICTURE

From a clients perspective, what are the hard, prickly bits of what you sell - the less appealing elements of your product or service? What do you offer to soften them, make them less scary / more palatable to clients?

**details.**

Today, put yourself in your clients shoes - decide what the *least* attractive part of doing business with you is. What can you offer - a personal service, a counter-benefit - that you can add and sell to soften the hard bit?

(Phew, got through that without a single reference to Viag.... nearly)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Even when I'm wrong, I'm right.

In sport, when an umpire makes a bad decision, you can count on 1 hand the number of times they spontaneously reverse it.

And when the recipient of the decision soaks? Drops to zero.

But the captain who cops it on the chin with grace, seeks respectful clarification at half time, and rallies the team to play by the ref's interpretation of the rules?

They get the next line ball call.

## BIG PICTURE

When a sale doesn't fall your way, how do you react - from the clients perspective? How do you seek clarification, to understand how you could do better next time?

**details.**

Today, stand on your pride and review your last sales loss. Do it with a colleague, or even more powerful, do it with the client. Leave the client thinking you are 'gracious in defeat, but keen to do better next time.' Ask them how.

Sore sales losers don't win coin-toss decisions - willing learners do!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"If you're not confused, you're not paying attention."

Tom Peters, marketing guru.

In 'The Managers 100', authors Jarvis Finger and Neil Flanagan discuss why animal trainers carry stools when they step into a lions cage.

When they hold the stool by the back and thrust the legs toward the animals face, the lion tries to focus on all 4 legs at once. It can't, so becomes mentally paralysed and 'tame' because its attention is fragmented.

Too many stool legs in your face causes confusion.

## BIG PICTURE

What are the stool legs that you face? Multiple product lines to sell, clutter on your desk, task lists building up - where does too much choice paralyse you with indecision?

**details.**

Today, pick one stool leg to chew. Clear your desk of clutter, prioritise your to-do list, empty the email inbox you keep trawling through. Give yourself some clarity - pick one important task, and bare your teeth at it!

*The Managers 100*, Finger & Flanagan, Plum Press 1998.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Your stories.**

I put **BIG PICTURE** details. together from all sorts of inspirations - the vanilla flavoured and the obscure. Now I'm asking for your input.

I'd love to hear about the great sales lessons you've learnt, the observations you've made. Books, situations, anecdotes that can remind, inspire and teach sales professionals.

If you have a sales story you're happy to share with the growing BPd. audience, please email me and become a guest contributor - thank you!

## BIG PICTURE

What stories do you ask your clients to share? How do you ask them, & what do you do with them?

**details.**

Today, ask a client for a story. An update on how a purchase has worked out, a testimonial you can share with others. How they think you can make your offering better in future.

Ask the question to make someone feel important, and gain valuable information that can benefit others.

(...and I can't wait to put your sales lessons in this space - send it today!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Just a vacancy....love don't live here anymore".

Rose Royce

Ever had a client fall out of love with doing business with you? Or the other way around -the thought of continuing to serve them sends a shiver down your spine?

When one or both of you realises your business relationship has lost its candlelight appeal, and you can't meet each others needs, managing the breakup can be tricky.

But do it right - be honest, help them find the right new suitor - and you can still come out smelling rosy.

## BIG PICTURE

When every conversation you have with a particular client 'ends in tears', how do you manage the parting of the ways? Do you get cling on hoping things will turn around, or do you take responsibility for an amicable, even positive parting?

**details.**

Today, decide if you have any client that you just aren't able to help or see absolutely no benefit in serving (*note* - this isn't a call to make lightly - that's revenue walking away! But don't leave your head in the sand either).

If your supplier status is doomed, in your next conversation, turn yourself into a consultant / broker. Outline why you're no longer in the best position to serve them, suggest alternatives, offer to assist the transition to a new supplier.

When you took them on as a customer, you committed to help them - even if it means helping them into the arms of another!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### Back in my day...

The other morning as I ate my Weetbix, we had a power failure. Kids thought it was great, lighting candles, no shower (instant hot water)... and then they realised no TV (woo hoo!)

It forced me to rethink my morning - can't go to office (no lights), computer battery dead... I might have to go see a client! Maybe a networking colleague, take them for coffee. Maybe some reflective thinking time, catch up on business reading, do the proactive things that get lost in the day-to-day....

And then the power came on.

## BIG PICTURE

If they turned the power off in your office for a day, what would you do? What low-tech business building activities do you put on the backburner while technology fills your days?

**details.**

Today, don't wait for the power failure. Put aside 20 minutes. Do one task that requires no more than a pen, paper and your brain - some thinking and planning. Grab a good client and go for a coffee and a chat - top up the rapport.

Remind yourself what could be done before laptops and Blackberries!

(and now I will turn off my computer...)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Everything we hear is an opinion, not a fact."

Marcus Aurelius.

Wine producers squirm when Robert Parker Jnr. gets his pen out to review their juice.

The most famous wine critic in the world, he advises American and European Presidents on what to drink. His articles in *The Wine Advocate* make winemaker fortunes... and destroy reputations.

Feel free to disagree with him, but in the wine world, his opinion counts.

## BIG PICTURE

Whose opinion counts in your industry, in your business? Who do your customers rely on for a trusted opinion before making their purchase?

**details.**

Today, for a sale you are trying to make, figure out who is the opinion leader. Who will your customer rely on for guidance - a boss, a colleague, a relative, a consultant, a public figure? Have you made yourself appealing to them - why would *they* choose you?

If you can't change your product or service offering, at least make sure the opinion leader is correctly and fully informed!

Have a **MIGHTY** sales day!





## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"If you're going to be thinking anyway, you may as well think big."

Donald Trump.

With a distinct haircut and \$6 billion on board, Donald Trump struts through life with a no-prisoners attitude ("you're fired!"). In an interview where he shared the reasons for his sales success, 3 that resonated with me were;

- **Be flexible** - "Know when to be low key, when to be assertive, and when to sell with pizzazz."
- **Be fast** - "Speed is key in selling, keep coming up with new ideas and approaches or you'll get run over."
- **Get up** - "Everyone gets rejected, don't dwell on it, keep moving."

## BIG PICTURE

How fast are you at implementing new ideas, trying new approaches in your business? When you get knocked back, how quickly do you dust yourself off and get back in the game?

details.

Today, pick a task, sales opportunity or initiative you've let rust on the 'to-do' pile. Stop fluffing around - start it now. Book the time aside today, and get your teeth into it. Waste no more time.

A sales loss you've been mourning? Build a bridge and get over it - move on - other people need you and what you have to offer!

(And if you're starting to look like Mr Trump... maybe get a haircut!)

'The shy guy - selling secrets of Donald Trump', M. Fleschner, Selling Power, Nov 2004.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**The gold standard.**

Rolls Royce service. Gucci fashion. Champagne football. Ferrari performance. Tonka tough.

When a product or service stands head and shoulders above the competition, it gets used as a yardstick. "How do you like this wine? It's no Grange, but...".

What about your offering says 'gold standard'?

## BIG PICTURE

Is there something about your product or service that sets the bar height for the competition? Is there something you do that is Armani versus the competitors KMart?

**details.**

Today, benchmark yourself against your main competitors. Where do you have it all over them - which product, service or doing-business-with-you benefit do you offer that is Rolls Royce? That clients value and would pay a premium for?

If you think you are, or could become the gold standard in an area, make a plan to ensure clients know it.... start today!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"The more you read, the more you'll know.  
And the more you learn, the more places you'll go!"

Dr Seuss

Being married to a dentist, our letterbox is constantly chockas with professional journals showcasing new equipment, research, treatment options and business-building ideas (not to mention insurance ads!)

Industry publications are a way for busy professionals to keep in touch with what's happening in their field. They give a sense of connection when you are otherwise isolated from your colleagues.

Over a cup of tea at night, you can stay up to speed.

## BIG PICTURE

How do you regularly keep up with industry developments - what extra study and reading do you do? What about selling - how do you continually sharpen your saw and build your sales expertise?

**details.**

Today, add two professional journals, magazines or books to your reading list - one on the *what you do* - your product or service, and one on the *how you do it* - selling.

Commit to staying up to speed on the key aspects of your sales role!

(...and get started this week - buy it, borrow it, but make sure you begin it!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"If you can't explain what you do and be understood by a high school student, you don't know what you are doing."

Professor Richard Feynman, Physicist and Nobel Prize winner

Professor John Ralston is interested in how things 'stick, float and get wet' - colloid chemistry. The 2007 South Australian of the Year presented at an SA Great lunch this week, and I was lucky enough to see 2 amazing character traits in action;

- **Simplicity** - Prof Ralston discussed nanotechnology and its impact on the mining industry... normally topics to snooze by, but his descriptions made complicated chemistry *easily understood* by the lay audience.
- **Humility** - Prof Ralston spent the entire time pumping up the tyres of his team and those who've gone before him, rather than on his amazing achievements. I emailed him a thank-you note for his speech (not expecting to hear back from such a busy man), and an extremely gracious reply came 15 minutes later.

## BIG PICTURE

How simple do you make the trickiest parts of what you sell sound? How much do you trumpet the brilliance of your colleagues and customers, pumping up the tyres of all around you?

**details.**

Today, simplify a sales sentence. The words you've become so used to rattling off - try and shrink them.

Find someone you work with - a colleague or customer - that can be praised for outstanding work. In a conversation with a client, move the spotlight onto their achievements.

(and to walk the talk, if you've been following these emails, you'll have a sense of how good SA Great's forums are - thank you Amanda!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"We've all learned to answer emails on Sunday afternoons.  
But few of us learn to go to the movies on Monday."

Ricardo Semler, CEO, SEMCO

*Maverick* is the story of a Brazilian biscuit mixer manufacturer - the fastest growing company in Brazil with a waiting list of thousands hoping to join.

SEMCO revolutionised how companies get input from employees - they actively encourage revolt if staff think something could be done better. Their only set of written rules, a staff handbook, includes;

- **Hiring** - *all* employees in a unit have opportunity to interview candidates.
- **Clothing and appearance** - neither are important at SEMCO, just wear common sense.
- **Working hours** - We're flexible, people work at different speeds at different times of the day - you set and track them yourself.
- **Work environment** - Feel free to change the work environment around you - paint it, add plants - we have no rules around this.

25 years, 3000 employees, 40% annual revenue growth - seems to work for them!

## BIG PICTURE

How flexible are you in dealing with customers - how much freedom of choice do you give them? Do the rules you apply *help* your customer, or would they change them given half a chance?

**details.**

Today, find a way to be flexible for a customer. Take care of some paperwork they'd normally have to do themselves, hand deliver something you know they need in a hurry, offer them a 30 day account when its normally 21.

Be flexible, give them a choice... good karma will come back to you!

*Maverick* - Ricardo Semmler, Random House, 1993.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Nothin' up my sleeve..."

Bullwinkle Moose

Raw fish.... you wouldn't trust any old greasy spoon to serve it up without the salmonella.

But go to a good Sushi bar, sit on the other side of the plexi-glass, and marvel at the preparation skills of the meticulous Sushi chef. The care, the hygiene and skill they employ putting delicate dishes onto the train gives you confidence you won't get ill eating the eel. You saw it hit the plate, it didn't touch the floor, and they kept their gloves on.

Seeing behind the curtain can inspire you with confidence.

## BIG PICTURE

What 'peek behind the curtain' do you offer your customers? A look at *how* your business weaves its magic - the structure & mechanics that help generate happy client outcomes? Or would they be horrified?!

**details.**

Today, find a way to expose the rafters of your business to a client. Show them a process you follow, give them a showroom or factory tour, let them meet a non-sales team member that helps with their account.

Show them that while you are a great face of your business, there's more to it than just your good looks!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"We begin by coveting what we see every day."

Hannibal Lecter, *Silence of the Lambs*

To 'covet' is to 'wish for longingly' - to want something really badly. Maybe not Fava beans and a nice Chianti, but for the things that impress us.

In *Silence of the Lambs*, Anthony Hopkins told Jodie Foster to look closer to home for the bad guy. To catch the killer, look for the person that saw the victim every day.

Creepy 80's horror maybe, but a valid sales message - who covets what you offer?

## BIG PICTURE

Who sees what you have to offer *every day*? Through advertising or observation, who knows you, your product or your service better than anyone else? Could they do some, or more business with you?

**details.**

Today, build a 'business coveters' list. Who has seen your advertising, or received the benefits of your service, or knows the best parts about doing business with you more than anyone else? *Who covets you?*

This is the lowest hanging business fruit - the best place to start with your sales efforts!

(but don't start making slurping noises in your sales presentations....)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Pay more, enjoy it more.

Last week, *The Advertiser* reported a scientific study proved people who believed they were drinking '\$45 wine' enjoyed it more than those who thought the same juice was \$5 a bottle.

Californian scientists measured brain activity in the orbitofrontal cortex - the brains 'pleasure centre' - in 2 groups drinking the same wine. Those who had been told the wine was expensive showed higher pleasure-centre activity and rated the wine higher than those who'd been told it was a cheapy.

The power of suggestion... does your pricing reflect how you'd like your products and services perceived?

## BIG PICTURE

Do you communicate a 'get what you pay for' philosophy to your clients? When you discount your sales offering, do clients remember the original premium-quality asking price, or do they mentally move you into the cheap-n-cheerful bin?

**details.**

Today, do a mental price audit. Does a quote you've given a client reflect how you want them to perceive your products and services? Is it a fair reflection of quality - not just of the product you sell, but of what *you* bring to the table as a sales professional?

Discounting might sneak a few quick sales through, but if you can sell at original prices, watch your clients pleasure centres light up!

"Quality of wine is in the mind", *The Advertiser*, May 15th 2008.

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Failure is a wonderful starting point."

Sir James Dyson, CEO, Dyson Vacuums

An Englishman who revolutionised vacuuming with his 'cyclone' technology, James Dyson developed 5,127 prototypes before launching the model that's made him 1 billion pounds and earned him a knighthood.

As an engineer, he says he looks for things that don't work well, and tries to make them better. His philosophy - 'try not to focus too much on your experience - or you'll just try to repeat the past. Embrace curiosity!'

## BIG PICTURE

How much of your day do you spend thinking about clients problems, and how to help them? How much do you fall back on old thinking ('experience'), and how do you try to generate fresh ideas?

**details.**

Today, find a big problem a client is facing, regardless of whether it involves your product or service. Apply some creative thinking, give them a fresh perspective to it. What's the root of the problem? Can you help? Can someone you know?

You mightn't have the perfect solution, but even 'prototype thinking' will be appreciated by clients.... and you just gave a business partner a hand!

*Mr Fix-it, Virgin Blue inflight magazine, May 2008.*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Aerobics was invented when gym instructors got together and said 'we cant charge \$10 an hour to teach 'jumping up and down'."

Rita Rudner

So I try going to the gym, I really do. But I'm busy! And feel like a goose driving 10 minutes and paying to get on a treadmill - when I could run there and back for free (and not experience gym-smell!)

But now my kids have a Nintendo Wii.... I'm playing tennis... jogging... downhill skiing... baseball... even never-tried-before Yoga! And I do it in my trackies in front of the TV when the kids are asleep - no lycra.

Technology that contributes to obesity is now helping to fight it.

## BIG PICTURE

How do you use technology to help your clients? To help *you* help your clients? Is there more you can do with what you already have access to?

**details.**

Today, pick a technology you can access, and use it to help a client. Trawl your CRM database to create a purchasing history & recommendations report for a client. Help a client build an e-newsletter. Program client anniversaries or birthdays in your blackberry and give them a rapport-boosting call.

Don't run away from it - apply technology to help a client out!

*(and I don't advocate standing on your head, but am finding yoga a good sales de-stressor! Ommmm..)*

Have a **MIGHTY** sales day!

## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"A difficult problem is often resolved after the committee of sleep has worked on it."

John Steinbeck

I usually create these Bpd. newsletters each night. An idea that's gone through my head that day, a book or article I've read, I'll get an email composed while its fresh. Then, I'll leave it in 'drafts' until the morning.

In the morning, I'll proof-read it - and am amazed at how different it sounds in the cold light of day. I'll edit and spell check before I send it (sometimes hard to believe, I know...).

A few hours rest and reflection generally improves the quality of output.

## BIG PICTURE

How much do you let emails, proposals or responses to questions tumble around in your head before you deliver them? Do you sleep on the important stuff, or run with the knee-jerk reaction?

**details.**

Today, with an important email you need to respond to, or a proposal you need to submit, sit on it for 12 hours. Assuming you wont miss a critical deadline, draft it up, but give yourself the benefit of a nights subconscious reflection.

Read it in the morning, and run with your reflections - make the sober changes your rested brain is recommending!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### What are your credentials?

Financial planning is a rapidly growing specialty. More people turn to experts to plan for their future - but who to trust?

The Director of the Financial Planning Standards board says one way is to look for those with a Certified Financial Planning (CFP) qualification, meaning they've;

- achieved a Bachelors degree, plus 3+ years planning experience
- completed set subjects
- passed challenging exams, and
- completed a program on (and agreed to abide by) a code of ethics.

This rigorous process means CFP is a 'symbol of excellence\*' - and inspires confidence.

## BIG PICTURE

As a sales professional, what credentials do you have to inspire clients with confidence? How do you promote the knowledge, skills and ethics you bring to a client partnership?

**details.**

Today, look at your 'professional credentials' list - if you were a client, would it inspire you with confidence? If yes, explain the benefits of your credentials to a new client this week.

If its an underwhelming list, do something about it - enrol in a course, speak with your boss, get involved in a project that will boost your skills & experience.

Financial Planners help clients invest money wisely..... so should you!

\* *'Improving planners standards'*, Corinna Dieters, The Australian 21/5/08

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"I believe that education is all about being excited about something.  
Seeing passion and enthusiasm helps push an educational message."

Steve Irwin

I took my kids to Australia Zoo last week - home of the late Crocodile Hunter. Expecting a hyped-up tourist trap like Sea-Movie-Dreamworld, I was impressed;

- The staff genuinely loved their work and want to be there
- They shared Steve's vision and passion for animals
- The focus was on education and conservation - feeding kids minds, and doing something good with your entrance fee

It still cost a small fortune and we have some plastic trinkets, but we also signed a petition to stop deforestation and fed an elephant... everyone won!

## BIG PICTURE

How passionate are you about what you do and who it benefits? How much do you *sell* your passion and enthusiasm, and use it to educate clients on the benefits of partnering you?

**details.**

Today, put a bit of CRIKEY! in a sales call. Maybe don't jump on the chair and wrestle the client, but let them see just how much you believe in what you are doing.

Teach them by engaging them - widen your eyes and get animated!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Would you ace the interview?**

In the race to sign up talent, recruiters get ever more creative in writing job descriptions. Read the Saturday employment section (doesn't everyone?) and take a look at the criteria employers similar to yours are looking for.

Even better, dig out the old ad for *your* job, and run your eye down the list of things your boss was searching for. Experience, enthusiasm, drive, great team player, innovative, good with small children....

You showed them off at the interview - will you still showcase them today?

## BIG PICTURE

Do you put your interview pants on each morning and show off your sales A-game to every client? Or was that just 'the good cutlery', brought out for special occasions?

**details.**

Today, take a minute to 'reapply for your job'. Look at the character traits asked for in the ad, or in a similar role advertised in Saturdays career section.

Be honest with yourself - is there one area you could polish? You showed it at the interview... give a customer the benefit of that skill this week!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Selling the vision.**

A Polish refugee and a poor Canadian farm girl - Helena Rubinstein and Elizabeth Arden pioneered the global cosmetics industry that fills every bathroom cupboard today.

While their rivalry was intense, the women shared a common genius - they both understood that 'the promise of their products was as important as the products themselves.'

They knew they didn't sell face cream - they sold hope for flawless complexions.

## BIG PICTURE

Do you focus on the mechanics, specifics and widget-like features of what you sell, or the promise and hope of how it can help a client? The structure, or the dream?

**details.**

Today, for a sales call you will make, think about why this client is investing time to see you. What hope do they have that they think you can help them with?

Your product or service is just a vehicle to help them fill a personal need - tie what you offer to their dream!

*"The Power and the Glory", R Neill, The Australian, 24/5/08.*

Have a **MIGHTY** sales day!



# BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Human beings, almost unique in their ability to learn from others,  
are also remarkable for their disinclination to do so."

Douglas Adams, *The Hitchhikers Guide to the Galaxy*.

Welcome to **BIG PICTURE details**. # 100. We've covered surgeons and surfies, biscuit makers and buskers, politicians, price objections, even Paris!

These emails are designed to offer you a mixed bag of sales lollies every day. Constant reminders, anecdotes, analogies, encouraging sales professionals to

- open their eyes,
- look for excellence in all sorts of places, and
- translate it to how they perform *their role*.

Thanks for getting to 100... and I think we're just scratching the surface.

## BIG PICTURE

Do you take the time to look for excellent behaviours throughout your days? From your colleagues, customers, suppliers, anywhere? Do you try and translate how the principles could be applied to you?

**details.**

Today, open your eyes. Don't go to bed tonight until you find one behavior that a colleague, client or person you pass in the street displays that impresses you.

Then - translate it to your role. Decide to do one new thing to apply this principle of excellence. Give it a go - you have nothing to lose!

*(I hope you keep reading, and decide to bring a colleague along for the next 100!)*

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Give me your tired, your poor, your huddled masses yearning to breathe free."

Inscription on The Statue of Liberty.

We all crave 'the perfect client'. Easy to help, easy to deal with, readily satisfied, will keep coming back... and be highly profitable.

But what about the less attractive prospects? Who have a need, but don't look like much at first glance? The Julia Roberts character in *Pretty Woman* that gets turned away by the snobby shop assistant... and then comes back with bagfuls from another store to rub her nose in it.

## BIG PICTURE

Do you just look for business from the 'low hanging fruit' - the most desirable clients? Are there potential 'rough diamond' prospects that could use your help?

**details.**

Today, broaden your view of who you seek to help with your product or service. Look for someone that doesn't necessarily fit your 'perfect client' criteria, but you know would benefit from your service. Make it your challenge to help one such client this week.

They mightn't all turn into 'Pretty Women', but you've done the right thing by someone that needed your help..... and karma will come back to you down the track!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### Where was I...?

*The Gruen Transfer*, a new show on the ABC (and great sales viewing) is named after Victor Gruen, the Austrian Architect credited with designing the first indoor shopping mall.

The Gruen Transfer refers to the exact moment where, hypnotised and disoriented by mall layout, elevator music, lighting and climate control, you forget that you'd come in to buy milk and walk out with a new big screen TV.

The mall designers make it easy for you to get lost in the moment....

## BIG PICTURE

How do you make it easy for your clients to get 'lost in the moment'? To forget about their troubles and just enjoy interacting with you?

**details.**

Today, help a client achieve a 'where was I?' moment. Turn up your likeability, ask some fantastic questions about *them* and *their needs*, give them rapt attention, empathetic mm-hmm's and listen like a ninja. Make it easy for them to open up and share with you... to get carried away.

We want to deal with those we feel comfortable unburdening to - give a client that rare moment today!

*The Gruen Transfer*, ABC TV, Wednesday 9pm.

Have a **MIGHTY** sales day!

## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

Are you chasing a big goose egg?

In her article '*Request or Runaround?*', Renee Zemanski says most salespeople jump for joy when a prospect submits an RFP (request for proposal).

But is it legitimate? Are they keen to consider your offering, or is it a ploy to get better pricing from a competitor, or even follow standard procedure? Asking yourself, and the client, some early questions can help sort wheat from chaff;

- **Is the RFP very vague?** Are just doing it to satisfy protocol? Call the client and ask for more specifics.
- **Is it slanted toward the competitor?** To know this, you need to know competitor offerings inside out.
- **Will they answer questions you ask them?** If not, are they genuinely interested in a solution, or is it a price-shopping exercise?

Get armed with better information before launching in headfirst.

## BIG PICTURE

Do you critically analyse sales opportunities that land on your desk? Do you ask yourself about client motives before investing hours on a presentation?

details.

Today, take a look at the quote requests / EOI's / RFP's on your desk (if you are lucky enough to have them!). Are they genuinely interested in taking you on as a supplier? Do you have enough information to make this judgment call? If not, pick up the phone and ask a couple of qualifying questions.

A 50-page proposal may be worth the effort if they genuinely want your help - find out first!

*Request or runaround?*, R Zemanski, Selling Power, May 2008.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"People don't decide to become extraordinary.  
They decide to accomplish extraordinary things."

Sir Edmund Hillary

Yesterday, Barack Obama was named the winner of the Democratic Nomination contest for the US Presidency. What a process!

In news analysis last night, experts (with 20-20 hindsight) pointed out the main difference between Obama's and Clinton's campaigns;

- Clinton focused on her **experience** - what she (and her husband) had done in the past as an indicator of what she would accomplish.
- Obama focused on **hope** - what he (and his wife) would strive to do in the future, and he asked people to believe in him.

They may still make the dream President / VP ticket, but history will show Obama's campaign was more positive... forward looking... and he asked.

## BIG PICTURE

Your track record, an indicator of what you can do for new clients... do you point to it, or lean on it? How do you inspire clients with hope, and ask them to believe in you?

**details.**

Today, in a sales call, demonstrate *hope* to a client. Not fluffy words, but draw them a clear picture of exactly what your solution will do for them, the benefits they'll enjoy, the problem that will be gone.

If your track record can inspire confidence, reference it appropriately, but don't hang your sales proposal on ancient history - be forward looking!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Always bear in mind the difference between being right... and being effective."

Dr James Waldroop, MBA school Director, Harvard University

Ever worked in an officeplace where the pile of dirty dishes in the communal sink starts teetering? Where people ignore the signs saying 'your mother doesn't work here - do your own !&%\$ dishes!'.

Your options;

- Let it grow (and watch the flora & fauna gather)
- Yell at the offenders to do them (take your blood pressure pills first)
- Put up more signs ("Free prize with every load done!")
- Hire a maid (try sneaking that through expenses!), or
- Do them yourself.

Try choosing number 5 - make sure you advertise it - but lead by example and start a cultural revolution at the sink. (Viva la 'can-do' attitude!)

## BIG PICTURE

Are there jobs that you can see need doing that aren't listed your role responsibilities? No-one else is currently doing them... but if they get done, would greatly benefit you and others?

**details.**

Today, suck it up. Pick a task that you've stepped over for long enough, either within your business or something for a client. That you won't get in trouble for not doing, but you and others will greatly benefit if it gets done.

Now - **do it**. Feel free to advertise to others your 'hands-on, can-do' approach, demonstrate the benefits of personal accountability. But take the shoe company's advice - just do it.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

The one party you'll definitely make...

The funeral business is changing. Lachlan Colquhoun's article '*A change of deathstyle*' discusses new options for the deceased that attempt to tackle price barriers and environmental sustainability;

- Pay average funeral price (\$5 - 6K including nice coffin), or opt for a \$2.5K package complete with simple pinewood box.
- Maybe elect for the Swiss 'Promession' process - have your body freeze-dried with liquid nitrogen, then shattered into a dry powder for shallow burial.
- For the gardener, try 'Resomation' - dissolving the body into its natural chemical elements and sprinkling liquid remains onto the garden.

The world's oldest industry, with a service you're sure to need, is coming up with new ideas and choices for clients.

## BIG PICTURE

How many new ideas or initiatives have you generated recently? For your employer? For your clients? Do they address cost-effectiveness or sustainability?

**details.**

Today, come up with an idea. A new approach, a different way of serving a client or managing a process within your business. Look at 2 criteria - will it save your business or your client's *money*? And is it *sustainable* - will the idea run its course quickly, or has it got legs?

Put your thinking cap on, discuss it with the boss.... then have a go!

*A change of deathstyle*, L Colquhoun, The Adelaide Review May 2008.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"The finest thing that he has ever written..."

The Independent on Sunday

Lord Jeffrey Archer, best selling British author of novels like "Kane and Abel" and "First among equals", recently did a stint of porridge for perjury.

Sentenced to 4 years, the aristocrat felon spent his first day in Belmarsh prison wallowing in self-pity.... then decided to make lemonade from his lemons. He started keeping a prison diary, disciplined himself to write for 4 hours each day (had time on his hands) and turned his rock-bottom experience into another best seller.

He made the most of it.

## BIG PICTURE

A pile of business dung currently sitting in front of you - a client issue, an internal problem - are you grumbling about it? How can you turn it around and look at the bright side?

**details.**

Today, make lemonade. The difficult situation - ask yourself "what opportunity is this opening for me?" If a client has dumped you, how can you harness the new free time you have? If an internal process is frustrating you, what can you learn from it and where can you apply the lessons?

You can't always change the mess you're in, but you can always find some positive to milk!

*A Prison Diary - Volume 1 - Hell, Archer, J, Pan, London 2002.*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Hedonism - the philosophy that pleasure is of the utmost importance...

Wikipedia

Pui-Lai To is a researcher investigating why Taiwanese consumers increasingly prefer virtual storefronts (internet shopping) to real ones.

The people he interviewed commonly gave 'convenience', 'cost' and 'choice' as top reasons. But they also gave 2 so-called "hedonistic motivators" for shopping online;

- a sense of adventure, and
- the satisfaction of using technology correctly.

He advises web designers to create sites that stir feelings of technological control and adventure... target your clients hedonistic streak!

## BIG PICTURE

What's adventurous or exciting about doing business with you? How do you give your clients a sense that they are in control... masters of the purchasing process... or even trail-blazers?

**details.**

Today, give a client some hedonistic pleasure. If they've firmly grasped the technical intricacies of your product or service, congratulate them. If they are the first to be doing something, or the best at it, let them know.

Find a way to pump their tyres up and let them puff their chests out with pride!

*Freedom of Choice, J Kuczmariski, in Fast Company, April 2008.*

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Suddenly I see... this is what I wanna be..."

K T Tunstall

When was the last time you stood in the roomful of mirrors and took a long, hard look at what you're doing and why you're doing it?

The tasks you perform, the habits you fall into each work day, the benefits your products and services offer clients... what is it about getting up on a cold June morning to go to work that you genuinely love? If you could press the reset button on your career right now, would you keep doing *what* you are doing each day, or *how* you do it?

If you're not up for a career sea change, find and remind yourself of something about your profession you really love.

## BIG PICTURE

30 seconds in an elevator with your perfect potential client - what one thing makes you want to throw your arms in the air and say "Hallelujah - this is why you should partner with me!"?

**details.**

Today, write it down (yes, bit fluffy, but it works). The one thing you love most about your role. About selling for your business. The thing that you, and only you, can offer your clients and your company.

Suck your stomach in and visit the mirror room - get crystal clear about what you want to be!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Tell me, I'll forget. Show me, I'll remember. Involve me, I'll understand."

Chinese Proverb

Pedagogy is 'the science of teaching' - the different strategies you can use to help your audience learn.

Sit in on a grade 2 class and watch the diverse ways teachers engage kids. For auditory learners, telling stories and singing songs. For visual learners, using pictures and expressive body language. For kinaesthetic learners, getting them hands-on, using pencils, making, building.

Eclectic pedagogy means mixing up *how* you deliver your message.

## BIG PICTURE

How do you mix up your delivery style in client conversations? Do you fall back on a stock standard presentation you could do in your sleep (yawn), or do you tailor your delivery style and sales tools for every client?

**details.**

Today, mix it up. For a client this week, try a new style. Change the words you're used to using. Put a product sample or testimonial in their hands. Change your meeting venue - take them to a coffee shop. Try PowerPoint - or if you use it all the time, ditch it for a day!

Keep your sales message consistent, but adjust your pedagogy - give them a fresh look at your message!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### What's non-negotiable?

In South Australia, the Health Minister has proposed rationalising country hospitals - creating fewer but better equipped regional centres while downgrading services in smaller towns.

On ABC's *Stateline* program, Crystal Brook GP Dr Richard MacKinnon argued that if hospitals were just about 'business', and decisions were made just by looking at 'returns on investment', that might be OK.

But he said hospitals aren't just businesses - they are an essential service, and the cost of providing a service, even if it's higher per head for a small number of regional people, is a responsibility the government has to its people.

## BIG PICTURE

What are the non-negotiables, the services you *must* deliver to your clients, irrespective of how much it will cost? What have they banked on getting from you when they took you on as a supplier?

**details.**

Today, build a non-negotiables list. The things that, regardless of your clients spend, you commit to delivering to them. Back-up service, speed of delivery, troubleshooting, training, problem resolution - what must you do to meet your end of the bargain?

Even if it eats into profit margins, what is the *right thing to do* - the things you'd expect if you were in their shoes?

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**"It's not that you're getting what you deserve - you're getting what you wanted."**

Aron Ralston, to himself

Aron Ralston spent 4 days lost in the Utah desert with his right arm pinned between 2 boulders, before he summoned the courage to snap and chop off the trapped limb to avoid death.

On day 3, sinking into despair, a voice entered his head saying *"You did this, Aron. The boulder just fell - it's what boulders are destined to do. It was set up, but waiting for you. If you hadn't come along and pulled it, it'd still be there. You created this accident."*

His head made him take personal accountability for his situation - the prompt he needed to take responsibility for getting out of it.

## BIG PICTURE

Do the words *'its not my fault', 'if only things were different'* or *'someone up there hates me'* ever leave your lips? Or do you take full accountability for where you are at right now?

**details.**

Today, wave goodbye to a victim mentality you've held in a difficult situation. A difficult client? Its you that's trying to do business with them. A struggle with the boss? Its you that chooses to work there.

Forget about the bits beyond your control - what can *you do* to try and turn things around? Lumber some responsibility on your back today - the results may shock you!

*Between a rock and a hard place, A Ralston, Atria 2004.*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"If you believe what you're doing can't be improved on, you're mistaken..."

Max Schubert, creator of Penfolds Grange

I had the recent fortune to go to Penfolds Magill Estate and do a cellar tour & Grange tasting (wonder what the poor people were doing...).

It was an awesome experience that touched every sense;

- **Sight...** gazing in awe at the barrels, each holding \$1/4M liquid (red) gold
- **Smell...** the earth of the cellar, the mustiness of Thomas Penfolds old cottage, the bouquet of the wine....
- **Sound...** listening to tales of Grange legends, stories of secret vintages in the hollow echo of the barrel room
- **Touch...** holding and swirling the perfect fine wine glasses
- **Taste...** well, if I must...

OK, I'm a tosser, but I enjoyed the product more because *all my senses* were brought into play.

## BIG PICTURE

What senses do you pay attention to before you walk into a sales call? How do you try and bring more than 1 sense into play?

**details.**

Today, do a '5 senses check' before walking into a sales call. Dressed appropriately, got the right visual sales aids? Smelling good (but not bathed in perfume)? Ready to sound enthusiastic and confident? Got something the client can put in their hands - a brochure, a sample?

Finally (and maybe most importantly), ready to LISTEN? Give them a Grange sensory sales experience!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"For every action, there is an equal but oppositely directed reaction."

Newtons third law of Physics

*Why things bite back* is a study in why technological advances and 'mastering our universe' comes at a price.

Why...

- In our quest for paper-free offices, we now use more paper than ever...
- The simpler computer operating systems become, the more difficult they are to repair...
- Running shoe advancements allow longer exercise schedules, but contribute to more athlete joint injuries, and...
- Antibiotics designed to treat infections result in resistant superbugs.

No conspiracy theories or great solutions - the authors take-home is *think* about the potential impact of what you are about to do, and *look* for side effects.

## BIG PICTURE

The solution you are about to offer a client - what's the oppositely-directed reaction it could cause them? What side effects could they experience by doing business with you?

**details.**

Today, think through the implications of your next sales call. If they accept your proposal, what could happen? Other than the good stuff, what side-effects or unexpected consequences may occur?

If your solution might bite in other ways, warn them, help them, or at least discuss them in advance!

*Why things bite back*, Dr E Tenner, Fourth Estate, 1996.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

One more rock...

6 working days. That's it. Halfway point of 2008. For those on the Aussie financial year, the final siren is 6 days away.

Are you where you were aiming to be on July 1? Are the numbers going to deliver the rewards you've been striving for? Not quite?

One more rock to turn over. 6 days to do it. When everyone else is putting their feet up on the desk and saying 'all over, break open the beers' - look for one more client to help.

Have you given up yet?

## BIG PICTURE

Have you exhausted every potential sales lead you've been pursuing in the last few months? *Really?* Is there one more client who could benefit from your products and services?

**details.**

Today, build a 6 day plan. Which sales rocks need one more look underneath? Which client proposals are nearly there? Who haven't you seen recently that you might be able to help, and might help you in return? You have 6 days to make July 1 *average* or *amazing*.

Big games are won and lost in the dying minutes. Keep the beer in the fridge - give yourself 6 days to really earn it!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Price is the lazy answer.

Adelaide market research firm Square Holes has surveyed many business-to-business clients. In his article '*What turns clients on and off*', Director Jason Dunstone says price is rarely the key reason clients give for buying - or not.

Their research highlights other factors clients give for choosing suppliers;

- High quality, reliable service
- People who deliver on promises
- A personal relationship with the people serving them
- Be a 'specialist' rather than a 'generalist'
- Differentiate and promote yourself

His take-home - give clients a reason to *be proud* to be your client.

## BIG PICTURE

What do you offer that gives your clients reasons to be proud to be associated with your business? Your products & services? You?

**details.**

Today, before your next client visit, run your eye down the above checklist. Does the client have those perceptions of you?

Think of one way to create a sense of pride in 'being your client'. Demonstrate one market-leading benefit of being in your camp.

Justify a price premium, even if you don't carry one!

"What turns your client on and off?", J Dunstone, *In-Business SA*, June-July 2008.

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### Thufferin' Thuckotash!

Remember Looney Tunes? The Road Runner sales lessons...

...don't ever stand still.

...keep your eyes open for opportunities and challenges (and anvils).

Wile.E.Coyote selling...

... never stop thinking and planning.

... never give up, never give up, never give up (even when you should).

But the real winner? The ACME company sales guns...

... know your target market, and offer them innovative products & services.

... always be on hand - you never know when they'll need you.

## BIG PICTURE

Do you offer Road Runner-paced service and follow-up? When things go pear-shaped, do you demonstrate Coyote resilience? Are you building ACME service innovations for your customers?

**details.**

Today, try 3 things.

1. Apply Road Runner speed in email, phone or personal follow-ups - 24 hrs max.
2. A recent sales failure - dust yourself off coyote-style, smile and move on.
3. Think about the next client you'll see - create 1 simple ACME service innovation to help them and increase their loyalty.

Have a go! Meep Meep!

(That's all, folks!)

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"You make your own luck."

Phil Ruthven, Economist

Last week I heard Phil Ruthven, Executive Chairman of IBISWorld and leading Australian economy commentator share his outlook for South Australia.

3 points he made stuck with me;

- While SA's impending mining boom is exciting, don't mortgage the states future on it.... **Never put all your eggs in one basket.**
- Governments of leading global economies strive to adopt worlds-best-practice in their core services (transport, hospitals, infrastructure)... **Do what you have to do well.**
- Singapore built its success by pursuing high paying technology industries rather than copying Asian neighbours in supplying cheap labor... **Me-to approaches have limited lifespans.**

His take-home - South Australia's future relies on great leadership, harnessing technology and pursuing industries with a long-term future.

## BIG PICTURE

Do you have all your sales eggs in one or two client baskets? The essential parts of your sales role - are you considered 'the industry benchmark'? Do customers see you as unique, or one of many similar salespeople in your industry?

details.

Today, *Diversify* - add a new client or sales opportunity to your target list, spread your sales risk. *Determine* - 1 core sales function you could become the best in your business or industry at... and get moving on it.

Finally, *Differentiate* - find a way set yourself apart from the pack, give clients a clear choice between your and the competitors service.

The future of your sales economy depends on it!

(Thank you to KeyInvest, co-sponsors of Phil Ruthvens presentation, and gracious hosts!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"There's no one right way to do things in life.  
But any advice that can help you succeed in business must be a good thing."

Sir Richard Branson

The *Virgin Business Guides* encourage businesses to 'do something different'.

In their business case studies, they share the example of Scotts seed and lawn care products. Scotts knew their products were good, but no different to competitors. So to differentiate themselves, they asked customers about their lawn care problems.

Customers said it was difficult to plant their lawns in a controlled way - they distributed their seeds unevenly. So Scotts developed the 'Scott Spreader' to distribute seeds in a controlled way.

Deciding to differentiate .... asking customers about problems .... innovating. Grew millions like grass.

## BIG PICTURE

When was the last time you asked an existing customer about the problems they have? When did you decide to try a new approach, find a better way to help them?

**details.**

Today, ask. Don't sell, don't spruik, don't worry about this months specials, and don't chase new accounts. Take an existing customer, and ask them about the problems they encounter with / around your products or services.

Take the feedback and try and do something with it - feed it up the food chain, or try developing a new initiative yourself.

It'll be like Dynamic Lifter on your sales lawn!

*Do something different - The Virgin Business Guides, J Wolff & R Branson, London, 2001.*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Don't argue for your weaknesses. When you make a mistake, admit it, correct it and learn from it immediately."

Steven Covey.

Neil Craig, coach of the Adelaide Crows football team, was asked on 5AA radio about some of the errors that his team were making.

He said "At the Crows, we're trying to create an environment of high performing people. We recognise that all people make mistakes - we're only human.

But *high performing people*, when they make mistakes, make changes very quickly."

## BIG PICTURE

What are you currently doing in your sales role that isn't working? That you've been doing out of habit, but isn't actually helping you achieve your sales goals?

**details.**

Today, make a high performance change. Critically analyse your sales approach - how you are planning for sales calls, the questions you are asking customers, the words you use to present solutions, the way you are structuring your time.

Find the courage to ask yourself the hard question, then adjust 1 behaviour. Take a high performance step toward your sales targets!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Success leaves tracks."

Brian Tracy.

Campbell's soup recently started a new advertising campaign. Developed by Clemenger BBDO, it features construction workers, surfers and footy fans on winter days warming up by drinking a 'Warm Tinny' - a hot can of soup in a stubby holder.

It's a take-off of old beer commercials (right down to the cheesy rhymes ... "when the sea's been cruel to the family jewels... warm tinny!").

They're applying a successful ad formula to a different product, and making soup appeal to a new market.... blokes!

## BIG PICTURE

Who is selling something in another marketplace that's working a treat? That you think 'I could try that' in your market to grow your sales?

**details.**

Today, develop a warm tinny equivalent. Take a look at a successful business in a different market a friend or family member works in. What are they doing that's impressive - a sales strategy, a promotion, a customer service initiative - that hasn't been tried in your market?

Copy it - tweak it for your business, and give it a test drive with some customers!

(When you need a little push to get off your tush.... call MIGHTY!)

Have a MIGHTY sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"I found my mojo, baby!"

Austin Powers.

In his book *'Small Giants - Companies that choose to be great instead of big'*, Bo Burlingham profiles successful small businesses that he says have *mojo*.

He lists 7 common threads these companies possess;

1. Their leaders **define success for themselves**, not follow existing rulebooks.
2. They **reject well intentioned advice** along the way to build the business *they* want.
3. They have **intimate relationships with the community** they operate in - they are gold standard 'corporate citizens'.
4. They have **extraordinary relationships with suppliers and customers** - their customers send fan mail, and suppliers give them above-and-beyond service.
5. They have **tight-knit workplaces** - the personal, emotional and social needs of their employees are paid attention to.
6. They build their own corporate models and **reinvent old business wheels**.
7. Their leaders possess and display **passion** for what they do every day.

Yeah, baby!

## BIG PICTURE

As the MD of your own personal sales business, can you tick each of those criteria?  
Have you got sales mojo?

details.

Today, pick one of the above and, as Austin Powers says... "mojolate!" Do something to build a tighter relationship with a client. Take an interest in a colleague's well-being. Reject some sales advice you disagree with (even from these emails!) and blaze your own trail.

Become a small giant, and carry your business on your shoulders!

*Small Giants*, B. Burlingham, Penguin 2005.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"You gotta have heart.... always fun to be a genius of course,  
but keep that old horse before the cart..."

E-type Jazz.

I used to work with a sales rep who didn't know much about the products he sold.

With great respect to a tremendous bloke, by his own admission he's not the sharpest knife. The technical details of our complicated products passed him by. In training courses, his eyes glazed over within 3 minutes.

But he was loved by his customers, his colleagues and his boss. And he sold product.

Why? Because he's the most genuine, caring guy you'll ever meet. His knowledge shortcomings were forgiven because he showed how much he cared about people - and they reciprocated.

## BIG PICTURE

Do you really care about your customers? Would you be upset if you never saw them again? Do you think they know it?

**details.**

Today, wear a little heart on your sleeve. Don't go crying in a customer's office, but find a customer you genuinely like and care about, and let them know it. A thank-you note, a passing comment, a token of appreciation, an above-and-beyond act of helping.

Show them you give a damn - remind them you're in the people business.

Have a MIGHTY sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

175,000.

Number of words in the English language.

*Power Sales Words* is written by a top US advertising copywriter. She explains the 12 laws to writing compelling copy (sales messages).

4 that stuck out were;

- **Decide your message** - be clear about what you are trying to achieve before you start writing - have a clear goal.
- **Be provocative** - open your conversation with a question, an interesting idea - get your audience engaged early.
- **Find your voice and stick to it** - write like you'd speak - it keeps it brisk. 'The language of persuasion should not be flowery'.
- **Choose your words wisely** - brilliant messages get lost in clichés, & Baby Boomers and Gen Y mightn't get each others lingo. Tailor your words to your target audience, let them create a suitable mood.

## BIG PICTURE

Do your sales letters, emails and presentations engage clients right off the bat? Do you use words your clients get? Would use themselves?

details.

Today, re-work a letter or sales blurb you'll be giving a customer. Think first, *what am I trying to achieve? From the first verbal bounce, have I given them a compelling reason to keep reading / listening?*

Keep the words tight - no flowers - but pick the words to suit the person opposite you. You've got 175,000 + to choose from!

(But if you ever use the words 'Like, ohmigod, totally whatever!', I'm taking you off this list...)

*Power Sales Words*, V Oliver, Sourcebooks 2006.

Have a MIGHTY sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Research is formalized curiosity. It is poking and prying with a purpose."

Zora Neale Hurston.

*Do your own market research* gives simple tips for asking questions of your customers (and those you'd like to be!).

Whether your survey is paper, the phone or face-to-face, the authors stress;

- **Be brief** - come straight to the point - people get bored with longwinded introductions (and find reasons not to answer your questions)
- **Be honest** - tell people why you are asking the questions, what you hope to achieve from it - don't b.s.
- **Justify the questions** - forget what *you* want the answers for - what's in it for the responder? The potential for better products, better service, the chance to be heard....why should they invest time answering?
- **Give assurances** - confidentiality concerns people, so put it to rest. If you want to use their name / personal responses, always ask permission.

Finally, *thank people* (gratitude is free, or just 50c for a stamped thank-you note) and *follow up* with them on the surveys outcomes.

## BIG PICTURE

Are you asking feedback questions of your current or potential customers? Are your surveys full of waffle, or short and meaningful?

**details.**

Today, start a small client research project - ask a couple of 'what do you enjoy most about doing business with me' questions in your sales conversations. Ask a question to uncover one area clients think you can improve.

And when people take time to give you feedback (no matter how small or painful).... thank them!

*Do your own market research*, Hague & Jackson, Kogan, 1995.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Know everyone, trust no-one, and paddle your own canoe."

Les Norton.

From the larrikin Australian novels of Robert Barrett, Les Norton is a larger-than-life nightclub bouncer from Bondi whose comedic adventures make *Underbelly* look tame.

Not sure about the 'trust' bit, I think there are a couple of sales lessons in his philosophy;

- **Get your face out there** - build personal relationships with as many people as you can. You never know who you can help, or will help you in return.
- **Don't rely on piggybacks or free rides** - the most successful people aren't anyone's passengers.

## BIG PICTURE

Do you know the people that can help you achieve your sales goals? *All of them?* Are you planning and paddling towards sales success, or waiting on someone to row for you?

**details.**

Today, make a plan to meet someone who could help your sales growth this week. A purchasing manager you've bypassed, an industry leader you've observed from a distance, a potential referral source.

Go and build a new relationship - don't wait for someone to introduce you, steer your canoe their way and say hi!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"If they succeed, it will be because they believe in the business and themselves."

Jenny Stewart.

Management author Jenny Stewart tells the story of a once-thriving cafe on the old road from Melbourne and Sydney. Run for years by a friendly energetic older couple, the business hit the skids when the Hume Highway bypass was installed.

On her last visit there, the elderly couple had let the shop go to pieces - the bypass had mentally defeated them. The cafe since has since been taken over by a young couple and is again doing extremely well, despite the bypass.

The above quote is the authors way of saying the new people aren't necessarily better business managers than the old couple.

But they bring new enthusiasm and energy to the role.

## BIG PICTURE

Have you ever seen experienced sales professionals get gazumped by someone still wet-behind-the-ears? New kids winning business that old dogs have struggled with? Banged your head against a wall before having fresh eyes fix the problem straight away?

**details.**

Today, don't put yourself out to pasture just yet. Take a difficult sales situation and look at it differently. Bring a fresh set of eyes in to give you another perspective. Go back to basics - what is this client trying to achieve by talking to you?

Push 'reset' and look at your client's situation like you were in day 1 on the job. Believe you can help them - sometimes it just takes a fresh look!

*The decline of the tea lady, J Stewart, Wakefield 2004.*

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

One mans trash....

*Antiques Roadshow* is a British TV series where members of the public bring in family heirlooms to be assessed by experts.

Teasetts handed down by Nanna, paintings that were hanging in the shed when the house was bought, figurines off the mantelpiece - it all comes out. Sometimes the ugliest, crustiest pieces turn out to be worth a fortune to particular collectors.

Not everyone thinks your Granny's hand-me-downs are junk.

## BIG PICTURE

Is there something about what you sell - a particular feature, a product line, an application - that just doesn't do it for you (and so you just don't sell)? Do you think everyone feels that way, or is it just your bias?

**details.**

Today, put on your antique appraisers tweed jacket. Even if you think a part of your offering is ugly or useless, cast a critical collectors eye over it. Who might feel differently? Why might this suit a certain type of buyer?

Decide who'd bid for it, and when you find them, adjust your sales presentation to appeal to that client (rather than apply your bias and not talk about it).

There is a buyer for everything!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"If I were a rich man....."

Fiddler on the roof.

Bill Gates finished up as the big cheese of Microsoft last week. The former richest-man-on-the-planet worth US\$58 Billion (give or take) is dedicating his time and wealth to the Bill and Melinda Gates Foundation. They aim, among other things, to rid the world of malaria.

In a TV interview, one of Bills closest friends, Heidi Roizer, said Bill will undoubtedly apply the same simple philosophy to his foundation as he did to running Microsoft...

- Know what you are doing
- Have an impact
- Do it in a different way

## BIG PICTURE

Do you know what you're doing - do you fully understand how you can help customers? Do you perform your sales role the same way as everyone else in your industry... or do you try to be different?

**details.**

Today, make a decision to nerd up on your products, your competitors, your customers business, their challenges or sales skills. Get smart - find out what you can be the industry expert on.

Then - decide to be different. Look at your industry, and be honest - what gets done "because that's just the way our industry does it". Break the mold - brainstorm with a friend, decide to try a different sales approach.

58 billion says Smarts + Innovation = High chance of success!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

And you thought you were busy...

Some friends of my wife and I have 10 children - all under 12 years of age.

Based in country SA, the husband runs a busy contracting business employing half a dozen tradies. The wife, between having and managing a small tribe of great kids,

- runs a small naturopathy business,
- helps her husband with his business,
- travels 4 hour round trips to the city 3 times a week to attend Uni, and
- just passed the GAMSAT exams - step 1 to getting into Med School.

This week? Driving all 10 kids halfway across the country to see the Pope in Sydney.

Put your workload into perspective?

## BIG PICTURE

Are you the busiest person in your business? The most energetic? The most efficient?  
Do you achieve more than your colleagues?

**details.**

Today, decide to get 1 new, important task achieved in your sales role - something that will pay dividends for you.

If you think you are already running at 110% and have zero time left... reprioritise.  
Drop a low return-on-investment activity, reschedule your day to make sure the most important things get done first.

Don't say you're too busy!

Have a MIGHTY sales day!



## BIG PICTURE

### details.

Daily sales tyre pumping from 42MSR

"The longer a shopper remains in the store, the more they buy.  
How long they stay in the store depends on how enjoyable and comfortable  
the experience is."

Paco Underhill, EnviroSell

Paco Underhill consults to the worlds biggest retailers, hiding between clothes racks and supermarket aisles to spy on shoppers and better understand purchasing habits.

2 simple discoveries he made for clients;

- A clothing store had a tie rack opposite a shirt display. They observed that when clients bent forward to look at a shirt, their 'butt brushed' the tie rack (which turned out to be a purchasing turn-off). By moving the tie rack, sales of shirts and ties went up substantially.
- A homewares store had clients spending up to 22 minutes browsing and choosing stock to purchase, but when they went to the checkout, there was a long wait. So customers often abandoned full shopping carts and left the store.

His take-homes - *'Amenability and profitability are inextricably linked. Take care of the former, and the latter is assured.'*

## BIG PICTURE

Do you think clients find you amenable? Do you give them space to think about potential purchases, or are you constantly 'brushing their butt'? Do you ever make your clients wait too long?

### details.

Today, for an impending client visit, ask yourself, "am I coming on too strong here? Have I given them enough information to choose, but not so they feel hemmed in?"

Decide how long your sales check-out line will be. "My commitment - I will get back to every client within .... hours of their request." Don't let tardy service be your undoing!

*Why we buy - the science of shopping, P Underhill, Obat 2002.*

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### Citizen journalism.

Blogs, or 'Web logs', are online diaries that anyone can create and post on the internet for next-to-nothing.

In his book *BlogWild!*, Andy Wibbels says blogs are now the first source of information for breaking global events. More than 70,000 new blogs are created and millions of 'posts' (new notices) added every day. Being cheap and easy, anyone can instantly self publish whatever they want. (The downfall - *anyone* can self publish whatever they want.)

Andy recommends business bloggers 'be the filter and the lens' for their clients - give them digestible, concentrated parcels of important industry news.

Think of a blog as a sales brochure that never ends.

## BIG PICTURE

Do you keep your clients up-to-date with important industry information? Do you get in front of them regularly, constantly, to stay front-of-mind (without giving them the irrits)?

**details.**

Today, review your top 10 client list. Ask yourself, "Am I in regular enough contact with these key clients? Do they see me as a valued industry advisor, or just a sales rep?".

Make a plan to stay front of mind - find important, valuable information that they will appreciate receiving regularly, constantly.... then commit to your milk run.

*(And get yourself onto to a good business blog. I've just subscribed to Seth Godin's - thanks Natalie!)*

*BlogWild!*, A Wibbels, NB Publishing 2006.

Have a MIGHTY sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"They see only dollars and dividends, not spirit."

Graham Cornes, on corporations taking over Aussie Rule football

*Bush Legends* is a book of tales about country football in South Australia.

Some apply 'never-let-the-truth-get-in-the-way-of-a-good-story'; others ridgy-didge yarns about bush footy characters.

- The short-sighted B-grader who took a flying leap for what he thought was the ball (turned out to be the shadow of an overhead crow).
- The barrel chested freight train who generated such momentum he couldn't stop when he reached the boundary fence, so leapt it and ran straight over a parked Volkswagen (sprig marks in the bonnet).
- The bloke who kicked the ball so hard, the outer leather separated from the inner bladder - one half went through the goals, the other through the points.

Tales that get taller with time, but as Graham points out in the books foreword, tap into what people love about grass-roots football - the sense of *community*, *team* and *spirit*.

## BIG PICTURE

What sense of community do your clients feel when they partner you? How do you share with them the *spirit*, the *mateship* that comes with being part of your team?

**details.**

Today, take a moment, define what it means to be your customer. Forget your products & services, but the intangibles - the spirit, the sense of community and team that you want customers to feel.

No idea? Pull some colleagues together to discuss it - '*What makes this such a special business, and what makes it special to be a client of ours?*'. Decide to instill customers with the 'spirit of your business', and begin discussing how.

You measure your business by \$ returns - customers measure it differently.

*Bush Legends*, A & M Madigan, Hyde Park Press 2003.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**If you want a job done....**

This week I spent a day down the coast with my family. At Horseshoe Bay in Pt Elliot, there's a big hill you climb to walk along the cliff face for great coastal views.

Lucy, my 4 year old, was tired ("Daddddddd, carry me...."). No, walk. No, carry me. Walk. Carry me. I could dig my heels in, or pick her up. My wife's words of wisdom entered my head ("Pick your battles...."). I wanted to see the views, she wanted a lift - the only way to get a win-win was to pick her up.

Soft touch maybe, but we both got our way, and no tears from either of us.

Then I made her walk home. (joking! :-)

## BIG PICTURE

Are there tasks you could do that would benefit a colleague or customer, but choose not to on principle ("*not my job*")? Are you cutting your nose off to spite your face?

**details.**

Today, identify a task that needs doing that you've stubbornly refused in the past. Something a colleague needs help with, a 'not-my-job' task for a client, something your boss would love someone to volunteer for.

Will it create a win-win for you and them? Then do it. Pick up the 4 year old!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Intelligence is reflected in the number of conflicting points of view you can simultaneously entertain."

Abigail Adams, former US First Lady

Last week a herbal medicine practitioner explained to me the holistic medicine process. First they evaluate a patient's physical symptoms; assess their lifestyle and surrounding environment and then review their emotional state before diagnosing and tailor-making a remedy.

The next day, I met with a pharmaceutical company rep and discussed a new drug being released. 15 years development, millions of dollars research and a large body of clinical evidence supporting its effectiveness and safety.

Neither party was very complimentary of the other's industry or fully agreed with their philosophies, but both had great sales lessons. **The Herbalist** - consider someone's *entire* circumstances before making a diagnosis. **Big Pharma** - the stronger your track record, the more *confidence* you possess and inspire.

## BIG PICTURE

Before deciding if and how you can help a client, do you try to analyse *all elements* of their business / personal situation? Do you have absolute confidence in the effectiveness and safety of your product or service? Does it come across to clients?

**details.**

Today, dig a little deeper. Ask 2 or 3 more questions of a client than you normally might. Make sure you fully understand your client's problems, the implications, the causes or what your proposed solution might do for them.

Then ask yourself - *have I got the track record to inspire my client with confidence? Am I showing it? Do my words and actions fill them with hope?*

Tailor a potion for your client, and show a track record that inspires confidence!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Sometimes you can't make it on your own."

U2.

On ABC TV's Q&A program last week, retiring Australian Foreign Minister Alexander Downer was asked what he would and wouldn't miss about parliamentary life.

He said he'd miss the argy-bargy with journalists and his opposite numbers in the Labor party. The thing he'd miss least was the burden he knew he left on his wife. He told how when his party won the previous election and would be going back into office for 4 more years, his wife wept at the thought of just what it would mean for their family. For the time he'd have to sacrifice with them.

He paid homage to his wife and how much of a load partners carry in this busy profession.

## BIG PICTURE

Who carries a heavy load for you in your sales role? Who's left at home holding the baby, or in the office picking up after you as you blaze off in search of new sales opportunities?

**details.**

Today, show some gratitude to your silent sales partners. A colleague processing your orders or packing your goods? Thank them. IT fixing your computer to help you get back onto the system to check your commissions? Thank them.

Your significant other that manages the house, family and non-work responsibilities when you work late or weekends? **REALLY** thank them!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**What's the thorn in their paw?**

Grande Lum is a Professor of Negotiation at Stanford University (uh-huh). In *One Tough Customer*, Professor Lum says that when dealing with a difficult customer, putting 'selling' aside is critical.

- Take ownership - ask the customer if you are doing something wrong
- Decide if difficult behaviour is strategy the client uses to get the best deal
- Acknowledge any negatives and how it impacts the customer
- Show how you understand them and their situation - expertise & empathy
- Don't dance around difficulties, no matter how uncomfortable
- Determine what's fair - where can you be flexible, and where's your line in the sand?

The take-home Professor Lum offers - always have a framework for negotiations, don't go into them winging it (or you'll get yours clipped!)

## BIG PICTURE

How do you deal with the difficult customer - the unreasonable, unrelenting and unhappy? Do you shut your barriers and walk away, or do you step into the fire and start asking questions?

**details.**

Today, if you come across a difficult customer, don't throw your hands in the air. Dig - ask questions, try and establish the underlying cause of their difficult behaviour. Be candid - if there's an elephant in the room, acknowledge it.

Then - propose a fair trade agreement. Decide where you can bend and where you need to be rigid.

The greatest opportunities can come from the most difficult circumstances!

*One Tough Customer*, R Zemanski, Selling Power, June 2008.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Take a load off, Annie, and put your load right on me."

The Wallflowers

Despite rules of avoiding religion and politics as sales conversation topics, the Pope's recent visit to Australia has me thinking of the church.

I'm not Catholic, but see the Confession booth as a great sales lesson. In the midst of their busy stressful days, many clients see speaking with sales reps as a chance to 'dump and debrief'. Use them as a listening post, someone they can vent to, air their frustrations, get things off their chest.

Its a compliment that they do this, and like a priest, top sales professionals take it seriously and understand the importance of their 'confessional duties'.

And until they've said their piece, clients aren't very receptive to your story!

## BIG PICTURE

How much time do you give a client, or encourage them, to use you as a sounding board? Do you launch headlong into *your* agenda before giving them a chance to purge about what's frustrating *them* today?

**details.**

Today, put your white collar on and lend an ear. Get the sense a client is having a rubbish day? Recognise it and encourage them to share.

Ask a client how their year is progressing, what's going well and what challenges they are facing. Then *listen without judgment*. Letting clients unburden to you is a great rapport builder, and they'll be more receptive to listening to how you might help them!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Anyone can steer the ship when the sea is calm."

Publilius Syrus

Having sales success with large complex accounts or collective client groups requires more than just your natural charm and rapport building skills. The best analogy I've got (remembering it's Friday) is to see yourself like the Coxswain of a rowing team;

- **You need more than one rower** - key accounts are too complex, worth too much and require too many contact points to leave it all on the shoulders of one person. And if *you* get pushed under a bus....
- **You need someone steering** - while everyone pitches in and does their part, someone needs to take charge and accountability for the client relationship.
- **You need to tell the right people when to row** - know when to bring your CEO to talk to their CEO; your tech guy to talk to their tech lady - you owe it to the client to get the appropriate people involved to help them.

The only difference - unlike a Cox, you also need to pick up an oar *yourself*. Its your account, so start paddling!

## BIG PICTURE

Who is in your key account sales rowing team? Do you hope everyone just naturally gets their oars in synch, or do you pull out your megaphone and direct activity?

**details.**

Today, get into your lycra and recruit some sales rowers for a key account you've struggled with. Who has the skills, the position title, the credibility to help you with different client contacts? How can you use them to best effect?

Building a key account sales team is sound business protection strategy, allows you to help clients at different levels and gives you a better shot at hitting your sales goal!

(Make sure when you win the account, they don't throw you in the river!)

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Don't take my word for it...

Case studies are a highly effective way of backing up your sales spiel.

Real life examples, happy customer testimonials, mental picture painting and story telling - case studies are a way of saying to prospective clients "*let's not just talk generally - let's look at real life experiences.*"

Capturing happy customer stories is an important repeat & referral business activity. The clients you interview put their happy experiences into words, paper or film, and reinforce in their own minds just how good you are.

Don't believe me? Let me show you how one of my clients .....

## BIG PICTURE

What happy client stories do you show prospects or discuss in sales conversations? Do you regularly update this bank of tales? Are there happy customers who might be itching to share their joy?

**details.**

Today, start or update a case study. Choose a client you are keen to build business with, and share a relevant happy customers story.

Best way to get testimonials? Ask! Get happy clients speaking positively about you, and seek permission to share their experience with others.

(And if their feedback isn't what you thought... you just learnt something you can get moving to fix!)

Have a MIGHTY sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"To lead the orchestra, you must turn your back on the crowd."

Max Lucado

Matt Harding - "Dancing Matt" - is a YouTube phenomenon. Matt was holidaying in Vietnam with a friend who suggested doing his funny party dance for the video camera. Proving popular with friends, he filmed his dance in 42 (yep) different countries he visited.

He put it on the internet hoping to bring a bit of joy to people.

4 weeks ago, the video had been watched online nearly 11 million times.

Recently featured on Ellen Degeneres and Australia's 'Sunrise' programs, Matt has inspired a wave of bad dancing across the world.

Sometimes you've just got to put yourself out there.

## BIG PICTURE

Truly happy in your comfort zone? Had an idea, a new initiative gnawing at your brain but scared to look like a goose? Is a tiny, short term discomfort really worth abandoning your amazing idea for?

**details.**

Today, take a leaf from a dodgy dancer. Step out of your comfort zone. Think you've got a new way to inspire your customers, your colleagues, your boss? An amazing initiative, a great story, a better way of doing things?

Do it. Take a deep breath and jump in. You might feel like a dill for a millisecond, but regardless of the outcome, you just showed more courage than most people!

(I saw Dancing Matt on TV yesterday, and realised today was BPD. #142 - a perfect fit! Thanks for your continued support and readership!).

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Doing great things for customers and not telling others about it is like weeing in your wetsuit. It makes *you* feel nice and warm, but no-one else knows its happening."

Marc Colquhoun, Eventscorp

Mark Stevens' *Your Marketing Sucks* is a cry for businesses to rethink how they communicate with customers.

He lists 7 reasons why most marketing campaigns, well, suck. 3 for me;

- **Don't go for generalities** - "brochures work for others, so I'll use them", "I built a website, because that's what businesses like ours do". Generalities are worthless, because every client situation is different.
- **Employ a 'swarming offense'** - take Coca-Cola, it's name is everywhere - signs, ads, web, sponsorships, flyers... they are omnipresent. To stand out in your market, you need multiple ways of touching your clients.
- **Put some innovation in your campaigns** - watch 5 TV ad's for SUV's, then try recalling which ad is for which car. All the same - get innovative.

His take-home rant - most businesses are afraid to accept that there is only 1 true measure of marketing effectiveness..... **sales.**

## BIG PICTURE

Do you trot out a general sales spiel to clients, or tailor each pitch to the person opposite you? Do you talk to clients in different ways, at different forums, with different materials? Are you remarkable compared to your competitor?

**details.**

Today, put the generic '*here's why we're great*' pitch away, and really tailor your conversation to the client opposite you.

Find a new way to speak to a client - an industry forum, new promotional material, set up a workshop, invite them out socially. Get out of the sales rep pigeonhole - show clients why partnering with you is different!

*Your Marketing Sucks*, M Stevens, Penguin 2003.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Know your stuff.**

A colleague I worked with in surgical sales was recognised as one of most knowledgeable and technically competent client resources in the industry.

He didn't just know our products (tricky enough) - he knew the in's and out's of competitors offerings, and the conditions our products helped treat. Orthopaedic surgeons wanted him in the room when they operated. When he offered advice or an opinion, clients paid close attention.

He wasn't slick willy, and he broke lots of 'sales rules' - but he knew his stuff, and it drove sales.

## BIG PICTURE

Forget your ability to make friends for a moment - do clients value and respect your knowledge? Can they rely on you for accurate, helpful information?

**details.**

Today, make a choice to become a product, service or industry guru. Choose a product, service or element of what your business sells, and start a personal study program to become the expert in your business.

More than that - become the recognised expert in your industry. When clients turn to you for trusted advice, you have an amazing platform to grow your business!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"They're boxy, but they're good."

Billy Crystal, *Crazy People*, advertising Volvo's

They aren't Ferrari sexy, and they aren't Porsche performers, but there is one thing Volvo prides itself on. As Australian MD Alan Dessels explains, "the guiding principle behind everything we make at Volvo is *safety*."

Volvo have just released their 'Mobility 2020 Vision' - the oasis on the horizon the company aspires to reach. The goal?

**No person will be seriously or fatally injured in a Volvo by the year 2020.**

Big call. But with this crystal clear vision, the company is planning every step it takes to achieve it.

## BIG PICTURE

What is *your* guiding principle for every client interaction you have? Are you crystal clear about what you want to achieve in 1, 2, 10 years time in your business? Your sales career?

**details.**

Today, decide - "If Volvo is synonymous with safety, then I, elite sales professional, am synonymous with .....".

Then - think of at least 1 thing you need to do, or demonstrate, to the next client you deal with to prove it!

Volvo are proud of their boxyness... define what you want to be renowned for!

*What innovation means for vehicle safety, A Dessels, Fast Thinking, Winter 2008.*

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### Cash or quality?

So I like the bloke. He swears too much and he chucks tantrums. He is also passionate, disciplined and unbelievably hard-working.

In a *Ramsey's Boiling Point* episode, the hot-headed Scot Chef took his crew to France as guest caterers for a gala event at the Palace of Versailles. Getting gourmet meals out to several thousand people was a change of pace from the small Michelin star restaurant he normally oversaw.

At the end of a frustrating (but largely successful) night, he was asked if he'd do it again (after all, they'd paid him a motza).

His response - "No - I had to compromise on quality tonight. #\*&% the money - worry about your standards!"

## BIG PICTURE

Do you have a standard of service you won't compromise on? Do you ever chase big jobs with stars in your eyes, knowing you'll have to miss dotting a few i's to get it done? How will it affect your reputation longer term?

**details.**

Today, look at a sales opportunity in front of you and decide - "what standard, what level of quality must I meet here?". Attention to detail, follow-up service, timeframes, communication, time with the client to make them feel good.... what's non-negotiable?

If it means resetting client expectations of you (at the risk of offending, or even losing work), ask yourself "If I compromise here, where does it end?". Decide where your standards are locked in!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Remove white space.

Task clumping (not krumping, dance fans) is a great time management strategy.

Think of it like a computer disc defrag (if you've never done this, it's probably well overdue). Over time, you add and delete files on your hard drive. You end up with programs scattered all over, with lots of white (blank) space in-between. Defragmenting it - or pushing the programs closer together - speeds the machine up because the computer has fewer, concentrated places to look for things.

Similarly, clumping common tasks together, rather than spreading them throughout the day, makes you more efficient. It uses momentum and minimises set-up and pack-up dead time. It can free hours in your day.

## BIG PICTURE

Are there routine tasks you perform that you spread throughout the day? Do they need prep work and follow-up each time? Are there things you could squeeze together in one time block per day?

**details.**

Today, pick a common daily task. Phone follow-ups, emails, quotes, emails, reports, emails.... rather than spreading them over the day, could some be clumped together in one time block?

Be flexible if its urgent (don't say 'sorry, phone follow-ups are at 4pm'). But if the world will keep spinning for a few hours without your email reply, then clump them together.

Defrag your day!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Clear the way.

In his fantastic book *Sales Blazers*, author Mark Cook discusses ways highly successful sales managers get the best from their team.

One principle is 'protect your people from distractions' - those things that keep them from doing what they need to be.

He interviewed direct reports of a successful transport sales manager. Sales Reps said 'he's not just our leader - he's a snow plough that clears everything out of our way so we can perform.'

It's like the sport of Curling (you know, where they slide a rock on ice and sweep in front of it to smooth the ice so it travels further? OK, long bow...)

Great sales leaders clear a path.

## BIG PICTURE

What do you do to clear a path for your clients and make it easier for them to buy from you? Do you know the potential obstacles you need to sweep away?

**details.**

Today, audit the 'barriers to purchasing' that stand between you and a client you've been working with. Preferred supplier agreements, budget constraints, lack of relationship, poor understanding of the benefits you can offer.

Pick up a broom and decide how you can smooth the path. Give the client a clear view of the partnership oasis in the distance, and get what you can out of their way!

*Sales Blazers*, M Cook, McGraw Hill 2008. **Highly recommended for sales managers!**

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"This evil Plan Z can't possibly fail!"

Plankton, Spongebob Squarepants nemesis

You've just uncovered a need the potential client has for your sales offering, and outlined clearly how your solution can help them. Things are looking rosy.

Then the curve ball comes out - it's the wrong size / shape / software version / not in this month's budget / won't match the curtains.

Had you pre-empted this? Did you prepare for such an objection?

Did you come armed with Plan B - the alternative way you might help these people?

## BIG PICTURE

How much time do you spend preparing for curve-balls? Do you know how to handle it when the rug gets pulled from under your sales feet? Do you have Plan B (and C, and D)?

**details.**

Today, for a common objection you face when speaking with prospective customers, build or refine 'Plan B'. Think about the type of objections that arise to derail Plan A.

Think about how you need to respond to this (don't cry), and decide when and how you can offer Plan B as a viable alternative.

Get all your eggs out of basket A... lest you drop it!

Have a MIGHTY sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

What goes up....

Cathode Ray Oscilloscope's are machines used by electronic techo's to measure voltage.

For the uninitiated, they have a screen that displays a sine wave (ok, getting too technical...). It's like a snake-shaped graph that curves up, then down, up, down...

The reality of sales roles is that, for every up (great sale, happy customer, fat commission cheque), there invariably comes the down (lost opportunity, disgruntled punter, lean month). Selling lives on one long sine wave.

The challenge - make your time on the down part of the wave as short as possible.

## BIG PICTURE

When the bomb hits or you lose your sales mojo for a moment, how long do you wallow in pity? What do you do to get back on the up-part of the curve?

**details.**

Today, build yourself an up-wave strategy. When the next sales slump or unhappy customer comes (and it will), have a plan for getting out of it.

Think about who you will call (colleague, boss, best customer) to get your head back in the right place. Find a way to remind yourself of the amazing things that your products, services, company and **YOU** offer. Pull out the sales smelling salts.

There is an up-wave to get back on - make the choice to do so quickly!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

The courage to say what others think.

Olympic fever! At the South Australian Premier's Games Appeal dinner last week, local icon Robert Gerard AO addressed the 1,200 strong crowd.

The larger-than-life business baron gave a hilarious forthright speech. It ran the 'has he gone too far?' line the whole way without really stepping over.

The things that made it stand out;

- His **passion** was raw and emotional - everyone saw where his heart was (and so forgave him minor verbal transgressions).
- He **thanked** the right people - complimentary of every person and group in the room... it allowed him to sneak a couple of sly digs in to the bigwigs.
- He'd **earnt the right** to speak his mind - as an enormous charitable contributor to multiple causes, he'd put his sizeable wallet in front of his mouth.

You mightn't agree with him, but you can't ignore him!

## BIG PICTURE

In a stock standard sales conversation, do you inject any raw passion? Do you thank everyone around you for their contributions? Have you earnt the right to speak your mind to a client?

**details.**

Today, find something about what you sell you can be animated about - share a glimpse of your absolute belief.

Thank your clients for their time, their efforts, their past business, and for giving you future opportunities. And before you give your 20c worth, ask yourself 'have I done enough for this client to have earnt the right to give them my opinion?'. If not - get busy earning it!

(PS Rob's vision - Commonwealth Games in SA in his lifetime..... Gold!)

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"If you can't get rid of the skeleton in your closet,  
you'd best teach it to dance."

*Shakespeare, The tragedy of King Richard.*

Microsoft's Vista operating system, with early software faults, has its share of critics.

So Microsoft recently gave its new operating system, codenamed "Mojave", to some of these critics to test drive. They loved it - fast, cool, awesome, all wanted to use it.

Then Microsoft told them - Mojave was actually Vista.

Those who'd been burnt by Vista in earlier days hadn't tried its recent upgrades, and clung to their belief it was an inferior system.

Microsoft's challenge is to address what it calls its 'perception opportunity' and break entrenched prejudices.

## BIG PICTURE

Are there clients that have a fixed perception of you / your business? Are there clients you've avoided because you have (potentially out-dated) ideas about *them*?

**details.**

Today, update some perceptions. Get in touch with a lapsed client you think might be out-of-date in their thinking about you. Give them a taste of how things are today.

Pick a client who's been in the too-hard basket for a while - get back in front of them, see if things have changed. Nothing stays the same forever!

*Is Microsoft's 'new' Mojave better than Vista?, J Schofield, The Guardian, 31/7/08.*

(Thanks Jason from Studio 357 Visual Communication for the article!)

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### Gut feeling.

Last Friday I drove 400km to my hometown of Millicent, and stopped 3/4 of the way for tea at Kingston.

In Millicent, I discovered my wallet was gone. Phone calls to the Kingston take-away and police were fruitless. The only answer - drive back an hour in pouring rain to find it. Sassafrass. All the places I looked, no dice.

Dejected, I headed back to Millicent. As the car hit 80 km/hr at Kingston town limits, I glanced out the passenger window. There, in a muddy puddle 4m off the road.

My wallet - very wet and squashed. Money, cards and soggy receipts present. Must have left it on the roof of the car while scoffing chips last night.

Sometimes you've got to trust your gut (rather than feed it).

## BIG PICTURE

Do you listen to your gut in sales conversations? When you sense something isn't right with a client, do you rationalise it, or probe a bit deeper to see if your feeling is on the money?

**details.**

Today, run your eye down your client list. Put your finger on a name that your gut says may not be 100% happy with you.

Go test it. Book a conversation, ask some questions, probe for satisfaction levels. If you find a problem, thank your gut, and get to work fixing it.

And if you don't? You just showed extra attention to an already satisfied customer! So thank your gut anyway!

(And now I need to go shopping for a new wallet...)

Have a MIGHTY sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"In a world where everything can be copied, it is the individual and their imagination that is the most important company asset."

Ken Hudson.

As businesses look for that elusive edge over competitors, innovation is a topic on every leaders priority list. Dr Ken Hudson from *The Speed Thinking Zone* says innovation is counter-intuitive to standard business rules. He gives 9 tips for businesses looking to be more innovative. 3 that stand out;

- Innovation is **more imagination than reason** - to fix client problems, you must transform existing information into new solutions. That takes imagination. The ideal customer response? "What a good idea!"
- Innovation is **more failure than success** - Innovation doesn't come from avoiding risk, and more times than not, innovations fail. Risk some failure - try new things - view failures as new learnings.
- Innovation is **more people than process** - Process is logical, linear steps, while innovation comes from left-field ideas that individuals create. Empowering people to think and create is more effective than documenting 'innovation protocols'.

Goes against most MBA curriculum.... but it works.

## BIG PICTURE

How much imagination do you apply to *your* customers problems? How many times do you approach your boss with the words "Here's an idea...?". As a sales leader, do you encourage your team to keep coming forward with (mostly) hare-brained ideas?

details.

Today, imagine your best client put you on their payroll, gave you carte blanche and a bucket of money. What would you do? Imagine Richard Branson took over their business - what would he do?

Set yourself a goal - come up with 5 new ideas for your clients or your business by days end. 4 will fail. 1 may work. But you wont know which until you run them all up the flagpole and see who salutes!

*The 9 secrets to breakthrough innovation*, K Hudson, Fast Thinker, Winter 2008.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Eight.**

Number of Gold Medals Michael Phelps is targeting.

If you've been living under a rock, you mightn't have heard about the greatest ever Olympian we are fortunate enough to see swim.

At the time of writing, Michael Phelps has 5 from 5, and has 3 more opportunities to beat Mark Spitz's previous gold medal haul record. You can't say enough about the technique, disciplines and ability of the bloke.

What interests me though is his motivation. Former champ Ian Thorpe said some months ago that he didn't think Phelps would get 8 - too difficult. Phelps has said he wrote this down and uses Ian's comments as a prime motivator.

He'll show him.

## BIG PICTURE

What are you striving to achieve in your sales role this year? What are you using as a constant, prodding motivator to achieve it?

**details.**

Today, take a look at December 31st 2008. What are you striving to achieve in your sales role by then? Write it down - define it - crystallise it.

Find your strongest motivators - personal pride, a commission cheque, an award, a particular clients praise, the ability to say 'told you so' to someone. Etch it in your head, and remind yourself of it daily.

*(Think Michael Phelps will be thanking Ian Thorpe right about now!)*

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Somewhere there is a map of how it can be done."

Ben Stein.

There's a group of shops near my office where a new kids clothes store recently moved in. Spent lots on ads in expensive magazines, nice brand image created, big sign out front.

8 weeks later they closed.

Us nosy neighbours speculate on why it failed. Armchair expert opinion - not enough homework done. The location wasn't right, neighbouring stores didn't complement them, and beyond print ads, seemingly little else was done to bring new people into the store.

Business plans don't have to be *War and Peace*... but you're on a hiding to nothing if you don't do *some* homework and planning.

## BIG PICTURE

How much time are you investing in planning where your business will come from in the next 6/12/24 months? Done your homework on who wants your stuff... why... and how you'll get them interested?

**details.**

Today, pull out pen and paper. Write a list - where will your best business opportunities come from in the next 4 weeks? 3 months? 12 months? Start with existing clients - who do you need to work to keep (and build more business with)? Then 'profile' - who is similar to these clients that isn't buying from you yet?

Don't leave sales to chance. Write the opportunities down - it stimulates thinking, and serves as a constant prodding reminder!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"You've got a friend in me."

Woody to Buzz.

Back in the '80's, Michael J Fox made a movie called "The Concierge". He ran front-of-house at a 5-star hotel while dreaming about building his own.

A hapless man stayed at the hotel with his wife and forgot his wedding anniversary. Without prompt, the concierge quietly arranged flowers, restaurant and show reservations on the man's behalf. His wife was none-the-wiser, and the man thanked the concierge profusely, pulling \$10 notes out to give a tip.

The concierge said "Please sir, put your bills away. It's part of my service. My job here is to make you feel like I'm the best friend you ever had. And when you eventually feel that way, I want you to come back and give me a tip so big, it's going to hurt."

## BIG PICTURE

How much in credit is your friendship with your best clients? Are they so grateful to you they would bend over backwards to help you? How big would your tip be?

**details.**

Today, give some concierge service. Something you haven't been asked for, or is even expected by your best clients. Some free information, an extra service, a thank-you, a business lead.

Top up the friendship kitty - keep working to earn the tip that will bring tears to their eyes!

Have a MIGHTY sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Question to involve.**

In his book *'How to run seminars and workshops'*, author Robert Jolles discusses 3 types of questions presenters use to engage participants;

- **Fact-based questions** - have right or wrong answers - good for testing knowledge, can be dangerous in group presentations (make people feel silly if they get it wrong).
- **Opinion-based** - "*what do you think about... how do you feel about..*", safer for most audiences, useful to take an audiences temperature, but answers often lack substance.
- **Case history-based** - get audience members discussing real or hypothetical situations; encourages them to think, tell stories and cite examples. The most engaging group presentation / training question style.

All have a place... you just need to figure out where it is!

## BIG PICTURE

Do you adequately tailor your questions for different audiences? Do your sales conversations ask clients for factual confirmations? Personal opinions? Examples and stories?

**details.**

Today, before a sales call, ask yourself "what facts or knowledge do I need to ask this client to share or confirm?" Allow the client to feel important and valued - get them to share a personal opinion with you.

Finally, encourage story-telling. The more time clients spend telling stories about their own business... the more you'll listen, the more you'll learn, and the more they'll enjoy your interaction!

(and that's good for sales!)

*How to run seminars & workshops*, R Jolles, Wiley 2005.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Always hold your head up, but be careful to keep your nose at a friendly level."

Max Forman.

Did you see Ussain Bolt win the Mens 100m sprint in Beijing? Made it look effortless. He expended more energy in his victory lap, multiple dances, poses and who's-your-daddy's.

You don't begrudge an athlete their celebrations - can only imagine what goes into achieving 'worlds best' in your chosen sport. It's when we perceive arrogance that we feel a little less charitable. While they are being more careful this time around, it's why some wore wry smiles when previous US basketball 'Dream Teams' fell over.

Australia hasn't cornered the market in humility (can medal in smugness when we choose). But our culture looks favorably on those that can be a little self deprecating. We like people who can take the bladder juice out of themselves.

## BIG PICTURE

Do you know how to laugh at yourself? To hold yourself to a high professional standard - but occasionally show your warts, humour and humanity?

**details.**

Today, in a sales conversation, if you feel the mood needs lightening, point the joke at yourself. Make light of your inability to program a video, to read a map, to match a clients skills / knowledge in a particular area. Don't be dishonest or play the fool, but relax a fraction.

It can pump up the clients tyres, it shows you are human, and by admitting shortcomings in one area, gives you a pass to shine your light in another!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### Copying the wheel.

Ruth Handler founded Mattel toys in 1944 and some years later came up with the worlds most famous doll.

Holidaying in Switzerland, she stumbled across "Lilli" dolls - German, ski-outfitted, more anatomically correct than the baby dolls they had in the US (supposedly modeled on Brigitte Bardot). She thought about her daughters making their own paper dolls rather than play with baby versions - they turned them into air stewardess' or college students.

She bought some of the dolls back to the US, had designers make them more conservative (shrink the chests, fatten the hips) and got a Japanese company to manufacture the first run of the doll she named after her daughter Barbie.

The most successful ideas aren't necessarily original - it's how they are applied.

## BIG PICTURE

Is someone else in your business doing something that's working well... or has the potential to with better application? Is a competitor? Is someone completely unrelated to your business, whose idea you could borrow and apply?

**details.**

Today, open your eyes and look around. Seen a great customer service initiative? What's stopping you doing it? Heard some great sales questions asked? Try them. Someone you know a brilliant manager of their time? Give their techniques a try.

Original ideas are great, but if you can build on or better apply an existing idea.... don't reinvent the wheel!

*Forbes Great Success Stories, A Farnham, Wiley 2000.*

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Always look on the bright side of life..."

*Life of Brian*

In my daughter's school newsletter this week, the 2 Principals wrote an article about kids self esteem.

They provided tips for parents to help their kids build and maintain positive views of themselves. 3 that stuck out;

- **Build on childrens strengths** - point out where they have done something well, celebrate their successes.
- **Tell children how you handle difficult situations** - reassure them that mistakes are a normal learning process.
- **Teach them how to reframe situations** and see things from a positive point of view.

The research shows high self esteem translates to kids that feel capable, worthwhile, and extend themselves.

## BIG PICTURE

Do you pump your clients tyres up and celebrate their successes? Do you reassure them how you will handle difficulties? When it all goes pearshaped, do you look at the half-full bit of the glass?

**details.**

Today, take the Principal's advice. Congratulate a client that's just enjoyed a success. Be candid about potential issues a new client may experience, and discuss how you'll deal with them if they arise.

Finally, smile and look at the lesson you learn when a sale falls in a heap. There's a positive in everything!

(Even getting sent to the principals office!)

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"You become 'real' when someone loves you. It takes a long time.  
That's why it doesn't often happen to those who break easily,  
or who have sharp edges, or who have to be carefully kept."

The Skin Horse in *The Velveteen Rabbit*

Margary Williams classic childrens story, now nearly 90 years old, is about a toy rabbit that wants to become 'real'. The Skin Horse (an old rocking horse) offers him this advice - that becoming real (in a child's eyes) means passing the test of time and being truly loved.

For clients to view you as a 'real' business partner, what tests do you need to pass?

## BIG PICTURE

Have you done enough for your clients that they love doing business with you? Do they see you as reliable, easy-to-deal-with, helping them through storms... or do they think you 'break easily...have sharp edges... need careful keeping'?

**details.**

Today, decide if your relationship with the next client you visit is 'real'. Make a bullet-point list of how you have demonstrated being easy-to-deal-with. Critically analyse the number of problems you've helped them overcome.

Ask them about their satisfaction levels with you. Read between the lines - do they think you are 'disposable when broken', or 'the favourite soft toy'!

(OK, so I have daughters.... but I'm sure *The Lone Ranger* has sales lessons too!)

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"People draft employment contracts with sunny days in mind.  
But it makes sense to plan for the breakup."

Grant Archer, Finlaysons

At a recent seminar on staff recruitment and retention, Grant Archer, a partner in Adelaide legal firm Finlaysons, discussed the importance of well-thought out contracts for new hires.

The challenge he identified is that employers need to make joining them look as attractive as possible (great talent being hard to recruit), while protecting themselves from the 'breakup' that so often occurs down the track.

Writing friendly yet watertight contracts is important from both marketing and business protection perspectives.

## BIG PICTURE

Do you get agreements with your in writing? Do they look 'good cop' friendly, while soundly structured to be the 'bad cop' if things go pearshaped? Do you make your expectations of a supply relationship clear and transparent upfront?

**details.**

Today, review how you confirm or close sales. In the words you use when entering an agreement with a client, are you comfortable they know exactly what is expected of them - their part of the deal?

Don't leave it to chance - get written agreement. A confirmation letter to sign, a formal contract, even an email. Make the tone friendly but clear. Getting a client to sign may be formality (and may not even hold legal water), but its another form of commitment for the client to make to you!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"If you're gonna be a bear, be a GRIZZLY BEAR!"

Mad Dog in *Cannonball Run*

In the privacy of your own company, think about this. It's the 28th of August. There's 125 days to go in 2008, and you have a clear choice.

You can go through the motions for the rest of the year and do the same ol', same ol' sales activities. Or you can grizzly up.

If you're going to be calling on customers.... call on one more. If you're going to offer customers service..... make it the most amazing service they've ever had. If you are going to be a resource to clients... become the world expert on how your products and services can help them. And if you're going to hit a sales target this year.... smash it.

Don't leave anything in the petrol tank - choose to step up a notch.

## BIG PICTURE

That nagging little voice in the back of your head suggesting one new sales-on-steroids activity.... what's it saying? Where can you step up a level in your customer service, solutions knowledge or activity levels?

**details.**

Today, don't die wondering. No-one else is going to do it for you, so make the grizzly choice. Start one new activity pattern - an extra sales call per day, an extra level of customer service, an extra study habit to become a guru.

Start it and stick to it. 125 days to make 2008 the most amazing sales year you've ever had. Starts now!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Facebook now has 90 million active users. Myspace? 110M.  
If they were countries, they would be in the 20 largest countries in the world."

Jenny Williams, Idea Garden

It's Marketing Week in Adelaide. Yesterday, speakers discussed the impact of new technologies and social networking websites on marketing.

Professor Brian Fine discussed research showing 95% of people regularly access the internet for something other than email. He said blogs (like this one) and online experience sharing means PR firms and marketing departments no longer control company messages - the public does.

Jenny Williams from Idea Garden discussed the proliferation of social networking sites (Facebook, Youtube, Myspace etc). She said Youtube now represents 10% of all internet traffic, and that 91% of social networkers buy on others recommendations.

Finally, Anthony Coles from ViaMedia Digital Marketing said technology is changing the face of marketing so quickly, clients struggle to keep up. So? Advertising and marketing firms should help their clients understand how technology can benefit them.

## BIG PICTURE

Is your sales message consistent with what customers read about you online? Do you track how much word-of-mouth business comes your way (or ask clients to spread the good word?). Do you help clients understand new technologies that will help them / their businesses?

**details.**

Today, check out your website and google your business. Your sales are being boosted or hampered by your web presence, so make it your business to know about it.

Ask a new client how they heard about you. If you aren't already, use the words 'please feel free to pass my name on ....'. Even better, ask for names yourself.

Finally, take on the role of IT adviser to a client you see struggling. If you can't because you don't know how... better start learning (ask your kids to teach you)!

Have a MIGHTY sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"There are no secrets to success.  
It is the result of preparation, hard work and learning from failure."

General Colin Powell

Last week I found it really tough to write these messages ("Yeah? Try reading them" you say...).

Busy week, cold mornings, new client services I'm building... motivation to put these freebie emails together took a hit. Thought seriously about stopping them cold.

Then I read some of the positive emails recipients sent over the past 8 months, and reminded myself why I started them in the first place. To be that constant, nagging daily reminder service for sales professionals. Reinforcing simple skills, practices and disciplines, over and over and over again. Nothing sexy - constant sales cadence.

So... sucked it up and kept typing. Still have a goal - 4,200 readers by years end. Will rest at the finish line.

## BIG PICTURE

Find it tough going through August? Ready to give up on some challenges in front of you? How much do you want the result? Who will you let down by abandoning it?

**details.**

Today, review a sales activity or client account you've found tough going lately. Take a step back and ask yourself - why did you begin down the path in the first place?

Think about who benefits from you pushing through the pain barrier - your clients, your employer ... but mostly *you*. If you down tools now, are you turning your back on your sales goal (and the benefits you've been gunning for)?

Hard work... but worth it?

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

“ ”

The sound of a client leaving you.

In their book "*The best service is no service*", authors Bill Price and David Jaffe discuss the consequences of poor (or non-existent) customer service.

They point to results of a Washington University study that asked customers what they did when they received poor service or when they received great service. The results showed;

- Both 'great' and 'poor' customer service got similar numbers of people telling other people about their experience (40 - 50%)
- 22% of people receiving great service took time to thank the supplier, but only 5% of people getting terrible service bothered complaining.
- Rather, they voted silently with their feet - 42% of clients getting poor service simply walked away to a new supplier.

It's not the noisy disgruntled customer that should worry you... it's the silent walker.

## BIG PICTURE

Do you view customer service as 'a separate department in our business', or 'my sole reason for employment'? Do you know why your last 5 clients left? Do you know why 5 others have stayed?

**details.**

Today, start with the happy campers. Ask 2 or 3 established clients which customer services you give them that they value. Ask what else they might like or prove beneficial for them / their business.

Now, the silent walkers - look a few up. Be respectful of their choice, ask questions in the name of improving future services... but find a way to give them a voice. Dig for why they walked. Anything you can do about it?

You always need to give squeaky wheel clients some grease... but don't forget preventative maintenance for the quiet ones!

*The best service is no service*, B Price & D Jaffe, Wiley 2008.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

One for you, two for me.

Any good sales activity should have at least 3 purposes.

The first - to benefit **your client**. Provide them with a solution to a problem; give them something they want or need.

The second - to benefit **you**. Get a sale, learn new information, forge a relationship, build a reputation with the client.

The third? To benefit **someone else down the track** - a future customer you may not even know yet. How? By practicing and refining your question skills, your sales presentation, your negotiating. By building your experiences and stories you can turn into sales anecdotes and testimonials. By seasoning you, better preparing you to help the next customer.

You might sometimes blow purpose 1 and 2.... but you can always achieve purpose 3.

## BIG PICTURE

Do you plan to achieve 3 things each sales call? Do you think beyond WIIFM - 'what's in it for me'? Have you got tomorrow's customer in your head before talking to today's client?

**details.**

Today, before going in on a sales call, set yourself 3 goals. First - to help the person you are calling on. What do they want or need, and how can you deliver for them?

Second - to help yourself. What would you like to leave the conversation having achieved, what's your desired return-on-investment for your time and energy.

Finally, if nothing else, what would you like to take out of this call to help you in future sales situations? Some surprises might be dished up, but you can still plan to achieve positive outcomes for future customers!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Always leave a little salt on the bread..."

Ikey Solomon in Bryce Courtenay's *The Potato Factory*

On last weeks episode of UK's version of *The Apprentice*, two teams of wannabe entrepreneurs had matching budgets to buy wholesale fruit they had to resell. Group with the highest profit wins.

The girls team flogged the guys. Amid whoops of delight, Sir Alan Sugars (UK's Donald Trump) shot the ladies down. Turns out they made more money by paying less for their produce, using 'youthful feminine wiles' to con free, cheap or dodgy fruit from the older male wholesalers.

His comments - 'you made more money, but you scr\*wed some people out of their livelihood, and you sold the public inferior product. That's bad business'.

Even Bryce Courtenay's depression-era conman knew the value of giving a little extra to everyone you deal with... you may need them again one day!

## BIG PICTURE

Is there anyone in your industry - client, competitor, supplier, channel partner - who'd say you once 'stuck it to them'? Do you adopt the high moral ground and long term perspective in every business dealing?

**details.**

Today, find a way to leave some salt on the bread. A client you are dealing with - find a little extra you can give them at no charge. A supplier - help them with something or thank them for their efforts, even if you see no immediate benefit to your business.

A competitor - praise them to someone! Be genuine (and preferably in a situation that isn't disadvantageous to your business), but look for chances to sing others praises. You never know when you'll need their help!

Have a MIGHTY sales day!

## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

I can feel it in my water...

Editor of *Selling Power* magazine Gerhard Gschwandtner suggests there are 3 levels of sales performance. The first he calls '*pitch and pray*' - people who use gift of the gab to tell anyone listening about what's in their bag.

The second group - '*process is progress*'. They work to understand a clients buying process and try to fit it. Fine much of the time, but not all customers buy rationally.

The third - '*collaborating and co-creating*'. These people suspend their preoccupation with pitching and processes, and start diagnostic conversations with clients to help them create a new agenda. He says the 4 characteristics of level 3 salespeople are;

- **Curiosity** - honest, inviting, casual and engaging
- **Listening** - they put preconceptions to one side and listen to inspire trust
- **Helicopter vision** - take a big picture perspective of the clients situation
- **Intuition** - they trust what their gut says when the client is talking, and run with it

## BIG PICTURE

What level of sales performance do you live at for most of your sales calls? How well do you demonstrate cat curiosity... apply ninja listening... adopt helicopter vision and run with your women's intuition?

**details.**

Today, live in level 3. For each sales conversation you enter today;

- be genuinely curious about an element of your clients situation / business
- listen like the client was about to tell you the winning X-lotto numbers
- think about what else is going on in this clients world at present, and
- if your gut is telling you to proceed a certain way... listen and act!

*How to reach the next level of selling*, G Gschwandtner, *Selling Power*, August 2008.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"You don't have to attack all the time, kill yourself,  
and then 2 days later pay the price."

Aldo Sassi, Cadell Evan's coach

The athletes in the room might be familiar with the term *cadence*. In cycling, it means the number of times the pedals are turned per minute - the frequency.

Cyclists and runners measure and try to establish a cadence that is comfortable and has them working most efficiently.

Cadell Evans coach suggests the reason for his charge's success in the worlds most grueling 2 wheel race isn't because of his sprinting ability or his climbing talent. It's because of his consistency.

Consistent cadence wins the Tour de France. (well, almost...)

## BIG PICTURE

Do you cruise through the early part of the month, only to sprint towards your sales target in the final week? Are there consistent sales activities you should be doing over and over each day to prevent the mad dash?

**details.**

Today, decide on some important sales cadence activities - the unsexy routine stuff you know you need to do frequently for great results.

Daily action plans, pre-call checklists, post-call note writing, a prospecting hour, a phone follow-up session. Decide on the disciplines *you* need to do consistently each day. Then begin. Today.

Remove peaks and troughs - find an effective, reproducible sales cadence!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Worried about dry skin? Concerned about wrinkles?  
Well, visit a burns unit and get some perspective."

Shaun Micallef

My family buys a brand of soy milk (yes, I know) with a plastic screw cap on top of the tetrapak. You can still open it old-school-rip-the-cardboard style, but they've marketed it as 'easier, more convenient opening'. Innovative.. meeting customer needs...

Last week, I saw a standard carton of milk on the shelf. A closer look revealed the words 'No plastic caps - environmentally friendly' written where the cap lives on our carton.

Political spin doctors at work... there's an argument to appeal to everyone.

## BIG PICTURE

Is there only one line of argument for buying your products or services? Can you entertain opposite points of views... appeal to buyers at different ends of the spectrum?

**details.**

Today, build a flip-side sales position. Take everything your best clients loves about doing business with you... and imagine a potential client who wants the complete opposite.

Can you accommodate them? Are there other approaches you can take to convince them that choosing you is right for them?

Be devils advocate... break old thinking patterns and consider the flip side!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Every day you work in your business you will learn something new,  
and there is joy in that."

Professor Lance Chambers, *Small Business in Australia*

Professor Chambers' bible for new businesspeople highlights the 3 most common reasons businesses fall over in the early days;

- Pre-opening homework wasn't done correctly (they incorrectly estimate market size / forces / required expenses).
- They don't sell enough.
- The effort and expertise required to sustain the business wasn't there.

As small business people (who just happen to contract themselves to an employer), sales professionals might think long and hard about the 3rd one.

## BIG PICTURE

Are you prepared to put in the daily effort needed to achieve the sales target you covet? Do you have the expertise to find, help and deliver market leading product and service solutions to a customer group that will pay for them?

**details.**

Today, do an 'effort and expertise' audit.

Review how much time you dedicate each week to finding new customers, serving existing customers and converting 'conversations' into 'sales'. Is it enough?

Confront the truth - are you the guru in your industry? Do customers see you as the most learned in your field... a trusted advisor... a savvy businessperson?

Don't let your sales business fall over from lack of effort or expertise - those things are within your control.

*Small business in Australia*, Prof L Chambers, Wiley 2002.

Have a MIGHTY sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'Leadership and the art of failure'... 'Luxury brand management'...  
'Climate change and corporate management'...

Units now offered in Australian MBA programs

I attended an MBA Expo on Tuesday (market research). *The* post-grad qualification to get in the '90's / early 2000's, it used to come in vanilla flavour, when all most wanted was 3 letters to whack on the CV.

Now... there are MBA's, Executive MBA's, Online MBA's, Transnational MBA's... you can subspecialise in dozens of business streams.... you can pay anywhere from \$15K to \$130K for the course... you can do it in 3 years or as little as 12 months... their marketing glossies put Fortune 500's to shame... some even offer free ipods when you sign up!

A once standard qualification has been re-engineered, sub-specialised, hypermarketed and opened to global competition. Choose a flavour to suit.

## BIG PICTURE

Are you offering your clients a vanilla-flavored product or service? Or can they have chocolate, hokey pokey or sprinkles if they want? Do your clients see you as a specialist or a generalist?

**details.**

Today, put yourself in a clients shoes and compare your offering to that of your closest competitor.

Decide what's more specialised.. more targeted.. more refined about your product or service offering. Think about what you can do for clients that will specialise you away from the competition. A value-add, a flexible alternative, service level choices... it's in your court.

Vanilla's nice... but its nicer to have a choice!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

'There are no facts, just interpretations.'

Nietzsche

Marty Kellard and Ian Elliot are ex-ad industry guru's who've written a cracking book called *'Stop bitching, start pitching'*. These guys won 78% of the sales pitches they gave to ad clients, including the Sydney Olympics & Hyundai (versus industry average of 25%.)

They outline a 9-step process for developing bids to win new business. In the second step, they recommend creating and delivering a *'James Bond brief'* for the bid team. You know, where 007's boss M takes a minute to bring the Martini-drinking hero up to speed on a situation, the problem, the timing, the mission dangers and who's involved.

Translation - before tackling a big sales opportunity, gather some allies together and give them a clear snapshot of what's going on. It helps you clarify your own thinking, and allows others to give input and alternative perspectives on how you might move forward.

## BIG PICTURE

Before tackling a great sales opportunity, do you assemble a bid team or a panel of advisors? Could you brief them on the situation - problem - timing - dangers and people involved.. and get a different perspective?

**details.**

Today, play the role of M to a panel of sales bid advisors. For a big sales opportunity you are pursuing, get a few people together for a Bond brief. Your boss, your colleagues, even a non-salesperson.

Prepare and deliver to them a clear overview of what's happening with the client, what their problem is, when and how you're moving forward, what dangers lie ahead for you and who's ongoing assistance you'll need. Get their fresh impressions and alternate perspectives.

Don't rely solely on your interpretation of the opportunity - consult your 007's!

Have a MIGHTY sales day!

## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Everybody wins a prize...

Woo hoo! Managed to avoid the Adelaide Show for another year! Ebenezer Scrooge - saving the money to pay for kids therapy (err.. because I didn't take them to the show..). But it might have been tax deductible because Carny folk offer great sales lessons

- **They make it look easy** - how hard can it be to hit a duck with an air rifle from 5 feet?
- **Put something in punters hands** - the 'puppy dog' sell - once you grab that dart, you just want to throw it at the balloon!
- **Have a punchy spruik** - 5 second clear benefit statements, irresistible to kids.... (and dad's showing off)
- **Advertise the prize** - big pink bears everywhere!
- **Make it fun and everyone wins** - give people a few giggles, and make everyone feel like a winner (even with a 50c water pistol)

How about you, Ma'am? Sir?

## BIG PICTURE

Is dealing with you as easy as popping balls in the clowns mouth? Are clients crystal clear about the benefits of doing business with you? Do you make the sales process enjoyable and beneficial to everyone?

**details.**

Today, put some sideshow magic in your sales calls. The next client you see, decide what spruik would most interest them - share a clear benefit statement that will be most appealing to them.

Put something in their hands - a sample, a brochure, a price list, a proposal - and show them the balloon they can pop with it.

Finally - show them just how easy it is. No bent air rifles, blunt darts or basketballs too big for the ring - just simple and easy benefits for them!

"Now the carnival is over..."

Have a MIGHTY sales day!



## BIG PICTURE

### details.

Daily sales tyre pumping from 42MSR

"We weren't hitting the 8 - 28 year old demographic... so I released a rap song."

Vili Milisits, Baker

As a young man, Vili Milisits fled communist Hungary and came to Australia with only the clothes on his back. He started making cakes in Adelaide, and now 40 years on, employs nearly 200 staff and exports his famous Vili's pies and pasties right around the world.

At a business seminar yesterday, he shared his 3 keys to success;

- Ask your consumers what they want - and then go make it
- Focus on delivery - do it on time, and deliver the quality you promised
- Charge your clients appropriately for the products you offer them

His catchcry is '*Taste the difference*', and when competitors hand out price lists and brochures at trade displays.... he hands out pies.

## BIG PICTURE

How often do you ask clients what they would like from you? When you make a promise, how hard do you work to deliver that promise.. and more? Are you comfortable with your asking price?

### details.

Today, in your own words, ask a client '*what is it you'd really like / value from a supply partner? To make your life easier? What extra help would remove some pain?*'

Take your sale a step beyond 'closing' - when a client signs an order, work double time to deliver on what they expect (what you promised).

Finally, critically assess the price you're asking. The moment you think about discounts, ask yourself '*am I devaluing what I offer this client - my service?*'. If you provide a premium product and a premium service - what message does a cheap-as-chips price send?

(A dodgy rap singer, but try his beef rendang pie!)

Have a MIGHTY sales day!

## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Meetings - the popular alternative to work.

Verne Harnish is known as the business "Growth Guru". Columnist for Fortune magazine and consultant to Goldman Sachs, IBM and Nike, Verne spoke in Adelaide on Monday about internal staff meetings. He said;

- **Meetings need structure** - for sales teams, he advocates daily (yep) meetings between the rep and the boss - even just 3 minutes on the phone for an overview of what's happening (days key activities), a daily metric (how your sales are tracking) and where you are stuck (get your biggest challenge off your chest).
- **Meetings need rhythm** - he advocates daily meetings (small and short), supported by weekly team meetings (1 hour) supported by monthly meetings (4 hours discussing the biggest issue and how to manage) supported by quarterly / 1/2 yearly meetings. Choose your rhythm, but make it consistent.
- **Good meetings save time** - by nipping little issues in the bud daily, or collectively workshopping bigger issues weekly and monthly, teams actually save bucketloads of time down the track.

His suggestion to managers - if sales people don't want to ring in each day, offer the less-palatable alternative - "fill in this report daily....". Watch the phones light up.

## BIG PICTURE

How often do you phone the boss for a debrief, update and get the rubbish off your chest? How much structure and planning do you take into your sales meetings?

**details.**

Today, start a new meeting rhythm. Don't wait for the boss to schedule them - take the lead and build a regular chat with your manager and / or colleagues. Put some simple rules and structure around them - have a time limit, and keep the conversation on track - key sales issues and ideas for dealing with them.

And if you're going to be having these meetings? Don't double up with 42 conversations about the same issues during the week - save them up, and save time!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"If you have a problem, and no-one else can help.."

The A-team

On ABC's *Enough Rope* program this week, host Andrew Denton interviewed controversial Sydney Neurosurgeon Dr Charlie Teo.

Hated (his word) by many in the surgical fraternity, Dr Teo markets himself as the guy to turn to when no-one else thinks they can remove your brain tumour. He wears his heart on his sleeve and readily admits to getting emotionally involved in work ('I treat patients like I would treat members of my own family'.).

When responding to claims his medical colleagues dislike him for offering patients 'false hope', Dr Teo said "There's no such thing as false hope - there's only hope. There are false promises though, and I give patients no promise of a cure.

But if I'm in someone's head, there is no-one who will be more determined, more focused or more dogged at getting the tumor out than me."

## BIG PICTURE

Do you offer your clients hope, or promises (and are you 100% sure you can keep them)? Are you the most determined, focused and dogged supplier your clients deal with?

**details.**

Today, for a client you'll see, dig a bit deeper than the 'features and benefits' statement. What are they truly *hoping* you can do for them - not just their business - them? Can you commit to having a red hot crack at delivering that hope?

Make a choice - decide that you will be more determined, focused and dogged at delivering this client hope than any competitor will. Decide the investment you'll have to make to do it..... and do it!

(It's not brain surgery!)

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"It's the worlds coolest suggestion box."

Stephen Lawler, on Bill Gate's Think Week reading list.

Twice a year every year, Bill Gates squirrels himself away in a lakeside cabin to think. 7 days, 18 hours a day, no other human contact, and a pile of papers, reports, books and idea submissions. From early morning until 3am, Bill reads and thinks.

It's this removing himself from the daily machinations of Microsoft that Bill says has given rise to many of the directions the IT industry takes today. Employees can send him reports and ideas for new technology they think Microsoft should investigate and how to deal with problems. He'll read and think about them.

In solitude, in a remote lakehouse, one of the busiest guys on the planet dedicates time to thinking.

Do you?

## BIG PICTURE

Busy? Likely to change? Can't find time to scratch yourself, let alone think? Are you really busier than Bill Gates?

**details.**

Today, forget about a Think Week - find a *Think 15 minutes*. Between sales calls, before you put your Weet Bix in the bowl, as you sit under a tree in your car eating a sandwich.

Send the phone to message bank, and dedicate your head to the biggest challenge you are facing in your business. How could you fix it, what would you like to achieve, what could you try, who else has solved this issue?

Find a block of time... and turn it into a regular weekly habit. Bill seems to do OK.

"*In secret hideaway, Bill Gates ponders Microsoft's future*", R. Guth, 2005, WSJ.com.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Give thanks and congratulations.**

In Australian capital cities last week, people lined the streets to cheer parades of returned Olympic athletes.

A chance for the public to congratulate those who gave their very best in the highest sporting arena. Some got medals, and many hero faxes, and no doubt all celebrated with their nearest and dearest. But these parades allowed those who screamed 'go you good thing' at the tele to thank them in person for the lounge room excitement.

It costs nothing but a little time and effort - but I bet the buzz for the athletes lasts a lifetime.

## BIG PICTURE

What extra effort and time do you invest in thanking clients who've been loyal to you? To congratulate them when they've had a win? Both privately and publicly?

**details.**

Today, find a client to thank and congratulate. Someone that's just been a sales rock for you - let them know how much you appreciate it. Pick up the phone, drop in, put on some warm fuzzies.

Got a client that's recently had a great personal or business success? Don't let it slide by unnoticed - cheer them. A note, an email, a banner out the front of your business like the church signposts you see today.

Give someone the buzz of a personal ticker tape parade!

**(A dose of my own medicine - THANK YOU to the loyal clients of 42MSR - it is really appreciated!)**

Have a MIGHTY sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

### Is the client always right?

In his article '*Who's driving this train*', Dr William Brown discusses why salespeople often struggle with manipulative clients (people who try controlling you for their own purposes).

He says salespeople are often ineffective with manipulative clients because;

- salespeople need and seek constant approval
- their greatest fear is that they won't be liked (manipulative clients know this!)

He offers 2 strategies dealing with those trying to manipulate your better nature;

- **Compensate** - if you are visiting a client you know can verbally outmaneuver you, give them a written proposal. If they say no to nearly all proposals, find smaller things you can get them saying yes to.
- **Be task-focused** - rather than getting caught up in the emotion of manipulative conversations, leave your ego out of it and focus on the specific task elements of the sales process.

## BIG PICTURE

Do you ever deal with clients you just know are trying to mess with you or get a blatantly unreasonable deal? Do you always aim to please, even when you know deep down the scales aren't fairly balanced?

details.

Today, earmark a client that tries to manipulate you unfairly for their own gain.

Find a way to shift the playing field - if you know they'll try emotional blackmail or sob stories, keep your presentation factual. If they are cunning wordsmiths, write down your proposal - use a communication medium you will be more confident with.

If you think you can help them and want the manipulators business, change the rules!

*"Who's driving this train?"*, Dr. W. Brown, *Selling Power*, August 2008.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Take your blinkers off.

Not for the light-hearted, I've taken the last 6 months to chip away at a book by Nassim Taleb - philosopher and Professor in the Sciences of Uncertainty. Ooof.

One of the concepts he discusses is called *Domain Specificity*. That is, the difficulty people have in taking a lesson they learn in one area of life, then applying it in another. Like why we catch the elevator up to the 3rd floor of the gym and then get on the treadmill. Or why salespeople use superb presentation skills with clients, but make blunt requests once back inside their company.

He says 'logical problems approached one way in the classroom are treated differently in daily life'. Great breakthroughs are made when you can transfer what you learn in one domain to another.

## BIG PICTURE

Do you ever watch someone - a colleague, a client, a competitor, a stranger - and ask yourself 'what can I learn from their actions'? Have you considered the behaviours that make you successful in one area of your sales role... and applied them in another?

**details.**

Today, shift your knowledge between domains. Think about the greatest client meeting you've had in the last month, and critically analyse why it was so great (what did you do?).

Build a list of 3 great behaviours you applied, then plan to apply them to a different type of client - someone with a different problem, or a work colleague, or even in a chat with your boss. Take the blinkers off, and transfer lessons from one area of your sales life to another!

"*Black Swan*", N Taleb, Penguin 2007.

(The heaviest book I've ever read, but worth the effort if you're up for a challenge!  
Thanks Doug!)

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Omnipresent.**

We stayed at a holiday house a while ago, owned by a lady that also owned a homewares store. Very cleverly, the house was decorated with beautiful stuff that could be purchased from the shop at a discount rate. Great product exposure.

Soft drink makers place their product in movie scenes. McDonalds pays rappers to include their name in song lyrics. Pharma companies are masters of the leave-behind promotional pen and desk thingy's.

Consumers are savvier and perhaps jaded with omnipresent ads. But the ways to put and keep your product name in front of clients just seem to grow. Compete for your piece of noise, or create a new noise.

What are you doing to keep your name in front of clients when you leave the room?

## BIG PICTURE

Do you find creative, non-intrusive ways to keep your name front-of-mind with clients when you aren't there? How do you keep your smiling face front-of-mind when your client has a need for your product or service?

**details.**

Today, come up with a new way to be there when you're not there. Create a useful tool for your client branded with your name or picture. Set up a weekly milk-run with a client so they become accustomed to 9am Tuesday being 'Troy' time.

Heaven forbid, create a daily e-newsletter with weird and wonderful stories that makes the Blackberry beep at 5:45 each morning.... build a new front-of-mind technique for your name!

And now I think I'll relax with a nice cold Coopers Pale Ale.....

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Old grey mare, she ain't what she used to be...."

Had a day off and took some visiting family to a winery on Monday. Hugh Hamilton's, McLaren Vale, Shiraz country - great views and grape juice.

The lady serving made our experience fantastic - enthusiastic, interested and made us feel like we knew what we were talking about (when we don't). Then she poured a glass of Merlot to try. "Merlot... ah, we'll pass, thanks though!".

Her next words were "I know why you say that - I want to change your mind about something though... give this a little try". So we did - and we did. V good.

She earned the right to be bold and challenge our pre-conceptions - and she did.

## BIG PICTURE

When a client gives you an opinion you disagree with, do you feel comfortable challenging it? Can you back your opinion up? Have you earned the right to be so bold?

**details.**

Today, earn the right and boldly go where sales reps fear to tread - find a way to tell a client they are wrong. An outdated opinion about your products or services, an industry perception that has shifted, some new information you have that the client hasn't got the benefit of yet.

Make sure you have built your stock up with the client to be credible, and then find the right words to challenge their thinking. Make sure you can back it up, and don't let it sound like you're telling them to suck eggs.... but don't leave them under a misapprehension!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"If Columbus had turned back, no-one would have blamed him.  
No-one would have remembered him either."

Anon

This weekend, John McCain and Barack Obama started their head-to-head debates to argue who should become the next US President.

Lance Armstrong announced he would return to cycling (first stop Adelaide - woo hoo!) and strive to win an 8th Tour de France.

In the AFL Grand Final on Saturday, Hawthorn threw everything they had at hot favourites Geelong... and came out with a premiership.

People daring to achieve something remarkable. Put themselves in the mix for the big wins, and risking public humiliation if they fail.

Do you want your win badly enough to risk the pain of falling short?

## BIG PICTURE

What's the big win you've been pursuing in your sales career? Is it vivid enough in your head - do you want it badly enough to risk massive failure? Are you prepared for what will happen when you fall flat?

**details.**

Today, plan to fail. Think about the big sale / promotion / client / proposal you've been working on, and what extraordinary efforts you'll need to implement to make it happen.

Then imagine it failing dismally. What's the worst that will happen? How will you get up, dust yourself off, and keep moving forward? Do you really want it?

Geelong are licking their wounds today - but I bet they'd risk the same failure tomorrow for another chance to enjoy what Hawthorn have right now!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"No pressure, no diamonds."

Mary Case

My data projector went phhhhhh just as I was about to start a workshop last week.

I took it to the repair centre where a maybe-20 y.o. receptionist managed the counter by herself. 3 customers in front of her and a phone ringing off the hook. Perfect opportunity for a meltdown or curt attitude. Not this Gen Y. She kept her head, calmly placed several people on hold, took messages or redirected calls, all without making the clients at the desk feel like they were lower priority than the phone. She didn't rush us, but was efficient and friendly. Everyone left happy. Calm under pressure.

Taken a leaf out of her book - will try displaying that calm next time my data projector goes phhhhhh!

## BIG PICTURE

When the client loses their cool and gets flustered, are you calm and collected? Do you give clients a sense that they are your number one priority, even when they can see you are flat out?

**details.**

Today, take a chill pill. Go speak to the most frantic client you have, and offer them a level head and some sensible, stable assistance.

Even if you have 42 things on your plate, commit to offering everyone you deal with today your complete, calm, focused and friendly attention. Regardless of your sales house being on fire, give everyone the impression that they are the most important person in your world at that 1 point in time.

Zen customer service!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Don't eat the marshmallow.**

Getting old... watching more ABC. On *Enough Rope* last night, Denton interviewed Professor Julian Savulescu, Head of Practical Ethics at Oxford University, who discussed human genetic alteration and other inflammatory stuff.

What interested me was a study he discussed where researchers put 3 year olds in a room and stuck a marshmallow in front of each. The grown-up said "*I'm leaving the room for a moment - don't eat your marshmallow, and if you don't, I'll give you 2 when I come back*". Outcome - some scooped it, some didn't.

The researchers followed the kids for 10 years and found those with greater impulse control - who delayed gratification and didn't eat their marshmallow - were doing significantly better in school, had more friends and were more motivated to succeed.

Do you go for the marshmallow, or have you got the vision to hold out for 2?

## BIG PICTURE

When the months sales number looks grim, do you race around offering special prices and discounts left right and centre? Or do you stick to your longer term strategy - continually investing in client relationships and waiting to harvest when the time is right?

**details.**

Today, exhibit sales impulse control. When the urge to say to a client '*OK, have it for 20% off!*' hits, bite your tongue for a second. Ask yourself, "*what's the long term consequence I'll pay for this small, short term gain?*". Every dollar you discount is another you have to find to hit your target.

Trust in your long-term strategy - have the courage to delay gratification.

*(But never stop asking for more marshmallows.....!)*

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Call notes designed to help your customers.

In her book *May I help you?*, Jillian Mercer gives tips for providing outstanding customer service.

Discussing the importance of making written records of customer conversations, she shares a story of a friend's physiotherapist that keeps fantastic notes of client treatment sessions. Over a 6 year period, the physio's notes told him that her friend had a 3-year cycle to her back pain. He identified that at about 2.5 years, the patient gets complacent with back exercises, and their old injury flares up.

By making her aware of this pattern, the patient now looks out for early twinges and gets more diligent with exercises. As a result, the physio has reduced the business he gets from this client - but has picked up a bucket of referral business from a happy customer.

## BIG PICTURE

Do your records help your clients avoid or fix pain? Are they accurate enough... updated frequently enough... referred to immediately before your next conversation, so that they can be useful?

**details.**

Today, before your next client conversation, pull out your records of previous conversations (if you have them....:-). Anything in there you've noticed that could help the client? Patterns in the problems, ideas for pain-removal?

Commit to making comprehensive, accurate records of every client conversation you have today. When you call on them again in 1/3/6/12/24 months, these records just might help them remove some pain!

*May I help you?*, J Mercer, Allen & Unwin 2003.

Have a MIGHTY sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"I rely on you, and I like you."

Music to a sales reps ears.

A sales rep friend recently compared behaviours of their current sales manager with a previous boss.

Both successful and likeable people, but with polar opposite approaches. "When I put my current boss in front of customers, they are eloquent and present well. I know my clients will warm to them quickly." But the boss leaves the responsibility of knowing detailed product information to my friend.

The previous manager - not as smooth, but an incredible knowledge resource - thrived on speaking in detail with clients about their business, challenges and how they could help.

Captain Incredible Sales Professional might be an amazing knowledge resource and build super client friendships in a single bound. But since they are over in the phone booth getting changed, which approach do you excel in?

## BIG PICTURE

Stand in the roomful of mirrors and be honest - what would most clients say about you? "Incredible knowledge resource - I rely on them for useful, timely information"? Or "A fantastic person - likeable, easy to deal with, really enjoy having contact with them"?

**details.**

Today, leverage a strength and strap an Achilles heel. If 'knowledge resource' is your secret sales weapon, find a customer today that will value receiving something locked in your head... and share it.

If you are 'the breath of fresh air we love having visit', then go visit an old client friend... and find a new one too.

Finally, take a leaf from your opposite number. *Masterminds* - smile, be friendly! And *Mates*... share some knowledge with your client friends!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Too big.... too small.... juuuuuust right."

Goldilocks.

I went to the SA Small Business Champion awards Friday night. (No cigars for 42MSR, but chuffed to be a finalist! Next year...).

Big winner on the night was Beerenberg Farms - a 40-year old jam-making business from Hahndorf. The founder's daughter accepted the award and shared 3 reasons for their success;

- **Think big** - from a small family strawberry farm to a business that exports to 24 countries, founder Grant Paech always new his product would go international.... started with big dreams.
- **Parcel small** - lots of jam producers in Australia, but Beerenberg differentiated via package size. Producing small, single portion glass jars of jam and honey now bought by Qantas and global elite hotel chains.
- **Focus on quality** - still eligible for a 'small business award', Beerenberg only expand at a rate that lets them preserve the elite quality of their produce.

## BIG PICTURE

Got a big vision for where you want your business to be? Have you got a point-of-difference to competitors that is attractive to lucrative clients? As business builds, do you still dot your i's?

**details.**

Today, think big - decide where you want your revenue / market share / client numbers to be by Dec 31st 2009... or further!

Analyse what sets you apart from the others. Who is this uniqueness most appealing to, and are you spending time with them? If your widgets are same-ol' same-ol'.... how can *you* be unique?

Finally, remember the quality *you* deliver clients - as things get busier, remember why clients are investing with you!

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Help me to be alert, to hear the weakest shout,  
and quickly and efficiently, to put the fire out."

From *The Fireman's Creed*.

Friend of mine is a retired fireman. Seemed to spend most time at work watching videos, playing basketball or sleeping. Actually part of a grander plan. The firefighters days are filled with;

- **training** - keeping physically fit, drilling, role-playing, dealing with *what-if's*.
- **preparing** - maintaining equipment, laying things out for quick exits, staying rested and nourished.
- **educating** - teaching schoolkids how to avoid & manage fires.
- **bonding** - getting tight with the team who've got your back in the burning building.
- and the occasional fire...

## BIG PICTURE

Fit, fuelled and free to put out a clients fire if it happens in the next 10 minutes? Investing sufficient time educating clients how to manage their own fires (product / service problems)? Made it a priority to be tight with your team - the people that can help you help your clients?

**details.**

Today, commit to one new initiative in each of the 4 firefighting areas;

- *Training* - book time to brush up on one sales scenario, one new product.
- *Preparation* - decide how you'll manage the workload if a clients world goes pearshaped today and you need to race in to help them.
- *Educating* - develop a client leave-behind - '*In case of emergencies...*'
- *Bonding* - make or further an internal friendship today... you need them.

Ree Awww Ree Awww...

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Apparently, there is nothing that cannot happen today."

Mark Twain.

55 working days until Xmas. Assume the last invoice goes out Xmas Eve.

Maybe 3 days to turn a purchase order into an invoice. 52 days.

Maybe 8 days for a customer's 'yes' to become a purchase order. 44 days.

5 days for your customer to say 'yes' after hearing your final sales presentation. 39 days.

10 days to schedule a sales presentation after customer has agreed to it. 29 days.

15 days to turn 'initial curiosity' into 'agree to a presentation'. 14 days.

13 days to find that potentially curious person. That leaves today.

(And that's just 1 invoice...)

Your steps & numbers will be different, but if you're serious about hitting 2008's sales target by Christmas, work backwards.

## BIG PICTURE

Know on average how long you take to convert 'general interest' into 'invoice posted'?  
Clear how many client conversations you need to be in this week to hit your sales target in 55 days?

**details.**

Today, do a backwards sales cycle run-through. Allow some time buffer - assume a delay, but get an idea of how long a common sale should take from the first 'Hello' to 'Invoice on the way'.

Decide how long you have to start enough sales conversations to meet the timeline. Assume a big non-conversion rate - 75% (prove me wrong!). Give yourself every chance of finishing '08 where you wanted!

(& if your sales cycle is *longer* than 55 days? Better invest more in the relationships and conversations you've already started!)

Have a MIGHTY sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"Nil illegitimi carborundum"

(Latin - 'Don't let the b\*\*tards grind you down')

In *'From Acorns'*, Caspian Woods dishes out advice for new business owners. One focus area is 'don't take rejection personally'.

Introducing new ideas - shifting people out of comfort zones comes with a measure of rejection. But, *"As any nightclub Casanova will tell you, success is a numbers game"*.

He offers the following to help you deal with rejection fears;

- **Analyse timing** - any patterns to when you get the most 'yeses' or 'no's'? Time / day / week? Focus energies in historic high win times.
- **Work out numbers** - on average, how many frogs must you kiss to get a prince? Conversion ratios - even loose ones - help you look past no's.
- **Reward yourself** - don't wait for the company cheque - celebrate your wins and pat yourself on the back (positive reinforcement... works for dog's!).

## BIG PICTURE

Got a feel for when you're *most favourably* received by clients? Know how many 'no's' you need to collect to get a 'yes'? When the next sale comes off, how will you celebrate?

details.

Today, cast your mind back and consider when clients give you the most time / attention / enthusiasm / (purchase orders). What about *you* - sharpest & most resilient at 8am, or 4pm? Plan sales calls around it.

Review last months ratio's - if you converted 20 conversations to 5 sales... you need 4 times as many prospects as the target you're chasing.

Finally, stroke yourself when the sale comes through - commission cheque is nice, but buying a grande choc frappe is more immediate!

*From Acorns - How to build a brilliant business*, C. Woods, Pearson Prentice Hall, 2007.

Have a MIGHTY sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

It's all about me...

I had 2 missed-the-point sales experiences this week.

Swapped business cards with a consultant at a networking function. Nice guy - 5 days later my card came back in the mail. It had been laminated - his note said 'for you to recycle as a luggage tag'. Points for innovation, but my first thought was '*you didn't care enough to hold onto my card.*' (which I'm proud of!)

A second rep selling CRM systems emailed to gauge my interest and I wrote back. Immediately an email returned saying 'thanks, here's a product spiel'. He phoned yesterday and admitted he hadn't read my reply. The 2nd email was automatically generated by the CRM system. Fancy feature, but didn't bother to read my response....stee-ri-ke!

Overly sensitive? My prerogative - I'm the customer.

## BIG PICTURE

Got some fancy material, product glossies or contact ideas to reach your clients? Do they care? Do they know you care?

**details.**

Today, review a promotion, flyer, leave-behind or event you are targeting clients with.

Does it show you understand and value what's important to *them*? Does it feel personal? Add a hand written note, a reference to something you know about them - show you care. Add the you-touch and follow-up in the flesh wherever you can.

Finally (from a long-winded one) - read client's emails (even the long winded ones!)

Have a MIGHTY sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"If you haven't discovered your role, you're the villain today."

Congress to Richard Fuld, CEO of bankrupt Lehman Brothers

As you watch your Superannuation get battered, take some of this weeks newspaper money tips and apply them to your *sales investments*.

1. **Have a sales investment goal** - be clear on what you are striving for.
2. **Have a strategy** - know where and who you should invest time with.
3. **Look for long term ROI** - don't panic if investing in relationships hasn't paid off yet... back your strategy.
4. **Don't ignore short-term dividends** - you still have targets to make, so look for short-term sales payoffs.
5. **Blue chip vs speculative clients** - balanced sales portfolios have both - keep productive loyal clients happy and look for new, different prospects.
6. **Avoid margin calls** - stay in credit with clients rather than owe them.

And as Mr Fulds public spanking demonstrates, greed is not perceived to be good!

## BIG PICTURE

Do you have a clear sales investment goal for the next 9 weeks? Built a strategy that balances long-term relationship investment view with daily cashflow collection? Comfortable you have sufficient credit in client relationships?

details.

Today, review your sales investment strategy for the remainder of 2008. Get crystal clear about what you need to do in 9 weeks to keep your 'sales shareholders' happy. Sales numbers, client obligations, planning for '09...

Continue to invest in long-term relationships (*especially* with blue chip clients).

Finally, think of a new way to build credit with key clients. Give them another reason to smile when they review their 2008 investment with you.

Have a **MIGHTY Week 42!**



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"When you learn something from someone, you accept it as a gift,  
and it is your lifelong commitment to preserve it and build on it."

Yo Yo Ma, Cellist.

Yo Yo Ma is a French-born Chinese-heritage cello player. Winner of 15 Grammy Awards, Ma has been described as 'omnivorous' - able to tackle a broader, more eclectic repertoire than most classical musicians.

From traditional Chinese melodies in the *Crouching Tiger, Hidden Dragon* soundtrack to American Bluegrass music; from Argentinean tangos to collaborating with Bobby McFerrin (the *Don't worry, Be happy* guy). He's performed a duet with Condoleezza Rice and even appeared on *Sesame Street* and *The Simpsons*.

Already technically brilliant, Ma constantly pushes himself out of his comfort zone to innovate and build on his existing skills.

## BIG PICTURE

Do you constantly stretch your sales skills? Put yourself in uncomfortable situations in order to grow? Strive to build on the behaviours that have already generated you success?

**details.**

Today, get a bit Yo Yo and move out of your sales comfort zone.

Pick a sales opportunity or challenge you've shied away from. Review the skills you possess that can be brought into play, and assess what else you think is needed. Who can help you, and how can you build these skills yourself?

Build a plan... suck it up and... jump in! Worst outcome - you learn something. Never know... might even sell something!

Source - Wikipedia.

Have a **MIGHTY Week 42!**





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Don't make 'em much like that anymore...

Mate of mine is a cartographer (map maker). He's been helping publisher Gordon Cheers Millennium House create the worlds biggest atlas.

Just finished, *EARTH* is 580 pages, 35kg, leather bound, silver edged and comes in its own storage box. Even has a 2m fold-out aerial photo of earth at night.

3 fantastic lessons I took from his audacious project;

1. **Build up to the big 'un** - having previously published, Gordon says "*you don't go straight from zero to a project like EARTH*"
2. **Prepare for the time test** - *EARTH* has been built to last 500 years
3. **Make it exclusive** - Only 2000 copies (\$5K each) and 1000 select gold-leaf copies at (undisclosed).

Ooof.

## BIG PICTURE

Earn't your stripes with a client & inspired them to give you a shot at 'the big one'? Investing enough in client relationships so they stand the time test? What's exclusive about doing business with you?

**details.**

Today, review a potential 'big sale' client. Check if you've chalked up enough small wins to ask for the chance at offering bigger help.

Make a time-proofing investment in your relationship - go out of your way to do something special for them. New information, a contact introduction, a thank-you.

Finally, make buying from you feel exclusive - find a benefit of being in your VIP client team... make the client feel A-list!

*Even Charles Atlas might have thought this a weighty tome, J Huxley, Sydney Morning Herald 6/10/08.*

(PS need a map? [www.flatearthmapping.com.au](http://www.flatearthmapping.com.au). Thanks John!)

Have a **MIGHTY Week 42!**



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"You're in business for one purpose: to provide products & services to consumers.  
And if they're not buying, you're not selling. End of story."

Kelly Mooney

Kelly Mooney spent 10 years researching customer experiences on e-commerce sites. In *The ten demandments*, she says consumers have more power when buying online, so are becoming more demanding on and offline.

She offers ten customer "demandments" for suppliers. 3 interesting ones;

- **Put me in charge** - don't slow customers down or speed them up if they aren't ready. Don't pressure or trap them - let them control the pace and depth of information sharing.
- **Get to know me** - don't just ask customers about themselves... watch what they do. Get out of your office and into customers lives. Keep a record of interactions, and feed useful information back to clients.
- **Exceed my expectations** - if you aren't the fastest or cheapest, overcompensate elsewhere. Do more than you think you should. Surprise them with extras, and be uncommonly courteous.

## BIG PICTURE

Do you deal with customers at their pace... or yours? Are you spending enough time in your clients home or business? Do you overcompensate for something a competitor outdoes you in?

details.

Today, in a sales conversation, pull out the radar gun. If you think *your* foot is on the accelerator or brake, give control back to the client by asking a '*what do you think about...*' question.

Make an appointment or turn up on the doorstep of a client you haven't visited for a while. Update your understanding of their world. Finally, overcompensate. Speed, quality, friendliness, innovation, extras... find something to be the clients new benchmark for!

*The Ten Demandments*, K Mooney, McGraw Hill 2002.

Have a **MIGHTY Week 42!**



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Give it to me straight.**

I watched Pakistan cricketer-come-politician Imran Kahn interviewed this week.

Smart and eloquent, most impressive was how clearly he delivered his message. No verbal circlework or politician-speak, just to-the-point answers. It was engaging.

Reminded me of a friend who heard a group of us discussing fancy diets and weight-loss strategies. He stopped us with "forget about carbs and protein - just stop eating cr\*p".

Hard to argue with.

## BIG PICTURE

Is your sales pitch waffle-free? Do you leave clients crystal clear about how you can help them?

**details.**

Today, cut to the chase. Cull your sales spiel down to 3 simple clear benefits you can offer the client.

Take out industry-speak, padding words and marketing sizzle - get to the point!

Have a **MIGHTY** end to week 42!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Check the speedo...

The South Australian Road Safety Commission is running a great ad campaign targeting 'creepers'.

Creeping is where drivers exceed the speed limit by a few km/h. Its not always deliberate and most people do it at some point. But as the graphic ads show, a little extra speed has dramatic consequences in a crash.

Have you let any sales habits 'creep'?

## BIG PICTURE

Do you diligently follow great sales habits you once learnt? Feel comfortable delivering the client conversation you just finished to your bosses boss *word-for-word*?

**details.**

Today, pull a creeping habit back into the optimal sales zone.

Paperwork, pre-call planning, need-uncovering questions, clear benefit statements, asking for the business, follow-up phone calls, touch-base calls, prospecting..... decide where you've let a bad habit creep in, and reset it!

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"There's no 'I' in team.... but there ain't no 'we' either."

John Putzier

*Weirdos in the workplace* talks about the new 'age of the individual' companies now must manage. The shift away from carbon-copy employees to individuals (weirdos\*).

Author John Putzier says there are 3 universal truths to this work environment;

- **As goes the world, so goes the workplace** - keep an eye on what's happening in the news (societal, economic, political, global trends) and you'll be well placed to predict future workplace evolutions.
- **The more you're worth, the more you can be weird** - understand your "weird : worth ratio" - as an employee, the value you bring to the company must be more than the cost of your weirdness.
- **The more weirdos there are, the fewer there are** - when everyone in the business is encouraged to employ their unique talents (weirdness), then *weird* becomes the culture. And that, he says, is where success lies...

(\* A 'weirdo' is anyone *not like you*...)

## BIG PICTURE

Do you watch trends and consider their effect on your clients? Are there weirdo clients who frustrate you (but are sufficiently valuable for you to bite your tongue?) Do you encourage individual thinking in your clients... or try to make them fit *your* mould?

details.

Today, pick up the newspaper and look for something that might affect your clients business. Discuss it with your boss, a colleague or the client - think about the opportunities this creates and how you can all capitalise.

Do a client "weird : worth ratio" analysis - do they give you sufficient business to warrant you putting up with their weirdness, or should you invest energy elsewhere?

Encourage customer individuality. Client want it in red when your standard is blue? Great! Builders call this 'variation to contract' and charge a motza for it. Let clients put *their* personal stamp on *your* sales offering - they'll like it more!

*Weirdos in the workplace*, J Putzier, Prentice Hall 2004.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"I'm late, I'm late, I'mlateI'mlateI'mlate.... no time to say goodbye...Hello!  
I'm late I'm late I'm late!"

The White Rabbit, *Alice in Wonderland*

The furniture delivery guy who says he'll be there "somewhere between 9 and 4"...  
and then isn't.

The checkout operator on a go-slow (paid by the hour, not avocados scanned per  
minute).

The frustration of a doctors surgery visit... spinning your wheels in the waiting room.

Headaches exacerbated by people not respecting the only thing everyone wants more  
of.

Imagine being the Number One respecer of *your* clients time...

## BIG PICTURE

Are you ever late for a client appointment? I know you're busy.... ever thought about  
the message it sends the client? What do you do or say about a business that turns up  
late for you (or worse, doesn't turn up at all)?

**details.**

Today, pay clients the highest compliment and demonstrate respect for their time.

Build a call plan so their time is invested, not wasted. Be concise - don't outstay your  
welcome. Turn up 60 seconds early. Leave 60 seconds early. Follow-up the same  
day. Thank them for their time.

*(Thank you for your time... now I'll let you get into your day!)*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"I'm not as bitter as I was a year ago."

Aaron Greenspan

Mark Zuckerberg, the 24-year-old Harvard student credited with founding *Facebook*, is the youngest billionaire on earth.

Aaron Greenspan is his former classmate who built a Facebook-like prototype four months before Mark registered his.

The who-invented-it debate continues. The reality? Zuckerberg registered the site, moved to Silicon Valley, raised venture capital and turned Facebook into a site Microsoft paid \$240M for only 1.6% of..... all in 2 years.

Snoozing can be costly.

## BIG PICTURE

Ever seen a sales initiative launched by someone and said to yourself '*I thought of that?*' Watched someone succeed with an idea you'd been tossing around for ages?

**details.**

Today, get off your hands and try something you've mused about. A new sales promotion, a different approach to sales conversations, a flyer, a client reward idea, a strategic partnership.... don't wait to perfect it to the nth degree.

Move on it, and polish as you go!

*Who founded Facebook?*, J Markoff, New York Times 1/9/07 (and *Wikipedia*).

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Listen.... do you want to know a secret?"

The Beatles

An ageing friend has some memory loss challenges. Forgetting things heard moments earlier, repeating questions several times a conversation.

We love them dearly and so stretch our patience, but its frustrating - for them *and* us.

Imagine if there was no relationship in place, or our discussions had business consequences rather than just social chitchat.

Imagine if it was a supplier that didn't remember details of a prior discussion, or forgot one small 'inconsequential' detail (that actually meant a bucketload to you)?

## BIG PICTURE

Are you a listening ninja? Do you keep records of client conversations and follow-up items? Refer back to them just before your next client meeting?

**details.**

Today, amp up your listening in a client meeting. As Brian Tracy says, '*listen like they were about to tell you the winning lotto numbers*'. Lean forward, maintain eye contact and stop thinking about the next words out of your mouth. Just listen.

When you leave the meeting, within minutes, write bullet point notes. To remember, to fix, to follow-up, to reply. Download your grey matter onto your customer notes 'USB drive' - protect against hardware meltdown!

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"I try to have fun with every single thing I do.  
For instance, we are enjoying the view right now!"

Chef Ferran Adria

elBulli, the famous Spanish eatery, was certified as '*Best restaurant in the world*' in 2008. Owner and head chef Ferran Adria also won the '*Worlds best chef*' award. If you have to ask how much it costs, .....

In an interview with Galaxy Guide, Adria gave away a couple of secrets;

- **Eat your own food** - "We have a table permanently set up in the kitchen and I try the entire menu every week. Most important to understand the complete dining experience."
- **Be self critical** - "We constantly assess and analyse what we do - it gives us objectivity."
- **Enjoy the process** - "We try to enjoy whatever we are doing at the time."

## BIG PICTURE

Ever tried being your own customer... experienced your offering from the other side of the fence? Regularly critique your sales approach? Do you find something to love about your job every day?

**details.**

Today, leave your brain on the bench and approach your business/ product/ service just like a new customer would. Is it friendly.. inviting.. easy-to-use and understand? How about the service - meeting your expectations?

Set up a routine with a colleague or boss - find a regular time to assess and critique your customer approach.

Finally, complete the sentence.... "*Today, I really had a great time .....*". Life's short - better love *something* about your work!

Q&A with Ferran Adria, published in *The Independent Weekly*, 24-10-08

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

Simply marvelous.

Richie Benaud is a cricket commentating legend. Even if watching paint dry excites you more, there's something about a man that keeps an audience engaged through a 5-day game that ends in a draw.

In *All p\*ss and wind*, Peter Meares highlights 3 Richie success factors;

- **Say nothing unless you can add to the picture** - other TV commentators get floral about exciting cricketing moments; Richie just says 'marvelous'.
- **Keep adapting** - despite calling a traditionalists game for 30 years, Richie embraces new technologies and his younger counterparts ideas.
- **Remember your privileged position** - looking into the camera and remembering millions have invited him into their lounge room keeps Richie sharp.

Super effort, that.

## BIG PICTURE

Is your sales spiel supporting your presentation / glossies / demo, or is it overkill? Are you staying on top of technology and how it can help you? Do you view each face-to-face with a client as 'a privilege'?

details.

Today, show a client something fancy... and zip it for a moment. Let them soak it up without drowning them in your words.

Pick a technology or new approach you've poo-poo'ed... give it a go.

Think of the time / money / energy sacrifice a client is making to sit before you. Remind yourself they could have chosen to be elsewhere... then vindicate their decision!

*All p\*ss and wind - stories of leading Australian sports commentators, P Meares, ABC, 2008.*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"I just can't get you out of my head..."

Kylie Minogue

I attended a small business expo yesterday where a radio station creative director discussed 'nailing your advertising message'.

Mark Stevens from DMG One told the story of lawyer Johnny Cochrane getting OJ Simpson acquitted for his wife's murder. Experts suggest one reason was Cochrane planted an 'ear worm' in jurors heads (like song lyrics you can't stop thinking about). Cochrane constantly repeated the words "*If the glove doesn't fit, you must acquit.*" In deliberation, when a juror said "this just doesn't fit....", others mentally finished the sentence.

And they acquitted.

## BIG PICTURE

Are there words you use in client conversations they view as synonymous with your business? That are ear worms? That repeat the message in your brochures and ads?

**details.**

Today, infect a client with an ear worm. Think about the words you use in your sales conversations and what you want clients remembering over and over after you are gone.

No trick (and don't write a jingle) - what are the conversational trigger words that you want to get a client thinking about you? Share and repeat them!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### The paradox of small worlds

Great show on TV the other night called *How Kevin Bacon cured Cancer* (engaging title too!). It talked about the science of networks & connectivity (remember '6 degrees of separation / Kevin Bacon?').

An Aussie researcher at Cornell U. described 'the paradox of small worlds' - that we individuals live in relatively small, insular social groups, yet are connected to everyone on the planet in only a few steps.

Professor Lazslo Barabasi discovered that, like plane and rail networks, most of these connections happen through 'hubs' - points in a network more widely connected than most. In humans, a hub is someone better connected than the rest of us.

Makes sense to focus sales efforts on these 'hub' clients.

## BIG PICTURE

Do you know the best-connected people in your market? Do you focus sales energies on 5 poorly connected people when 1 hub client might give you a better ROI?

**details.**

Today, clarify who your hub clients are. Key opinion leaders, decision makers, influencers, industry representatives, even well-connected non-customers.

Start a hub client sales activity - if you haven't had coffee with one before, make it happen. Get the well-connected singing from your hymn book. It doesn't replace seeing less-connected clients, but it can exponentially improve distribution of your message!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"It's never crowded along the extra mile."

Wayne Dyer

3 weeks into school life, my youngest daughter's new teacher has made an immediate impression. 2 standout moments;

- Took the kids on an excursion to the zoo in only the second week. 8:30 drop-off next morning, parents were greeted with a huge poster of photos from the trip and a 'highlights report'. Fast, open communication.
- She assessed my daughters reading level and saw the school readers didn't offer the right phonetic assistance. So brought her own books from home and loaned them to us. Cared, and went above-and-beyond what she gets paid for.

No bonus or sales commission on offer - just loves what she does.

## BIG PICTURE

How fast and open is your communication and follow-up with clients? Do you look for ways to go above-and-beyond what's expected of you?

**details.**

Today, surprise a client with the speed and professionalism of your follow-up. A returned phone-call, a letter of thanks, a photo or piece of information - shock and awe with the turnaround time.

Think of 1 new above-and-beyond service for a client or your employer. No bonus attached - just to give someone a real thrill. (Don't fret, good juju comes back to you!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**It's got to go TODAY!**

My in-laws held a garage sale on Saturday. One item up for grabs was an old bed (\$10 - buy of the day!) For 2 hours, little interest was paid to it.

The bed had to go, so they adjusted the offer - \$15 plus FREE local neighborhood delivery (thanks, son-in-law). In 5 minutes, it sold.

The price was crazy cheap, the quality was fine - the nagging question in prospects minds was *'how am I going to lug that thing home?'*

Remove purchase barriers and sell the bed!

## BIG PICTURE

Do you know all the purchasing barriers preventing your prospects becoming clients?

**details.**

Today, review a sales process that's stalled. Run through potential purchase barriers - price, timing, logistics, authority to sign off, funds, contractual obligations, something else... determine what's stopping *your* client.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Do what you say.

In her book *Giving Notice*, Freeda Kapur Klein says employee turnover due to 'unfair treatment' cost US companies about \$64 Billion last year.

One factor she identifies is the gap between what companies say they stand for and what they actually do. Like companies that say '*employees are our most valuable asset*'... then outsource as many jobs as possible.

The larger the gap between what companies say and practice, the more cynical and disengaged employees become.

Do you practice what you preach for your customers?

## BIG PICTURE

Are you conscious about the expectations every glossy, contract or sales spiel creates in a clients mind? Do your sales activities deliver them?

**details.**

Today, imagine a client has a checklist showing every claim they've ever seen your company make and will be marking you on delivery.

Decide if you're delivering what you promise. If not, change the promise, or change the behaviours!

*Giving notice - why the best and brightest leave the workplace*, F K Klein, Jossey Bass 2008.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Just keep swimming."

*Dory, Finding Nemo*

Australia stopped yesterday to watch a horse called Viewed win the Melbourne Cup. In the US 2-horse race, all eyes are on hopefuls Obama and McCain.

Not sure which gives you better odds (or what the better prize is), but cracking sales lessons;

- **Plan way, way, way out** - you don't win the worlds richest 3200m race or the Whitehouse front door keys with last minute preparation.
- **Don't stop until the very end** - yesterdays horse won by a nose, and today's may be the same.... go hard and fast until the line is behind you.

36 working days to make your sales target before Xmas... giddyup!

## BIG PICTURE

Have you got the bones of your 2009 business plan together yet? Got 36 days of sales-rock-turning-over activities planned to achieve your '08 goal?

**details.**

Today, start your '09 planning. Even 10 minutes to write down your new year sales goals - get moving before your competition.

Then, keep moving on your '08 plans. Celebration season's riding into town with distractions aplenty - keep moving on the customer-focused tasks you've planned to achieve your '08 goal.

Keep your nose in front!

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Pain is temporary - it will subside. But if I quit, it lasts forever."

Lance Armstrong

My brother-in-law ran his first (and last) New York marathon this week. For a bow-legged bloke that 6 months ago hadn't run beyond 5km, he finished the 42km course in 3hrs 59 minutes.

While I don't share his desire to experience this particular world of pain, I take my hat off to his commitment. An excerpt from his email... *"about 1/3 of the way in, I could barely lift my legs. Suddenly Jen and Anna appeared in the crowd screaming at me and running alongside me! I was almost in tears and it was truly an incredible boost. From there I picked up the pace."*

The morale boost from friends to get you through the tough bit.

## BIG PICTURE

Do you have any clients going through a tough period that, right now, need your shoulder or cheers more than your services? Are there pains in *your* business that need teeth-gritting to bear through?

**details.**

Today, be a cheersquad for a client in need. Congratulate them, praise their efforts, 'pump their tyres up' - give them a morale boost to help them get through a pain barrier.

For your own business pain, ask yourself what the result will be like when the grey clouds clear. If its attractive enough, suck it up, keep running, and seek out someone you know will cheer you on!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Little less conversation, a little more action, baby..."

Elvis

I saw 3 great speeches yesterday - President Obama's victory, Senator McCain's concession and an in-the-flesh from Bob Hawke, former Australian PM (save that for another Bpd!).

Mighty verbal gymnastic performances. Got me thinking about Winston Churchill's famous speech to a high school group. Strode onstage and uttered 9 words - "*Never give up, never give up, never give up.*" Then went home.\*

My daughter, who knows too much about putting on make-up, tells me '*less is more, Dad!*'

## BIG PICTURE

Have you refined your message to its simplest & most powerful? Any words you can cut from your sales presentation?

**details.**

Today, swap clever linguistics for bare bones simple. Get to the point!

(now trying to swallow own medicine..)

(\* never let truth get in the way of a good story... :-)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Get the fundamentals right.

Lots written about differences between Gen Y, X and Baby Boomers.

Psychologist Peter Langford says companies over-interpret generational differences. His studies at Macquarie University show that regardless of age, there remain 2 key factors that keep staff motivated;

- **A sense of purpose** - all generations strive to achieve a legitimate, meaningful outcome in their work
- **Feeling involved** - people want to be part of a team where their opinions are solicited and valued

You mightn't get their doof doof music, but motivation fundamentals remain the same.

## BIG PICTURE

Do you know what your client is trying to (personally) achieve through dealing with you? How do you help them feel like a valued part of a team?

**details.**

Today, spend time probing a clients purpose. Clarify what they hope to achieve through partnering with you - both business and personally. Discuss their process goals (*how* they want to work with you) and outcome goals (*what* they want to achieve).

Contribute to team spirit. If they have their own team, show how you can help build or galvanise their team bond. If they're on their own, make them feel part of your tribe!

*Psychologist has another take on Gen Y motivators, P Langford, The Australian 8-11-08*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Education - the ultimate skills gift."

Bill Clinton

In his book *Giving*, former US President Bill Clinton says "one of the greatest gifts anyone can give is a useful skill. Most of us know how to do something not everyone can do as well as we can."

There's much to be said for donating money and time to worthy causes.

But sharing your skills and knowledge is easy, valuable... and you can start right now.

## BIG PICTURE

Is there a skill or knowledge resource you have... that you don't charge for... but a client might benefit from today?

**details.**

Today, give a skill gift (it's nearly Xmas!). Set up a free training course for loyal clients, pass on some new research findings, lend a skilled hand to fix a customer's problem.

Earn yourself some business karma!

*Giving*, B Clinton, Knopf 2007.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Winners are grinners, and losers can please themselves."

Alan Border, former Australian Cricket Captain

On Monday, Australia lost the Border-Gavaskar cricket trophy to India (well, I care). In the series decider, Ricky Ponting's Aussie's had India's batsmen on the ropes. But his bowlers were going through their overs too slowly (potential penalty - suspension for the captain).

Rather than continue his slow but venomous bowlers to bowl India out, he put in some faster 'part time' bowlers. The Indians smacked the part-timers and achieved an unbeatable score. The Aussies got through the required number of overs (and Ponting didn't get suspended) but they lost the match.

If they'd won, he'd have been forgiven. They didn't, and he wasn't.

## BIG PICTURE

Have you helped a client rack up enough 'wins' to be forgiven minor transgressions? Will your sales number see you atop the podium in January, or will you have to answer the tough questions in a performance review?

**details.**

Today, think about what it's going to take to have 'winners numbers' by years end. Sales results, KPI's, profit markers, business outcomes - what are you being assessed on - by your boss *and* your clients?

Critique your sales behaviours and results. No doubt you're gunning for a mighty end-of-year sales result. But if you could fall short... better ensure clients and the boss think your behaviours are MIGHTY!

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

### Blending into the background...

The Google website banner is a simple & consistent brand you probably see each day.

Every so often, they change it (Beijing Olympics, Independence Day). Brand consistency goes to one side... and it stands out. They catch your eye and remind you to look at the headline (and brand name).

My wife receives my daily e-rants and said she stopped looking long ago at the header (wasn't even aware of the amazing offer for 2009 subscriptions! :-)

It's one thing to be comfortably consistent in your branding and messages.

Another to occasionally **jolt** your audience to attention.

## BIG PICTURE

Have you been providing a service, marketing or sales approach to clients in the same way for so long.... you might have camouflaged yourself? Do you still command attention?

details.

Today, **stand out**. Throw something new in the mix of words, sales tools or approaches you take to customer calls. Preserve the unique important bits, but give a client reason to open their eyes and pay attention to you again.

Make them say "*Something's different about you today .... haircut?*" !

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"There's no such thing as a self-made man.

Everyone who has ever done a kind deed for us or offered a word of encouragement has entered into the makeup of our character and our success."

George Adams

Words to make you screw your face up... "networking function".

Yesterday I heard Kieran Purcell, General Manager of Macquarie Private Wealth (and impressively connected) discuss networking principles he applies;

- **Look for ways to help networking contacts** - try to assist them before worrying about how they might help you
- **Don't keep score** - keep doing the right thing by others, constantly look for people you can refer to your network contacts
- **Work hard** - people help and refer to those they see having a red hot go
- **Never be too proud to ask for help** - and never be too proud to take it

"Invest first in others" said the investment expert.

## BIG PICTURE

When was the last time you sent a referral to a network contact? Passed on someones details? When did you last *ask* a happy client for one?

**details.**

Today, help a networking contact and ask for help yourself. Check your contacts list and decide who might benefit from hearing about another of your contacts (& in the process, help them both).

A client who's thankful and praising your efforts? Ask for a small return favour - a name, permission to use their testimonial, to plant a word-of-mouth seed. Pick an asking method you're comfortable with, then ask confidently!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Repetition of thoughts or actions develops into habits, which, repeated frequently enough, become automatic reflexes."

Norman Vincent Peale

Our local newspaper ran 3 articles this past fortnight about a popular radio host moving interstate. Same story, reworded with different photos.

The paper also advertised an editorial staffing change 3 times. The more you look, the more repetition of stories you see.

Useful on sloooooow news days (not that we have many in Adelaide...). But read multiple versions of the same story and it sticks in your head.

## BIG PICTURE

Do you give clients your problem-solving, benefit-to-you sales story at least 3 times? Use different ways to deliver the same message over and over?

**details.**

Today, assume every client you'll deal with today has amnesia. Vague recollections of your last conversation, but in need of message reinforcement.

Use different words, images, support tools... but go back over old ground.

If you can help, you owe it to the client to tell them.. again!

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

### The finishing touches.

Some friends just bought a new (old) home needing lots of love to restore its period charm. Cost a bomb, and as the big things (walls, floors, wet areas) chew up cash, the temptation to scrimp on fittings must be high.

But they're paying for the final touches to finish the home properly. Period-correct light fittings, the right slate for around the fireplace.... little things setting the place off, giving them a home they love and enhancing long-term value.

Do you give clients the fancy light fittings?

## BIG PICTURE

Is your enthusiasm for helping clients who've already paid as high as it was when you first met? Do you personally put the final spit'n'polish on your end of the bargain as you deliver it?

**details.**

Today, put one more coat of wax on your sales offering. When the sales contract is signed and you're getting ready to step back... hold steady a moment longer. One more finishing touch for the client - an extra training session, a free software upgrade, a hand-picked thank-you, a handy hints guide... a fancy light fitting.

Make sure your final touch is 'period correct' for the other parts of your sales offering, and enhance the long-term value of your client relationship!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Because a smile, is just a frown, turned upside down."

Sesame Street

In her warm-n-fuzzy *The Bounce Back Book*, Karen Salmansohn talks about happiness (well, we all want more of that, don't we?).

She cites researchers from The Happiness Project in the UK, who've shown that about 50% of your optimism is inherited (thanks, parents), and the other half is your choice.

Dr Jonathan Haidt has developed a happiness formula (mmmmm). It goes 'H = S + C + V'. **H** is how happy you are... **S** is your set point for happiness (what you've inherited, your 'natural state')... **C** is the current conditions in your life.... **V** is voluntary activities - the things you choose to fill your life with. V? You get to choose.

I feel a Bobby McFerrin song coming on....

## BIG PICTURE

Choosing to wear your happy face to work each day? Clients & colleagues conspiring to stop you hitting your '08 sales target, or are you shrugging off 'life happens' stuff to look positively at 2009?

**details.**

Today, show your dentists handiwork off. Sales opportunity just backordered? Great reason to get in & spend time massaging a client relationship. Sales order falls over? Could be worse - you could be dead!

Stew on the mess, or choose to mine some positives. Take a happy pill, & give a client a happy moment today!

(No mood-altering pharmaceuticals taken while writing this email...)

*The Bounce Back Book*, Salmansohn, K., Workman 2007.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"None of the things on the checklist are new.  
It's making sure they're all done every time that's the innovation."

Dr Glenn Steel, CEO, Geisinger Health System

Geisinger Hospitals in Pennsylvania offer a surgical warranty for heart bypass patients. If a preventable complication puts you back in hospital within 90 days, you get your money back.

"We're replacing 'fee-for-service' with 'pay-for-performance'" says Dr Steel. To do this, the Cardiology team developed a list of 40 steps that should be taken (or considered) for every patient. "Not so much inventing new secret sauce, as making sure every hamburger has the proven sauce on it!"

Staff are financially incentivised on following protocol (or having valid reasons for not). The aim? To prevent those forehead-slapping moments where you say "I coulda / shoulda / forgot-ta...". Early results - 45% decrease in re-admissions.

## BIG PICTURE

Ever slap your sales forehead? Missed a basic, done-it-1000-times-before step that you rely on memory for? That a simple reminder could have saved the pain of?

**details.**

Today, write a list. A pre-call plan checklist, a post-sale follow-up activities list, a client-event to-do list, a list of key existing clients to touch base with this week.

No doubt you're very clever and remember 19 out of 20 things you need to do today. Let a list help you remember the 20th.... might just be the most important one!

*The Cure*, Peter Carbonara, Fast Company, October 2008.

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"Just because."

A parents last line of defence

Cast your mind back to high-school math (spitballs... chalk dust... brain ache...). Those in the front row might remember the term *first principles*.

Fundamental rules you can't or needn't bother questioning. Gravity. Newton's laws. Death and taxes. Constants that *just are*.

Caught up in complicated sales situations or generating clever new strategy? Try pulling back to 'first sales principles'.

## BIG PICTURE

Do you know the first principles of selling for your business? Remind yourself frequently enough? Ready to display them for the next customer?

details.

Today, build a sales first principles list. The stuff that stays the same no matter what. "*People buy from people they like & trust*", "*Clients must have a need or want before buying*", "*Not everyone can say yes today*", "*If I don't ask, I don't get*"...

You decide - what never changes? Then, look at a complicated sale you're managing, and apply first principles. Covered the fundamentals?

(And no, saying '*just because*' doesn't always work with my kids either!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"I can't dance, I can't sing,  
I'm just standing here selling everything...."

Genesis (the band, not the book)

Britain's TV celeb dance contest, *Strictly Come Dancing*, made headlines on Friday because their 'worst contestant ever' quit, fearing he might win.

Journalist John Sergeant is a 2-step shocker (as the judges keep telling him), but the audience votes to keep him on because they find him amusing. Voter straw poll showed most do so to upset the judges. Now the viewing public are furious, saying the poor man has been badgered out.

One of the competing dancers urged voters to 'please, please, vote for the dancing.'

(Oy! *They're* the customer... they'll vote for whatever they want!)

## BIG PICTURE

Do listen to your customers, or do you tell them what they should vote for?

**details.**

Today, ask a customer why they are making their purchasing choices. What they like from suppliers, what they despise, what they want to see more of from your business.

Let them vote and listen to them. Their votes control whether your sales keep dancing!

Source - *Fiasco as flat footed journo quits dance show*, D Murray, The Advertiser 21-11-08

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"We're here to help and enjoy sharing our knowledge."

East End Cellars, *The Red Book of Wine*

I'm on the mailing list of this mighty bottleshop. Each summer, they send out their free "Red Book of Wine" to regulars. It catalogues great bottles from small wineries, including tasting notes, food matches, label pics and prices.

3 things I really like about it;

- **Free expert advice** - from people who taste much more than me (dammit), saving me time & effort in picking a good'un.
- **Nifty package** - a quirky red notebook I can hold onto rather than loose tasting note sheets I'll lose.
- **Back it up** - in 3 years, haven't had a bum steer from these guys... I trust them.

Got something unusual & valuable you can share with trusting clients... (for free)?

## BIG PICTURE

What are you expert in that clients might value hearing about? What's the right format to share it in? How will it increase business?

**details.**

Today, build a 'red book' equivalent to share with loyal clients in 2009. Summarise & email some relevant research. Build a handy-hints or recommendations booklet. Create a loyal client round-table each quarter to discuss common challenges.

If you know something your clients will value... and you aren't set up to charge for it... why not give it to them? The investment will mature!

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"The single biggest impediment to high performance is short-term focus."

Susan Annunzio

CEO of Hudson Highland Centre for High Performance, Susan Annunzio's group studied 3,000 knowledge workers across the globe exploring differences between high performing and non-performing workgroups.

One finding was individual behaviours that destroy a team's high performance. 3 examples;

- **Showing disrespect for others** - doing all the thinking for smart people, not sharing credit
- **Hoarding information** - protecting people from bad news, keeping secrets, hiding what you learn
- **Micromanaging** - Limiting peoples responsibilities, dictating every expected outcome

## BIG PICTURE

Do you take or share credit for the results you help clients achieve? Are you a free-flowing information conduit to all around you? Do you tell clients the results they should expect, or help facilitate *their* desired outcome?

details.

Today, develop a high performing partnership with a client. Ask about their situation - rather than tell them how to suck eggs, ask what *they* think should happen next.

If you know something that can help, share it. Rather than take control of fixing their problem, involve them... and share credit for the outcomes!

*Contagious success*, S Annunzio, Portfolio 2004.

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

### The sales activity pudding mix

5 sales behaviours to fill your 20 (official) working days before Xmas;

- **Rock turning** - find one more client to help, build one more sales partnership
- **Bushfire extinguishing** - fix the last load of problems and ugly tasks
- **Showing the love** - thanking clients and supporters for their '08 assistance
- **Forward planning** - think and write down focus activities for '09
- **Bon Bon's & bubbles** - recharge batteries... where's the next party?

Festive short & long term sales results... if you get the mix right.

## BIG PICTURE

Do you have activities planned in all 5 categories in the next 20 days? Confident you're striking the right balance between 'the now' and 'the future'?

details.

Today, plan something in each area. Dig for one more sales lead - someone to experience the joy of Troy service this Xmas. Deal with a bushfire that's been backburning for a while.

Take a client for coffee & mince pies - recognise their contribution. Start a key targets list for 2009. And take a moment to enjoy what you've done in '08 - you've earned it!

(You'll need your energy... 2009's going to be **MIGHTY!**)

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"It's impossible, that's sure! So let's start working."

Philippe Petit

In 1974, Frenchman Philippe Petit illegally strung a cable between the World Trade Centre Twin Towers and tightrope walked across.

He took helicopter rides to take aerial snaps of the buildings and snuck in several times dressed as a construction worker to assess security and wind factor. He built a scale model to decide on rigging he'd need. He assembled a team that snuck onto the rooves, shot a fishing line across the divide with bow & arrow, then passed over a cable. Then, with only a balance pole, he danced 1/4 of a mile above New York.

It took 6 years to plan, and 45 minutes to complete.

Agreed - nuts... but for a man with no safety net, he did his homework.

## BIG PICTURE

Want a particular sale or result badly enough? Prepared to do 6 years planning for a 45 minute reward? How about 2 weeks pre-planning to have a cracking '09?

**details.**

Today, jump into research mode. Leave the helicopters and construction uniforms home - use google, networking contacts, industry associations, past sales data, customer records, popular press.

Dedicate time to mapping out who would benefit most from your help in '09, who'll pay for it, and how you'll kickstart the partnership process.

If you want it badly enough...

*Man on Wire*, James Marsh, 2008.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Relentlessly change your tactics, but don't quit your big idea."

Seth Godin, *The Dip*

For anyone who hit a point at work & thought '*ahhh, just too hard*'.

Marketing guru Godin says almost anything worth doing is controlled by 'the dip'. Start something, invest effort and get promising early results. Just when all's going swimmingly, your results plateau & dip (even with increased effort). Think tennis swing, learning Mandarin or selling to a new market.

He calls the dip 'the long slog between starting and mastery' - the years of of work before becoming an overnight sensation. Most people quit in the dip.

But if you truly believe in what you're trying to achieve... push through.

## BIG PICTURE

Getting tired of banging your head against a wall? Still believe in what you're trying to achieve? Is a successful outcome worth some paracetamol and more banging?

**details.**

Today, pick something you've been trying in your sales role - a new target client, a sales initiative - that looked promising early but is getting tougher.

Be clear in your head - if you can get a good outcome, will the short-term frustration be worth it? Try a new tactic - tweak your activity without abandoning the underlying idea.

Godin's advice - quit *before* you hit a dip, or if you don't believe in your idea anymore. But if you still believe.... persist!

*The Dip*, S Godin, Piatkus 2007 \*\*\* **HIGHLY RECOMMENDED** for anyone who sells anything.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Wear a little on your sleeve.**

Barossa-based Kies Family Wines has a client e-newsletter that discusses new releases, vintage updates and special events (written from the owner / winemaker's perspective).

But for their recent Christmas edition, they let 20-something son Jordan write it. He took a different approach and shared a behind-the-scenes look at the hard work his family put in to generate success.

He congratulated his Mum for her achievements as a small businesswoman and told the world how proud he is of his hard-working siblings.

Apparently this heart-on-sleeve approach has already had a big (positive) sales impact. Bet he didn't just do it for that...

## BIG PICTURE

Do you take time to publicly thank and recognise contributors to your success? Clients, colleagues, boss, suppliers, family...?

**details.**

Today, give a client a behind-the-scenes look at the amazing work a colleague is doing. Let them feel part of your extended family for a moment. Share your pride, pump someone's tyres up.

You'll all get a buzz, and the side effect? Might just be good for business too!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"You land a million planes safely, then you have one little mid-air,  
and you never hear the end of it."

*Pushing Tin*

There are tough jobs... there's sales... then there's air traffic control.

Core skills of controllers;

- **Rule-following** - they apply strict separation rules to keep planes a minimum distance apart
- **Flexible** - when planes don't line up, they adjust strategy quickly
- **Situational awareness** - ability to visualise where planes are, where they're heading and how quickly... constantly tracking what's going on
- **Communication** - apply precise focus on the words of pilots & other controllers - misinterpretation = disaster
- **Move fast** - no time for butchers paper sessions when 2 planes are on a collision course...

Research shows more than 2 hours in the hotseat causes rapid performance deterioration - short frequent breaks are mandatory.

## BIG PICTURE

Following your customers rules for doing business with them? Keenly aware of how your market is changing daily? Do you listen to client words like a 747 depended on it?

**details.**

Today, push some sales tin. Plot out where your best sales opportunities currently are, where they're heading and what order you need to prioritise them in. Give your planning 101% concentration.

Then, switch activities for a while before refocusing. Give clients the benefit of a clear head, then focused energy for short periods.

(don't lie on the tarmac like Billy Bob)

Source - Wikipedia.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**8 x 3 or 3 x 8?**

My eldest is learning 3-times tables. 2 x 3, 5 x 3,.... genius... from Dad's side.

Then her sneaky workbook switched the numbers around and wrote 3 x 8 = ?

Hmmmm... tried counting in groups of 8. Potentially a faster method (only 3 groups to count), but not skilled yet in 8 times tables.

Counting in 3's got her there - took longer, but more confident with 'til she learns 8's.

## BIG PICTURE

Are you counting groups of 3's - persisting with comfortable but time-consuming sales activities - when you could move to 8's (new approaches that'll save time if you build some skills)?

**details.**

Today, try multiplying with bigger numbers. Manually typing in addresses for mailouts? Get someone to teach you to mail merge. Cc'ing lots of email recipients? Ask for help creating an email group.

Calling on 57 different customers to show them a new widget? Get them all together for a single launch workshop. Multiply by 8 rather than 3!

(7 x 6 =?....)

Have a **MIGHTY** sales day!

## BIG PICTURE

### details.

Daily sales tyre pumping from 42MSR

"Your present customer has a history of buying, credit terms, likes your product, likes you.... what are you waiting for?"

Jeffrey Gitomer, *The Sales Bible*

It's easy to say '2008's done, too late to go hunting new customers'. Jeff Gitomer suggests looking closer at those you already have.

As your best source of future business, sales approaches he recommends applying to existing customers;

- Show them something sparkly & new - let them be first on the block to try
- Sell them an existing line they haven't tried before
- Sell them an upgrade or enhancement ('do you want fries with that')
- Sell them more of the same (perhaps for different applications / places)
- Take them for lunch and ask questions - uncover more needs & wants
- Ask for referrals & word-of-mouth - get them selling for you

Whether they buy more or not, existing customers have earned your extra attention.

## BIG PICTURE

Given up on bagging new accounts before Xmas? Investing enough sales & care effort in existing customers to grow December revenue?

### details.

Today, review your top 10 clients list. Have you got one of those 6 activities planned for each in the next 3 weeks?

It's the right thing to do (they've paid for the privilege), it's easier than cold calling (you know them already) and it has a higher chance of generating great numbers. Go on - ask 'em!

*The Sales Bible*, J Gitomer, Morrow Publishing, 1994.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

Someone thinks it's beautiful...

We've just put our Christmas tree up and let my 5 and 7 year-old's decorate it.

It's not exactly department-store chic.

The baubles are bunched like grapes, the tinsel looks like its been sneezed on, there's big vacant patches of green and the tree-top angel is leaning forward like she's about to bungee jump.

While we'd love to have a catalogue-beautiful tree, the fact the kids took ownership of - and immense pride in - creating this yuletide masterpiece is more important.

## BIG PICTURE

Do you have a product, service or application you think is 'ugly'.... but a particular client might think is beautiful? Do you do all the work for them, or let them direct and own part of the sales process?

**details.**

Today, let go of perfect tree preconceptions. Take a product or service you sell that you aren't overly rapt in. Ask yourself "*Is there one client that might really love this?*" Go show 'em.

Pick part of the sales process you usually direct - a demo, training session, how-to-use presentation - and hand some control to the client. Ask questions, let them offer input, get them hands-on - giving up control is a powerful engagement technique! (And they'll love the tree they helped decorate!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Nothing goes unnoticed.**

I had the privilege of MC'ing an SA Great Award Ceremony last week in the country town of Balaklava (not the Greek dessert...). Community-nominated awards for people & businesses doing great things in the state.

The 'Community Individual' category included volunteers, aid workers and service-club members. But one nomination struck me - a man who gets up early each day, gets his elderly neighbours newspapers off the lawn or bushes and places it right on their doorsteps. Puts all their bins out too.

Won't change the world, but a sincere, simple gesture so appreciated by his community, they nominated him for a state award.

## BIG PICTURE

Do you actively look for small, simple gestures you can perform to help your clients? Not for sales... but 'cause it's a good thing to do?

**details.**

Today, move a clients newspaper to their doorstep. Pick up a bit of rubbish in their car park, bring in their mail, give them a contact name that might be useful, help them in a way completely unrelated to what you do.

If you'd appreciate it being done for you, do it for them!

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Yes Virginia, there is a Santa Claus."

Francis Church's Editorial, 1897.

Australian newspapers yesterday reported on the generosity of equipment hire company Kennards. Following a year of healthy profits, the business surprised its 600 employees with a \$3,000 bonus for all, irrespective of rank. \$2 million in Christmas presents, just like that.

CEO Peter Lanke said "The board and the Kennard family decided the challenging economic situation provided a great opportunity to show our people how much we value them."

## BIG PICTURE

Had a good sales year? Reinvesting some wealth back in those that helped you achieve it?

**details.**

Today, make a list of those that have contributed to your success, and decide to reinvest in your helpers. The warehouse guys - buy them a 6 pack? The girl at reception - a bunch of flowers?

Your most productive clients... lunch, bottle of wine or extra discount structure for '09? Doesn't have to be \$3K... but give a little back to those that helped you succeed!

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

Who will you be today?

Katherine Crowley's book *Working with you is killing me* identifies 7 common roles that people working in teams (or within families) play.

- **The Hero** - need to be idolised, so perform more / better than everyone else
- **The Caretaker** - feels responsible for & tries to solve everyone's problems
- **The Rebel** - Bends the rules, goes against the grain, hangs the consequences
- **The Martyr** - wants recognition for their sacrifices & suffering
- **The Entertainer** - use jokes to break tension & please others
- **The Peacemaker** - do whatever it takes to keep the peace
- **The Invisible one** - stay out of the spotlight (& therefore out of trouble)

She says this isn't who you are - just a role you choose to play. They all have pro's & con's, but step 1 is being aware of it!

## BIG PICTURE

Know the role you often play within your sales / business team? Have others pigeon-holed you (rightly or not)?

details.

Today, stand in the room full of mirrors and be honest - which one would best describe you at work?

Want to break free of the pigeon hole (at least occasionally?). Do something out of character. Hero's - give someone else credit. Rebels - follow a protocol. Peacemakers - back your beliefs, even if it means being vocal.

Probably like your label most of the time, but it limits others' perceptions of you. Shake it up a bit!

*Working with you is killing me*, K Crowley & K Elster, Warner 2007.

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**Show respect.**

Great doco on SBS the other night - *World's biggest Chinese restaurant*. An inside look at the Westlake restaurant in Changsha, China, which seats 5,000 guests and can serve 3,800 simultaneously. For the steel stomached, serves up 200 snakes a week!

They showed a traditional Chinese wedding held in the restaurant, with its formal tea ceremony, red packets full of money and much bowing to ancestors. When they asked younger guests why they do this, common response was "It's tradition. It's respectful, it makes our parents happy."

The fat red packets are nice too....

## BIG PICTURE

Do you have traditions in your business that bond your team together? Do your clients? Ever asked what they are and why they have them?

**details.**

Today, contribute to a tradition. In your business - make a song and dance about a monthly award winner, arrange the next after-work drinks, offer to chair the next sales meeting. If you don't have any.... start one.

Ask a client about a tradition they have - where it started, why they have it, and can you contribute to it in any way. Traditions live in the inner sanctum - taking an interest might get you in there!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

**The whole greater than the parts.**

In 2006, 4 business partners opened *Mesa Lunga* restaurant at the quiet end of Adelaide's Gouger St food strip. With vacant shops next door, they approached other restaurateurs to open alongside and complement their Spanish / Italian eatery.

A once quiet street corner now boasts British Indian, contemporary Asian and a wine bar, all humming on weekends.

Rather than shy away from competition and blaze away alone, they built a precinct to benefit everyone.

## BIG PICTURE

Do you engage network partners, complementary businesses, even competitors, to assist your clients? Are there forums you could create to benefit you all?

**details.**

Today, build a sales precinct for your best clients. Plan a workshop or information session that offers clients multiple speakers.

Include useful 3rd party information in your next client newsletter. Pair up with another service provider in your market - figure out a way to work together to help your customers. Let someones sales curry complement your tapas!

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"One of life's most painful moments comes when we must admit that we didn't do our homework -that we weren't prepared."

Merlin Olsen

Doug Lord heads up Xerox's US sales team. The photocopier company is the gold standard sales trainer - 4 months worth before they let you see clients.

In an interview with *Selling Power*, Lord shares how he personally employs technology before making a sales call;

*"Before I call on a customer, I spend time on the internet, learn what is going on in the customers industry, what is happening in their company and about its key people. I'm better informed and can get to the point quicker."*

Too busy to research? This bloke has 2,000 sales reps report to him...

## BIG PICTURE

Do you google / facebook / linkedin / visit your clients website before visiting them? Know what happening in their world right now?

**details.**

Today, before going on a Happy-Christmas-&-thanks-for-your-support sales call, visit your clients website. Do an internet search of 'breaking news (insert relevant industry)'. Google your clients name.

Let them know you've done your homework - compliment them on something you find. Pre-call research is an impressive sales habit, and you can better tailor your information to their world!

*Sales Rep to CEO, H Canaday, Selling Power, December 2008.*

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Don't write cheques your butt can't cash."

Chief Wiggum

2 schools of thought on setting goals...

On Monday, PM Kevin Rudd committed Australia to reducing Greenhouse gas emissions by (up to) 15% by 2020. Not enough, say many - but achievable.

In 1988, then PM Bob Hawke said "*By 1990, there will be no Australian child living in poverty.*" Emotive and generated much discussion, but (sadly) unachievable.

Too soft, too hard... challenge yourself in 2009... but still make it attainable.

## BIG PICTURE

Do you know who, what and where you want to be on December 16th next year? Is it pushing you to grow... but with effort & focus, can be done?

**details.**

Today, start the '09 goal setting. Sales result, target markets penetrating, skill development, relationships built, profit margins, work-life balance, new initiatives, get-me-outta-this-rut goals.

Don't wuss out - it's not a goal you'll be proud of if it doesn't stretch you a bit. But make it realistic, or it becomes a demotivator when you don't get within cooeel!

(Regardless..... have some goals! Your sales ship is rudderless without them!)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

If you're slow out of the gate, you better be able to sprint near the line...

We had Foxtel installed yesterday (going to involve a lot more remote hogging...).  
"We'll be there between 8 and 12", they said. 5 follow-up phone calls, guy turns up at 11:55.

Abrupt, dirty and saying his records show we already have a Foxtel line (err, no) ... felt like turfing him out. Then he set to work, and I've never seen a more efficient tradesperson. In and out of the roof, running cables through walls, he worked quickly and installation went smoothly. Even gave us a quick'n'easy demo on how to use it.

Would have preferred him on time & with better TV-side manner, but impressed with the efficiency and happy with the end product (well, kids are).

Imperfections overlooked if there's something standout to counterbalance them.

## BIG PICTURE

Do you know which part of your sales process - or your manner - clients might dislike? Have you got something to counterbalance it, to get customers saying "Overall, very happy...?"

**details.**

Today, breathe deeply and acknowledge a weakness. Your follow-up time, the paperwork you make people fill out, a tendency to waffle, coming across as too smooth or too rough, a lack of clear promotional material.

Now - what do you do that's so impressive it can more than make up for the Achilles heel? Genuine warmth, after-sales service, a product that never breaks, attention-to-detail... what's your trump card?

Don't have to be perfect (only a rare few of us... :-), but you better have something MIGHTY about you!

Have a **MIGHTY** sales day!



## BIG PICTURE

details.

Daily sales tyre pumping from 42MSR

"Bah Humbug!"

Ebenezer Scrooge, *A Christmas Carol*

Charles Dickens Christmas guide for sales professionals...

- **Take a trip with the ghost of (sales) Christmas past** - cast your mind back over what's worked well for you in 2008, what hasn't, and why?
- **Face the ghost of (sales) Christmas present** - are you where you planned to be by Xmas? Are you happy? Is there still more you want to achieve?
- **Imagine the ghost of (sales) Christmas yet to come** - know where you want to be at Xmas 2009? Where your best sales opportunities will lie? Who deserves your energies? Ready to take step 1?

Don't let Tiny Tim fade away..... review, reflect & refocus!

## BIG PICTURE

What Dickens just said....

details.

Today, book a 20 minute date with your head (hey, its Christmas - you deserve some quiet together time...). Reminisce about the good, the bad and the learnings of '08. Give yourself a yes-no answer - achieve what you wanted to this year?

Finally, dream about where you'll be this time next year, and the first steps you'll take to make it happen. (Then - propose a toast to your head - thank it for getting you this far!)

Have a **MIGHTY** sales day!





## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Mentor - someone whose hindsight can become your foresight."

Anon.

I've learnt a bucketload from mentors, inspirers and timely reminders this year. Through books & blogs, Brian Tracy prods me to remember simple daily sales disciplines, while Seth Godin challenges me to try being remarkable.

My client Jeff wisely tells me *'not every customer contact is a sales call... but they earn you the right to one.'* My friend Robyn inspires me with her courage to approach strangers and ask bold questions.

My kids remind me life moves fast, so I better suck it up & love what I'm doing today. And the people I see read these things every 6am slap me to consider how much I invest in my professional development.

I'm the proud owner of a mentor panel... who and what have you learnt from this year?

## BIG PICTURE

Who has inspired, reminded and pushed you this year? What great lessons have hit home, for the first (or 42nd) time?

**details.**

Today, review your 2008 mentor panel and the lessons they've offered. Pick your top 5 - *"If nothing else, I'll take from 2008 into 2009 these 5 great reminders..."*

Don't wait 'til you're hungover on Jan 1st to get all philosophical... crystallise your learnings now, and decide how you'll apply them in the new year!

(...2 turtle doves remain...)

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Ah thankya.... thankyaverymudge...."

The King

To the bosses who (err) inspired me to leave the safety of paid employment...  
To the friends that offered words of support (and consolation) to my wife...  
To the salespeople that gave this fledgling service a go...  
To those that didn't, and forced me to make it better...  
To the gurus whose ideas and wisdom I borrow shamelessly from...  
To great and crappy customer service providers that become Bpd fodder...  
To the ceiling above my bed that helps me plan my next steps at 2am...  
To the suppliers who've helped this 1 man band look a bit more professional...  
To my family who don't always get what I do, but always support it...

And to you, for investing 60 seconds to read the ramblings of a salesperson trying to help you to remember one thing that'll help your customers... and grow your sales....

Thanks.

## BIG PICTURE

2 sleeps before Santa arrives - who do you need to thank for helping you to where you are right now?

**details.**

Today, make 3 phone calls, doorstops, hand-written notes or (worst case scenario) emails you otherwise were going to leave.

Thank someone - genuinely, specifically and heartfully. You bore the bulk of the load, but you weren't Robinson Crusoe in generating amazing business results this year. Thank the supporters.... they might just show up again next year!

...one Partridge left...

Have a **MIGHTY** sales day!



## BIG PICTURE

**details.**

Daily sales tyre pumping from 42MSR

"Far better is it to dare mighty things,  
to win glorious triumphs,  
even though checkered by failure,  
than to rank with those poor spirits  
who neither enjoy nor suffer much  
because they live in a gray twilight  
that knows not victory nor defeat."

Theodore Roosevelt

"Get up off your butt and do something!!!"

Peter Sheahan

**BIG PICTURE** details. began a year ago with the Gen Y guru's modern business philosophy of *faster... better... cheaper...* and have an 'X factor'....

I build the newsletters every day (pretty fast), tapped into great sales & business lessons (arguably better) and it was free (that's cheap!). You judge the X-factor (I think Paris Hilton, jam jars, skin horses and wallets dropped in puddles at least makes it unique.)

Above all, I've tried to apply the above 2 quotes to this service. Don't want to die wondering.

Thank you for reading - have a wonderful break, enjoy your family, friends and frivolity, and take pride in your '08 sales achievements.

Have a **MIGHTY** Sales 2009!

Troy Forrest

42 **MIGHTY** Sales Reps

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