



Fall Financials Fixer

Newsletter Date

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Contact us for a free, no obligation assessment!

Success in selling is not a game of chance. Highly successful salespeople are not born, they are created. They share common competencies, beliefs, and attitudes. They follow a specific process, take their professions seriously and continuously practice in order to improve their mindset, behaviors, and results. And they succeed consistently.

"If you wish

4th Quarter Crunch

9 down, less than 3 to go. For many, the sales game for these final three months of 2009 follow a long, hard drive from deep in defensive territory, and a playbook full penalties, flags, and injuries along the way. The goal posts are in sight, and tempting as it may be, now is NOT the time to punt the whole mess into 2010!

Here's a few suggestions to help you make this season one to be proud of, and enter the new season stronger, faster, and with the best team yet:

I. Stay in the game until it is over.

This is NOT the time to settle for mediocrity!

You have less than 3 months to exceed that financial goal you set for yourself in January.

Targeted activity is the focus now, with special attention paid to **Qualified** hot and warm prospects:

- Lock down commitments from your hot prospects *today*. Help them get this additional item off their plate – and on to yours- before the holidays set in.
- Remind your fence sitters on the needs they voiced earlier in the year. Now is the time to get a commitment to move forward on *their* stated requirements – be flexible in your offer and firm in your resolve. If they truly cannot act this year, determine under what circumstances they will, and when. Ask "What needs to be in place for us to work together on...", re-confirm the response, then do everything you can to help them put those conditions in place.



II. Prepare for your next game.

Autumn is not just harvest time! Plant seeds **Now** for your 2010 Q1 and Q2. Prospect, Prospect, Prospect!!! Set so many appointments that you have no time to worry about what happened earlier this year. Do this BEFORE Thanksgiving! The people that meet with you now are you hot prospects for the cold winter. Lock them in to your sales process, and follow up!

When you hear 'contact me after the first of the year' (and if you're prospecting a lot, you will hear that - a lot - this time of year ask them two questions:

1. What will you want to talk about then?
2. What is a good day and time for you the week of January?

Book the topic, and the date.

III. Study the playbook, and make changes based on results

If everything goes according to plan, you're probably not working with a playbook. There's a reason 'plan' does not share the same definition as 'fact'. Look back on the year and study what worked, what didn't, and then *make changes to the plan*. Some key sales areas to focus on:

- Are people performing according to expectation? Yours or theirs? Are expectations realistic (too high?, too low?)
- Are their gaps in skill? Process? Tools? Use of any of these?
- Is there enough activity to keep the pipeline full?
- Are people holding themselves accountable for their results?

*others to believe
in you, you must
first convince
them that you
believe in them”
-Harvey Mackay*

**Come see us at the
Greater Keene Chamber
of Commerce, Annual
Business Summit**

November 12, 2009

Contact Us

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Sales Leadership

The best way to manage sales people? Stop Managing.

High performance sales teams are made up of people who hold themselves accountable, are proactive, efficient, effective, and responsible. These aren't activities that can be managed. They are *behaviors* that must be encouraged, supported, motivated, and rewarded. In short, they require leadership by example. Doyle Slayton recently pulled together a list of leadership principles that sums up what sets great sales leaders apart from tigers with loud roars, but fewer stripes:

Ten Key Principles for Effective Sales Leadership¹

1. Power – It isn't about who has the most authority. It is about who has the most influence. Develop unity among the most persuasive members of your team.
2. Character – Integrity is the strongest foundation when building long-term success.
3. Opportunity – It's easy for people to quit if they can't see a light at the end of the tunnel. The leader must shine the light.
4. Perspective – The greatest leaders succeed because they have an incredible ability to relate to their people. When leaders fall out of touch, they fall out of influence.
5. Inspire – As I look around, I see champions among us. I am convinced... victory is on the horizon!
6. Retention – Your greatest decisions are reflected in the people you choose to hire. Long term success is built around teams where veterans represent the majority.
7. Progress – Be better tomorrow than you were today.
8. Predictable – Create a culture of clarity and stability. Establish guiding principles. Your decisions should be consistent with your core values.
9. Experience – Great insight comes from great hindsight.
10. Perfection – You don't have to be perfect... but almost perfect sure does help!



¹ *From Doyle Slayton's Sales Blogcast: www.salesblogcast.com*

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