

Sales tips



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## Avoid the Flat Squirrel Syndrome

Don't let paralysis analysis, inaction, and 'deer in the headlights' moments provide competitors the opportunity to run you over and nominate you to membership in the flat squirrel club. Ideas are a dime a dozen but action is priceless. Selling is helping others make decisions, so work on your own decision

making process. It is rare to have all the information you need to make risk free decisions. Start by clarifying the objective you want to obtain. Gather and assess what information is available. Consider best-case and worst-case scenarios. If you cannot live with worst case, choose a different course of action. Make a decision and move forward. Looking back with regrets is draining. Instead, look forward with any lessons you learned. It is rare to lose a customer based on your decision. More often than not, you did not have the sale anyway. What decisions are you putting off you need to address today?

***“Wherever you see a successful business, someone made a courageous decision.” —Peter F. Drucker***

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