

Sales etips



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Being Fearless and Creative.

'A' Players are Fearless and Creative. Selling and creativity both require courage. If you are comfortable in your sales approach but unhappy with your results, it may be time to shake things up. The famous adage still applies, "The definition of insanity is doing the same thing, and hoping for different results." Some people shine during difficult times because the answers are not obvious. Smart sellers find new ways

to get new business, grow existing customers, and move business forward. Many companies grow during recessions. Others lose less than competitors lose, and come out stronger in the rebound. Creative sellers usually have less bias, broader perspectives, and often, great suggestions. Help your customers avoid the industry trap of doing things the usual way. Your suggestions for saving them money will receive more attention now than usual. They will be more receptive to changes that fit customer needs better and save resources. Every crisis brings opportunity to improve.

"Outstanding leaders go out of their way to boost the self-esteem of their personnel. If people believe in themselves, it's amazing what they can accomplish." -Sam Walton

Leadership Connections

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