

Making this Year everything you Deserve by Stan Billue

Believe in Yourself

Most people don't desire more out of Life because they don't believe that they deserve more out of Life. Consequently, if you don't honestly believe that you deserve greatness, 2013 will probably end up being just another disappointing year. On the other hand, if you are convinced that you were not put on the Earth to be less than the best you can possibly become, you will start to set new Production Records and probably dramatically increase your Income.

Adjust your Attitude

It takes a mix of Sales and Negotiation skills PLUS a consistently great Attitude to achieve more out of Life. Since very few people are naturally "up" all of the time, we need to appreciate that we need to work at being Positive. Start each day by reading, watching, listening to or doing something that makes you happy and be willing to revisit that source of happiness throughout the day as needed.

Set Goals

We've all heard that the best definition of Insanity is to keep doing what you've always done and expect different results. However when I ask Salespeople what kind of year they are going to have, they usually respond with something like; "I hope better than last year". In other words, they have absolutely no Goals in mind to shoot for or a Game Plan to accomplish any improvement. It's like they are going into the Woods, firing a Rifle and saying; "Boy, I sure hope something runs into that bullet". In order to have a Record Breaking Year, have a firm Goal in mind and put it in writing, such as: "*I am earning \$___ on or before December 31, 2013*". Remember, you might not hit or exceed each and every Goal. The real value of Goal setting is the person you become by reaching out for more out of Life.

Know your Numbers

If you know your Numbers such as how many Dials you need to make to reach a Prospect, how many Prospects you need to reach to make a Presentation, how many Presentations you need to make in order to get an Appointment or make a Sale, you'll be able to determine how many more Sales you'll need to make to reach your new Goal. You should also know the average size of each Sale and even the average time spent on each Call since you'll also want to look for ways to improve every Number possible.

Have a Game Plan

Once you have your Numbers it's easy to determine what you'll need to improve on in order to increase your Sales by 10, 20 or even 100%. Quite possibly, an improvement in your percentages by only 5 to 10% can increase your Production and/or Income by 50 to 100%. That could include number of Dials per day, working through or around Screeners better, not being blown off the Calls as fast, more and better Appointments or Sales, improving your Closing ratio, larger Sales, more repeat Sales and becoming a master at getting Referrals. Just as in Baseball, 2 Hits out of 10 at Bats means you are at 200% and in the Minors. 3 Hits out of 10 at Bats results in an average of 333% and you are a Super Star in the Major League. 4 Hits out of 10 at Bats means you are one of the Best of all time.

Record and Critique

The single best and most powerful suggestions for constant self-improvement, is to Record and Critique one Call a day for your entire Career. You'll be amazed at what you'll hear that you missed when you were in the trenches ducking bullets. Possibly you weren't Pacing yourself to your Prospect or Client, you might be stepping on their Answers, you might not be listening when they are talking, you might not be finding their Hot Button or Buying Motive, possibly your answers to their

Questions and/or Objections indicate that you have diarrhea of the mouth, you might be missing Buying Signals or you simply aren't trying to Close the Sale, etc.

Learn a New Skill Everyday

If you appreciate that "School is never out for the Pro", you'll be willing to learn one new Skill, Technique or even one new Word a day to add to your arsenal. Imagine how great you would become by learning 5 a week, 20 some a month and over 200 per year. I've met a bunch of So-called Salespeople that have been in an Industry for 10 to 20 years and they don't have 10 to 20 years experience. They have one year's experience 10 top 20 times over because they quit learning and still rely on time worn words and phrases which have been so over used and abused that they actually turn off Prospects and Clients.

Brain Pick a Pro

How would you like a free 10 to 15 minute Sales Training Session each day by a different Sales Super Star? You can call your competition and simply pretend to be a Prospect. You might say; *"I don't have an Account with you however we could be talking some serious dollars here so I don't want to talk to a Rookie or Trainee. I want to speak with the top Sales Pro in your Office."* Now you listen and take Notes and receive free Sales Training from a top producer.

Review and Adapt

If you have daily, weekly and monthly Goals, it's easy to sit down once a month and review your progress and then adapt as needed.

Reward Yourself

Everyone should have Rewards waiting of them when they achieve their Goals. It might be as simple as a special Snack by hitting an hourly or daily Goal, or a new piece of Clothing when you hit a weekly Goal, or a special weekend Trip or attending a special event when you achieve a monthly Goal or a nice Trip or Vacation when you top an annual Goals. Everyone needs to be appreciated even if it means showing yourself that appreciation.

Stan Billue is known as THE Sales Training Legend as he is credited with creating more 6 and 7 figure a year Income earning Sales Pros than any other living Trainer. You may subscribe to his free monthly Newsletter and weekly Marketing Tip by visiting www.StanBillue.com