



The SellMORE(TM) System Newsletter

Cultivating Potential.... Realizing
Results
June, 2004

Greetings!

As the Summer is unfolding, the cicadas seem to be multiplying. They will be gone soon enough. They are a reminder, to me, that everything has a season. This is true in nature and it is also true in business. Most businesses have seasons of highs and lows. Sales people know this only too well. What are you doing to boost your business during the high season? More importantly, what are you doing to boost sales during your off season?

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Building Your Relationships



During my sales career, my industry's high season was the pretty steady. Selling equipment in the foodservice industry, business had very few really slow times, as people are always going to eat. Our slow period seemed to be January through mid March.

During those months, I spent a great deal of my time, cultivating my customers and making relationship calls. When we are very busy, we don't always have enough time to just see our customers and spend time building our relationships, when we are NOT looking for an order. Use your slow time to plan, organize and strengthen your relationships. It will pay off in BIG ways.

Tools for Your Trade



If you want to be in the top 20% in your company, you need all the tools necessary to succeed. Studies show that the most successful sales people have an arsenal of tools. They include: books, tapes, memberships in associations, positive friends and associates, ongoing education about the profession of selling as well as self-development.

This is especially true if you want to be in the top 20% of the top 20%-- meaning the top

Slow season is also the perfect time for re-assessing and goal setting. If you don't have goals and a plan laid out in which you can follow to reach those goals, you are flying blind. I made my goals based on the income I wanted. I would write down the figure I wanted to earn for the year and work my goals backwards. In other words, I knew how much I needed to sell to earn the commissions I wanted to earn.

I suggest breaking that down by month, by week and by day. That way, you know exactly how much you need to sell in order to meet your goals. If it is broken down by week and by day, it does not seem so overwhelming. Sometimes, looking at the amount of sales one needs to make for the entire year, can seem daunting. Plan your work, then work your plan. It's the best way to achieve the goals you set for yourself. It is also good to evaluate and make these plans during your slow season.

The Psychology of Selling

If you want to be successful, you have to think you are already successful and tell that to yourself daily. The biggest difference between the good and the GREAT sales people lies in their beliefs about themselves. Our self esteem plays a large role in our success in the selling profession.



Tell yourself daily that YOU ARE THE BEST SALES REP IN YOUR COMPANY. VISUALIZE THE SUCCESS YOU WANT TO ACHIEVE. DWELL ON YOUR SUCCESSES, NOT YOUR FAILURES. I will be offering a 2 hour talk on the subject of the psychology of selling, as it relates to the sales person's make up-- not the buyers. If you have an interest in learning the top 10 keys to sales success from a perspective that is NOT the actual process, let me know and I will be happy to contact you when the talk is scheduled.

Food For Thought



"You may feel like dwelling on your limits or your fears. Don't do it...A perfect prescription for a squandered, unfulfilled life is to accommodate self-defeating feelings while undercutting your finest, most productive ones." -- Marsha Sinetar

4% in your organization. I guarantee that if you become one of the top 4% in your sales career, you will make more money than you ever imagined and you will NEVER have to worry about job security.

Some of the easiest things you can do:

- Turn off your car radio and listen to tapes
- Read 20 minutes a day
- Visualize Your Success

If you want to continue to grow in your success, you must continue to grow in your life! I recommend starting a collection of books and tapes you can read and then go back to time and time again for reference, motivation or inspiration.

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