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**Subject:** Staying Focused!  
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## Sales Tip of the Day

### What Happened to February?

*Sales don't just happen. Unless someone decides to pick up the phone, walk into someone's office or send an email chances that a sale will be made are not good.*

It probably didn't happen to you, but I am hearing from lots of company owners and sales managers that while January was a great month with lots of sales, February was a downer. I am hearing the same thing from sales people.

Some said they had so many deals closing in January that they just didn't do any prospecting at all. Others said they had some major deals that were taking lots of time to get closed. They just didn't have time to prospect. So -- does it make sense? No prospecting in January, fewer sales in February. Sad for everyone, but so true.

The downside of lots of opportunities or larger opportunities is that sales people can get distracted. We forget our prospecting plan. We fall into the trap of listening to all the echoes of success from the good feelings around successful sales and then we get lost in the corridors of denial as we put our daily prospecting behaviors aside. Just a until we get caught up. And then it sounds like we have so much to do. At the end of the first month we are celebrating our successes. At the end of the second month we look at our sales totals and we are confronted with the sad reality: no prospecting leads to reduced sales. (Maybe your deals were so large in January that you were busy all through February getting everything buttoned-up. If you didn't prospect in February either, look out March!)

What can we do to avoid this porpoise effect that leaves us with a commission that goes up and down from success to failure to success? The first thing that anyone who lives along that river in Egypt called deNial will tell us is: We have to get very clear about reality. No prospecting means no sales. Getting distracted by lots of sales can lead to no prospecting behaviors. So the first step is taking long hard look at what we spend our time on. How many prospecting calls did we make? How many decision-makers did we see this week? How many appointments were we invited into? Were there enough conversations to meet our cookbook goals?

If not, the second step is re-connecting our imagination with our goals -- the very reasons we get up in the morning and come to work. Those successes in January can give us a case of happy ears. We just don't hear the quiet phone. We forget that prospecting is a daily activity. Getting reconnected with our goals can help us recommit to our daily behaviors. If we are busy closing deals we must spend some time each day prospecting to move toward the realization of our goals.

Get prepared: It is not unusual for sales people who lose the momentum of daily prospecting to go through the same call reluctance they experienced as they were learning to be professional sales people. You might hear negative internal messages from your childhood about strangers who probably don't want to hear from you anyway. You might take the inevitable rejection of your product or service personally. You might even think everyone who rejects your product or service is a qualified buyer. Lots of head trash can slow your recovery down.

It really comes down to right beliefs, attitudes and avoidance of scripty trash, doesn't it?

These are the things we spend our time each week in the President's Club fixing. It's probably not happening to you, but if it is, does it make sense to talk about it with your sales manager? I wonder if we could help.

**If you are not in the President's Club, does this sound like something that could help improve your prospecting and sales?**

**Can you see how a prospecting plan will result in more sales?**

**Does it make sense to invite me in for a conversation about how you might improve your sales process?**

If it does then

**Call Will Crist**

Click to be connected  
or call Will Crist at 949.486.0733

[Questions?](#)

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### President's Club

(ongoing, participatory reinforcement training)

**Teleclass Monday 11am PST  
(646-519-5860 code: 1846)  
Up-Front Contract (Application)**

**Tuesday, March 15th, 4-6pm  
Up-Front Contract (Application)**

**Monday, March 14th, 4-6pm  
Budget Step/Decision Step**

**Tuesday, March 15th, 10am-12pm  
I/R Theory**

We always have two seats available for visitors who want to see what we do. Send an email [to request a seat](#) or click the button.

Questions?

**Call Me**

Click to be connected



### Sales Management Training

(monthly Sales Manager's Forum and Workshop)

**Wednesday, April 6: 8:30am-4:30pm Leading Your People to Success: Coaching the Sales Force**



### Selling for Professional Service Providers

(Financial Planners, Attorneys and Small Business Owners who Sell)

**Friday, March 11: Briefing on the Program (Training Program begins with the January 20 Boot Camp) \$25**

## This week's sales tip

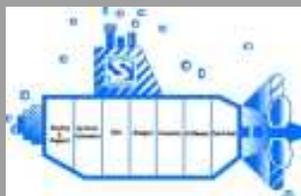
# With a System, There's No Gamble

When someone says to you, "Don't worry -- I have a system," you may roll your eyes and get ready for disaster. After all, systems are for betting on horses or getting around rules, right? Wrong -- a system is an orderly arrangement of elements that can lead to success. And the Sandler Selling System is a proven approach to selling that provides a step-by-step process to guide a salesperson from prospecting to qualifying to closing and through the post-sell.

**[CLICK HERE TO CONTINUE READING THIS WEEK'S SALES TIP](#)**

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## Sandler Sales Boot Camp



If you have sales people to train, would it make sense to send them to the **Two-Day Sandler Sales Boot Camp**? How valuable would it be to you if they were to discover how to remove behaviors, attitudes and beliefs that are currently getting in the way of closing deals quickly and effectively?

[Click here](#) to see all we cover.

If you are ready to see how you can change your sales people's selling system, and you can invest two days of their time on one of the following dates, then click the date to register them:

[April 7-8](#)  
[April 28-29](#)

If you want to see what people had to say about the last Boot Camp, [Click here](#)

To talk about it, reply to this message or call us at 888.410.0702

Since you are passionate about your products and services and sales is one of your priorities, call us. We are looking for you.



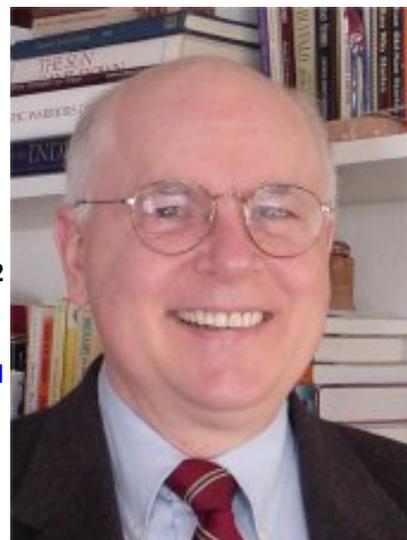
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The Sandler Regional Training Center is authorized to deliver training in the **Sandler Selling System** in the California region. If you are outside of California and want to find a Sandler Training location near you, please go to the [Sandler website](#) and enter your zip code.

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