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12 Ways To Focus for Better Selling Results by Jim Meisenheimer

1. **Your attitude affects your magnitude.** It's how you feel and what you exude. Good attitudes are contagious and so are the bad ones. DNA has nothing to do with it. It's been said people who smile are happy. People don't smile because they're happy.
2. **The biggest database always wins, if it has the right names and contact information.** If you have a network, keep it informed. The bigger your network is, the greater your influence. "Notworking" is one letter away from Networking. It's your choice.
3. **Decisiveness makes you proactive.** Always seek to achieve maximum results in minimum time. Finished is better than perfect. Decisive people don't have pending decisions. They have clear desks and minds that are focused.
4. **In business, what gets measured gets done.** Determine the critical measurements for your business and stay focused on them. "A small leak can sink a big ship." Remember the Titanic. In sales, sometimes what you don't do is more important than what you do.
5. **You never get a second chance to make a good first impression.** The first seven seconds is all it takes. People are judging you - that fast. Imagine you are a billboard. What do you want yours to say about you? It should scream professionalism, customer focus, and added value.
6. **Forget time management.** Time management may be the ultimate oxymoron. It's all about self management. The balanced person has six dimensions. They include - Family, Financial, Spiritual, Self development, Physical well-being, and Social/community. The out-of-balanced person doesn't have time to think about the rest of his life. Suggestion - make your calendar the centerpiece for your life. If it's important - put it on your calendar. Get a grip! Get a life!
7. **What every salesperson should know about their potential customers.** Their goals, their responsibilities, their challenges, their priorities, what they need and want, their decision criteria, their decision making process, how they measure success, and what it would take to be their best service provider. You'll have to ask the right questions to get the right answers.
8. **Skill sets for the 21st Century professional salesperson:** Listening skills, problem-solving skills, teamwork, delegation, win-win negotiating skills, hardware/software skills, internet skills, networking skills, presentation skills, telephone skills, and you're not going to believe this one - **selling skills!**

9. **Get a mentor.** Look up the word in the dictionary. It means a wise and trusted counselor. It's a win-win for two people. Also, create your own personal board of directors and seek their counsel periodically. Hang around people who are brighter than you. Devour good books.
10. **Make every day a masterpiece by planning it.** You need pencil and paper. You also must know how to prioritize. Only one out of eighty-one business people begin their day with a prioritized "To Do" list. Do you? There's a very small difference between being proactive and reactive.
11. **You can't take the one size fits all approach.** You've got to add value to your selling process. Being better means being different. What do you personally do that's specifically differentiated from your competitors? How do you specifically add value to your customers?
12. **It's not about being busy.** It's about results. Focus on outcomes. Set personal and professional goals annually in writing. Goals will help you achieve the balance in life that you seek. Seek it and you'll find it. Most people don't expect to be really successfully and they're not. There's a huge difference between positive expectations and negative ones. Your thoughts determine your life. To achieve better selling results you must become a better sales person. Extraordinary salespeople do the common-sense things that most ordinary salespeople don't do.

***The more time you FOCUS on important items,
the less time you will need to focus on urgent items!***

Notable Quotes:

"Someday is not a day of the week!" - Michael Nolan

"We cannot become who we want to be by remaining who we are." - Max DePree

"Change is inevitable, it's direction that counts"- Gil Atkinson

Jim Meisenheimer has authored four books including the recently published "The 12 Best Questions To Ask Customers." He speaks on The 10 Secrets To Unlimited Selling Success, The 12 Best Ways to Increase Sales, Earn More Money, and Have More Fun, and How To Adapt Your Selling Style To Your Buyers' buying Style. Contact him at 800-266-1268, jim@meisenheimer or <http://www.meisenheimer.com>.

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