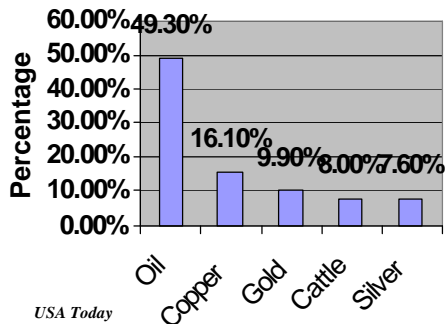


High Demand

Global economic growth, especially in China, is boosting demand for commodities and raising prices. Change from a year ago in major commodities:



Maximize Your Profit Power!!!

Did you know that a \$10.00 damaged lamp requires \$715.00 in new sales to make up for the loss? Or that a \$75.00 bad debt needs nearly \$5,360.00 in new sales? Or that the purchase of a .75 cent writing pad requires \$56.00 in new sales?

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PERSISTENCE

PERSISTENCE is a virtue. So is prudence. How many times have you heard: Winners never quit and quitters never win? Or, how about this old chestnut: It takes seven "nos" to hear a "yes?" Is persistence important? Yes, but how much persistence is too much? Do buyers view your persistence as an indicator of how hard you will fight for them after the sales? You can be persistent without being a pest. Most salespeople (80 percent) quit on the first "no" and another 5 percent quit on number two. The goal is not to hear three "nos" – but why would you quit when you face resistance? Maybe it's a slight misunderstanding that can be resolved with patient persistence and open communication.

An old purchasing agent once told me "If you press for an order after I say 'no' because you need to sell something today you're pushy." On the other hand, "If you press for a commitment when I say 'no' because I really need and should buy your solution, you're persistent." It has everything to do with your motivation. Are you pressing for the customer's benefit or for your benefit?

You can persist by asking questions. Ask open-ended, non-threatening questions that draw out the buyer's concerns. Try to understand why the buyer is hesitating. Demonstrate empathy by acknowledging these concerns. Offer information to reassure the buyer. Provide additional evidence and proof that your solution is the correct one for the customer. Demonstrate your value added. Give the buyer more reasons to say, "yes" than "no".

Prudence is your knowing when to walk away from a piece of business. Do you want every order or even every opportunity? There is some business you want the competition to have. Too many salespeople persist because they don't know how or when to walk away. They call on a buyer too many times because they have convinced themselves that one more call will do it. I call these accounts prisoner-of-hope (PH) accounts.

The time you waste calling on PH accounts is time you could have spent pursuing more viable business opportunities. The PH point varies by customer but in your gut you know when you're being strung along. Change strategies when you reach the PH point. Change call frequency and follow up by phone or e-mail. When a viable opportunity with this buyer surfaces, you are still in the loop, but have not wasted your sales time. Successful salespeople persist. **The most successful salespeople persist prudently.**

ARE YOU A CHRONIC PROCRASTINATOR?

- Do you often avoid decisions?
- Do you make big plans but then never carry them out?
- Do you avoid trying something new?
- Are you staying in your job despite being unhappy?
- When you don't get something done, do you blame others for it?
- Do you tend to make so many fun plans that it leaves you with no time to do your work?
- Do you avoid arguments?

If you habitually put things off and also answered "yes" to two or more of these questions, you may be a chronic procrastinator.

Break the Patter:

- 1-- Articulate what you get out of procrastinating.
- 2-- Consider the problems your procrastination creates vs. what you think you get out of it.

- 3-- Start Small - Try doing the easiest task first to get the ball rolling.
- 4-- Prioritize Tasks - If everything seems like a priority, you'll feel overwhelmed and get none of it done. Create a "to do" list, ranking tasks in order of priority.
- 5-- Questions your beliefs - Do you tell yourself that you work better under pressure? Prove it. Do one task at the last minute and one ahead. See which one turns out better. Also ask yourself how you felt when you were done with each task.
- 6-- Control your impulsiveness. Most procrastinators jump from one task to the next and never finish anything. Make yourself complete one task before moving on to another.
- 7-- Old Habits Die Hard - Don't expect it to change overnight. If you change one thing a week, you are making progress, and that progress will show you that more change is possible.

We all live in a world where there are not enough hours in the day but if you take a minute to look at your own life and the surroundings, you can make a change that will free up more quality time to do the things you love.

Joe Friedlein II
Founder
JLF Electrical Sales, Inc.

The average Guy and his income:

The average guy's annual income:
\$39,429.00
If he graduated from college:
\$54,069.00
If he has only a high school diploma:
\$28,343.00
The average guy is carrying in his wallet right now:
less than \$10.00
The percentage of guys who hide money in the house:
26%

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