

## Building a Sales Practice

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## The Best Sales Year Ever

This is it! A brand New Year, a clean slate, a new leaf turned over. This is your chance to have the best year of your life. Are you ready? All you need are a few things and I guarantee you'll hit all your goals. In case you are haven't assembled everything you need, here are some resources and ideas to get you off to a great start:

**THE RIGHT PLAN.** Do you have your sales plan all laid out and ready to execute? Do you know who you're going to target, how you'll reach them and what you'll say once you get them on the line?

Without a plan, you'll certainly end up somewhere; it just might not be where you want to be. If you need some guidance and some questions to get you started, head to our website, [www.dancingelephants.net](http://www.dancingelephants.net) and go to the "Free Resources" section. You can download a copy of the Sales and Marketing Planner to get you started.

**THE RIGHT ATTITUDE.** I recently read "Blink" by Malcolm Gladwell and highly recommend it if you get a moment. In the book, Gladwell references numerous studies about how powerful the subconscious is and how simply putting your mind on the right path increases your chances of success exponentially.

One study showed students who simply read one sentence before taking the LSAT passed or failed based on the sentence they read. It takes just 30 seconds a day to get you primed for new heights or back on the same old path of mediocrity. If you aren't sure you have your head on right give a listen to anything by Tony Robbins, Brian Tracy or go to [www.justsell.com](http://www.justsell.com) and sign up for their daily sales quote. Do something each morning to set your attitude compass to success before you hit the street and you'll reach every goal.

**THE RIGHT PEOPLE.** Who do you hang around with during the day? Are they people you can learn from or people who are behind you on the path to success? There is an old saying "You Become Your Friends" and it is as true in business as it is everywhere else. If your current group of friends isn't moving in the same direction you are, see if you can help them. Let them listen to your tapes and share your planning tools with them.

Sometimes motivating others helps us keep ourselves on track.

If your friends don't want to grow with you, make sure you find people to surround yourself with who do. It's hard to climb the ladder of success when you're friends are at the bottom warning you about the possible fall. Check out the Richmond Chamber of Commerce- [www.grcc.com](http://www.grcc.com) - to find lots of places to meet new people.

**THE RIGHT ENVIRONMENT.** How's your office looking these days? Is it cluttered and messy or is it tidy and professional? If you walked into an office that looked like yours would you want to buy something from the person sat there? While we're at, how's your car? Is it full of fast food wrappers and little scraps of paper? Does it say "hey, a successful person drives this?"

The subliminal messages you receive from your environment impact the way you behave. If your environment doesn't make you feel strong and in control of your destiny, then it is unlikely you will achieve what you desire. If you can't seem to get on top of the mess, there are some great professional organizers in town to help you. Check out [www.2d9.net](http://www.2d9.net) and [www.fearrington.net](http://www.fearrington.net).

**THE RIGHT PROSPECTS.** Do you have enough people in your sales pipeline? Do you have a targeted list of prospects to call and network with? If not, you'll have a hard time hitting your numbers this year.

We're fond of a tool called SalesGenie that gives you unlimited access to a database of over 180 million records. It's not free, but you can go in with some other folks and make it affordable (or talk your boss into buying it). You can take a tour at [www.salesgenie.com](http://www.salesgenie.com).

**THE RIGHT FOCUS.** The last thing you need is to focus on why you're working so hard. Think about all the people you help when you do a great job selling. Your family is able to enjoy more things in their lives and your children get a great role model. Your client's benefit by getting a great product or service from someone they can trust.

The community gets to reap the rewards of the money you spend and donate and the time you contribute to worthy causes.

Happy New Year, Happy Selling and Happy Best Year Ever!