

~ **Week in Review** ~
from
Kathy Ziprik

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Title

News Release

Contact: Kathy Ziprik
828-890-8065
kziprik@aol.com

Scared Salesless?

You've Got Questions? We've Got Answers!

CHICAGO, IL – As the economy continues on its roller coaster path, salespeople nationwide are faced with scary selling times. Rick Davis, president of Building Leaders, Inc., tackles the hard questions from stressed out salespeople who are scrambling to close every possible deal.

Question: Sales used to be fun for me. Now, with the economy so down, my customers are just as anxious as I am. They're demanding lower prices and more services ... which I can't deliver because my company can only be so flexible. What can I do to meet the needs of the customers, my company and myself?

Answer: Recognize that your customers are stressed. When client demands exceed your company capabilities, simply deliver the honest answer and accept the client's response. You may discover that they are merely "testing the waters" or trying to compensate for pressures they are facing. Remember that in the noisy fray and confusion of business life, heroes still emerge. They are the people who show calm in the face of the storm. Strive to carry yourself with grace and dignity even in tough times and lend an empathetic ear to

your clients and prospects. Remember that, in the end, sales success is not merely creating sales volume, but creating sales profit.

Question: The U.S. presidential election is just a week away. My feeling is that, regardless of who wins, there could be a positive up-tick to the economy right after the election. How can I best take advantage of this to increase my sales?

Answer: My economic thesis remains strong. The market fluctuates; we want positive fluctuations, but we can't always get what we want. Manage your behaviors for optimum success at all times. The way to take advantage of the market regardless of economic fluctuations is to prospect and continue to position yourself as the client's first choice of supplier when the timing *is* right for a decision.

Question: I feel like I've explored every possible area for untapped sales. What am I missing? Where are the "unfound sales" hiding in the building industry right now?

Answer: I assert that it is virtually impossible to explore every possible area of untapped sales in a profession. First, there are always secondary audiences to sell to such as subcontractors. Internal staff members are also a powerful secondary audience as these are the future leaders of the organizations to whom you sell. Additionally, new businesses are started and old ones die, thus requiring any salesperson to be vigilant about prospecting at all times. Third, success lies in timing. Keep in mind that the negative answer is never "no," but is instead "not now." Keep the lines of communication open with prospects and good things will eventually occur.

Question: Sales is in my blood. I've always been a salesperson who has good results. But, with the current economy, my sales are off and I'm not meeting my goals. What can I do?

Answer: Ask yourself what it means to say "sales is in my blood." Natural talent is never the only key to success. One of the unfortunate realities of the past 15 years is that every salesperson believed he was doing an excellent job because the results were coming in. The truth is that everyone was succeeding during a decade of remarkable sales growth. If salespeople want to take credit for good sales performance during the boom years, then we must accept responsibility during these challenging times. Strive to study your craft intensely and seek out constant improvement. Salespeople are not born; they are made with the development of solid skills and attention to detail.

Question: During a normal business year I try to attend trade shows for networking opportunities. This is far from a normal year with all the economic pressures. The cost of attending these trade shows comes out of my pocket. Should I just skip a year or two?

Answer: Every salesperson should create a personal budget for self-improvement and then allocate resources accordingly. This year I admit I had to curtail my involvement in some trade shows and other events as a result of the economic downturn. But I have continued to budget my usual percentage of investment towards personal growth and recommend you do the same. Investment in your personal skills should include books, seminars, audio courses, trade shows and the like. Create a budget and then determine how you will proactively allocate that budget for your personal growth.

Based in Chicago since 1998, Building Leaders, Inc. has distinguished itself as a premier sales and sales management education organization. The company offers a wide range of sales materials including the DriveTime Diploma Series of audio sales training. For more information, visit www.buildingleaders.com or call 773-769-4409.

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