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**Happening
PEOPLE**®

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What's Happening?

The newsletter for switched on people
Winter issue 85 - from Samuel Day

Seek Strong Selling Skills

During boom times sales skills training for sales people can be less critical as demand can exceed supply for goods and services. During downturns, organisations whose people have advanced sales skills are those that can prosper long term as they increase market share and outstrip their competitors who are looking for a piece of a shrinking pie.

Investment in sales training empowers the sales team and increases an organisation's competitive advantage. It also demonstrates to the team that the organisation believes in them, and it believes that despite any challenging climate or shrinking pie the organisation will survive and thrive long term. This is a timely message to send to your sales team for this belief will positively fuel motivation and activity helping with an uplift in sales.

Skilled sales people are the key to the ongoing success of an organisation but it is fiscally prudent to look at the training costs to develop these skills. Suspending investment in sales training, however, can ultimately cost a business so much more than the dollars saved by not providing training. (We believe this to be true, even though we provide sales training)! If you are a leader in sales the points below will help your sales team stay on track in a softening market.

Selling Strategies in a Slowing Market

1. Stay positive – your attitude is your greatest weapon
2. Invest in sales training – the more skilled the more sales you will make and you can capture a greater market share
3. Increase your contact activity for better conversions
4. Get out more – be seen by your clients and build new relationships, face-to-face where possible
5. Don't be afraid - ask for referrals.

If you call us or another training company to talk about your company's sales skills, either way its important you make the call. P.S. our number is below ☺

Positively speaking

If you have read this section over the past 10 plus years you may remember it being called "Personally Speaking". It has been an opportunity for us to thank people, our clients and to keep you up to date on what is happening at Happening People.

Well from this point on I am calling it "Positively Speaking". It is going to become my small way of counteracting a media and cultural obsession with leading on negative news stories about the economy.

Each issue will provide you with positive facts which you can share.

Here are the top two:

- The Australian Share market has trended for the past 4 months.
- Retail sales have been up in Australia all calendar year.

Spread it! Kind regards Sam
When you have positive stories please feel free to send them to me.

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