

**Sent:** Monday, September 08, 2003 5:05 PM

**Subject:** BIZ BANK: A SALES / GUT CHECK FROM SAM PARKER & JIM MEISENHEIMER

Dear Aquathin Dealer OnLine;

A Sales Team Member sales / gut check...

Most every industry has sales persons, and each company has great, good, average, and poor sales persons. The true champions are those that have a "hero's calm and coward's resolve to survive and succeed." You either have **IT** or you **LEARN IT** to be great at your job which equals a proud provider to your family. Here is your inner perspective !

Do your **actions** create a positive buzz about you and your work? Do they make others want you as a part of their team? Do they make your employer cringe at the thought of losing you to a competitor? Do they make your customers **excited** about referring you to their colleagues?

You want your actions to scream value without the need for you to say a word. This is where you want to be -- with those in your company and industry... and those to whom you're selling.

This is what creates **true economic and job security**.

The economy is turning the corner but it's always been robust for those individuals and companies creating value for others...and that's what Aquathin is all about.

When you have the opportunity over the next few days, consider adding the four questions above to the first day of your monthly planner moving forward. Then, each month, give yourself a little attention by reviewing them and creating an action plan to improve in each area.

**Its easier said then done, but still needs to be done.**

you'll never achieve superstar status in sales if you don't do the right stuff. The right stuff includes a number of things that most **winner**s focus on.

### **A written plan**

Consistently achieving success isn't about luck. It has more to do with planning. Pilots, ships' captains, and long distance drivers all rely on charts and maps to get where they're going. So do the best of the best salespeople. They realize, "you get what you plan."

### **Specific dollar goals**

Straight commission salespeople will have dollar goals listing sales for specific products with completion dates. Other salespeople may record sales goals by major accounts. Recognize and appreciate the benefits of **planning** instead of settling for what you get.

### Mental exercises

This is a high-impact, low-time commitment essential. You can't sell cold turkey every day. Limbering-up and tuning-up are critical for sustaining success. Fifteen minutes a day represents 1% of a day. If you commit to reading periodicals and books on selling for just fifteen minutes daily – you will achieve greater knowledge that automatically converts to competitive advantage. In time, your knowledge base grows geometrically as will your results.

### Physical exercise

So many people talk about the benefits a regular exercise that there has to be something to it. On a recent flight from Chicago to Orlando, I was seated next to an overweight businessman. When dinner came he literally cleaned his entire tray, and you can bet what his response was when the flight attendant asked if he wanted a big chocolate chip cookie. I guess if we could learn to balance our food with liberal doses of regular exercise, we'd feel, look, and certainly perform a lot better. Imagine your epitaph describing you by the food you ate.

### "Yes I can" vs. "Yes I can't" attitude

Not a day goes by that I don't observe negative self-talk. People saying they can't do something even before they begin trying. Think of all the **innovation** that would have been stifled if the hesitators ruled the world. It's bad enough that they are in the majority. If you would start every day with a sober, expectant, and positive look in the mirror uttering positive cheerleading type words, I know more mountains would be climbed.

### Purposeful passion

What is purposeful passion if it isn't a look you have in your eyes? It's the steady focus on preset goals that are **pursued** energetically and enthusiastically every day. The face smiles, the eyes sparkle, and the adrenaline flows. People with purpose walk faster. People with passion have fire in their bellies. When was the last time you got exited about anything? The only time you should expect not to see purpose and passion is when you're visiting a cemetery. For them it's too late, for us there's no excuse. For us there are only choices.

Always ask, "How can I do it better?" One of the biggest challenges we face is **battling** complacency. Complacency is like kudzu, that overwhelming weed that's taking over the southeast. Instinctively we want to rely on more of the same. We feel comfortable with what is comfortable. Old habits die hard and new habits are even harder to jump start. Get a rubber stamp made with the words, "How can I do it better?" Stamp everything with it so you never forget that your mission is **continuous** improvement in everything you do.

### Learn to flirt

Your selling skills and techniques should be changing constantly. Small and incremental changes allow you to **flirt** with new strategies and measure their success rate. Future prosperity will be linked to personal growth and change. Buzz words you should cling to are stretching, adapting, adopting, reinventing and reengineering. They are the fabric of change.

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

FOR THE BEST TASTE IN LIFE

Think Aquathin..AquathinK !!

*Celebrating our 23rd Birthday in 2003 !!!*

(visit the allnew <http://www.aquathin.com>)

Sam, Jim & Alfie

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