

Winning and winning consistently!

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By Anthony Harrison

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Firstly, let me dispell one of the great urban myths about selling. Winning matters but it is not everything. Well I have got news for you because winning is everything and if you are involved in sales, winning is the only thing that matters. What we all have to do is remember that the "rules" of selling remain the same for everyone regardless of their particular industry.

The facts are:

1. Business is more difficult than ever to win and keep.
2. Clients expect you and your team to do more and more for less margin in order to win their business.
3. Time is at an ever increasing premium and you appear to be running harder just to stand still.

Yet why is it that some people are winning and winning consistently!

Well let me tell you how. The theory behind this is very simple and can be broken into 5 specific areas. Once you are familiar with these areas then you will understand what is required to overcome any obstacles. They are:

1. Motivate the buyer to give information (the buyer can also be the customer)
2. Ask questions to identify the buyers needs.

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3. Tailor the presentation/sales pitch to meet the buyers needs.
4. Close and gain commitment from the buyer.
5. Handle objections.

I was told a long time ago by a former CEO of mine that the following always worked.

Good

salesperson + bad organiser = bad sales results.

Bad

salesperson + good organiser = good sales results. Why you may ask? Well it's simple really because the key to every good salesperson is planning, planning, planning. The more you organise means the more clients you will see.

Well that is fine you are probably saying but how does that help you to keep winning the business?

Think of it like this. You are fully conversant with the 5 areas of business theory noted above and you will use these

5 areas as a "template" for every single sales call you

do. However what you will also do is now devote more time to the planning aspect of your working day.

Who will I see?

When will I see them?

Why should I see them?

Where will I meet them?

How often will we meet?

This method is very simple and I guarantee that after a few appointments/sales calls, the 5 areas of theory template will become second nature, which means that you will have more time to plan your diary effectively.

Remember, more

planning = more sales calls = more money. Try it and see what difference it makes to your business, after all, it worked for me!

Anthony Harrison is a salesman. He is currently the Head of Sales for the UK division of a US investment bank. He also lectures on sales development and management theory. Visit <http://www.managing2success.com> for further details.

Making Your Dog Win In Sled Races

By Jack Russell

Winning and winning consistently!

So, you decided to train your dog win in sled races. Here are some tips to do it.

1. Provide dry and clean bedding.

If you want to have a winning dog, provide him first with a clean and complete house. It is your duty and responsibility that your dog must have adequate and clean bedding.

2. Give high quality diet.

Give your dog the best diet that you can find. All year round, feed him with the best diet possible. This includes giving the dog some quality fat in his diet. Fat gives your dog enough energy to run. How much fat you give depends on various factors. For example, Alaskan Huskies are burning fat seemingly by just standing still! Some dogs like Malamutes and Siberians do not require fat as much. Don't scrimp on quality.

3. Follow schedule.

Make a regular schedule for your dog to relieve himself. Stick to the schedule. Making a schedule to relieve your dog will earn you his trust. Whether the schedule is every after two or four hours (or more), follow strictly your schedule.

4. Provide shade.

Give shades to your dogs, especially in summer.

5. Clean your dog regularly.

Clean the dog's house regularly. This is also for your dog's good health.

6. Control flies.

Your dog would appreciate if you put something on him to defend him against flies.

7. Give water consistently, adding a few more buckets in summer.

Like humans, your dog needs water too. Give them clean water regularly. Add a few buckets of water in summer, when the heat is too much for some dogs.

When your dog is training and running all day long, you might want to give him water right after his run. If you are training your dog on a cool season, then you might probably not give him water every after run. But, if you are training in summer, be sure that you give your dog water consistently. Your dog might collapse from heat if you ignore his need for water.

9. Buy your dog from well known breeders.

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If you have no dog yet, you might want to buy a puppy from a winning breeder. Winning bloodlines enhance your dog's chances of winning. Of course, having a dog from a winning breed does not ensure outright victory in sled racing. The dog still has to be trained to win.

Having a winning dog in sled races is a cooperation between your dog and his trainer – you. It entails a lot of mutual trust and care to ensure a winning dog.

Jack Russell is a a long time dog fancier, visit his Dog Resources Blog and download his Free Dog Owners Handbook – it's Dog Gone Good!



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