

Start selling where the customer is 'at' not where you want to start

The sales arena is your environment so take control of each sales opportunity that comes to you.

Practice being ready to kick into your assertive sales approach and start selling where the customer is 'at' not where you want to start your selling routine.

Now for 4 Top Tips



Do what you've always done and you'll get what you've always got! Think about it ...

"The world is like a mirror; frown at it, and it frowns at you. Smile and it smiles, too."

Herbert Samuels

Do

- Make sure your personal goals are balanced
- Take time to reflect on and evaluate learning experiences
- Seek out feedback on your performance
- Focus on development in two different directions at the same time:
- For specific goals or careers
- For greater flexibility and adaptability to changing circumstances

Don't

- Be too ambitious: development is usually incremental
- Be Afraid of asking for help



Are you doing what successful sales people do?

A positive mental attitude is indispensable to your sales success

You can be as positive as you want to be if you simply think about the future, focus on the solution and look for the good. Use your mind to exert mental control over every sales situation and you will be more positive and more cheerful most of the time.

Be a more positive person

To empower and motivate others you need to be a genuine, positive and cheerful person; develop a positive mental attitude.

Choose to be happy

The only source of happiness – and unhappiness – comes from inside yourself. Happiness is not something that comes to you, it is something you create. Waiting for something to change in order to be happy is waiting to live your life. It is not what happens to you that counts, it is how you react to what happens to you. It is your attitude. When you adopt a positive attitude, life becomes a rewarding adventure instead of something to get through.

Focus on Solutions

You can become a positive thinker simply by focusing on solutions, not the problems. Just remind yourself that "there are no problems – only opportunities."

The dimmer switch of performance

Take a hard look at your behaviour. Do you lead the way by setting a positive tone right from the start or do you impose your own "pace" based on how you feel at the moment? Aim for a calm, relaxed mood and a consistent, positive approach.

With optimistic positive thinking, problems will become merely challenging opportunities that you can turn to your advantage. They provide opportunities for personal growth and can stimulate your creativity for finding better ways to live.

Can you become more optimistic?

Can you simply "choose" to think more positively?

Yes, you can!

The simplest way is to empty your mind, clear it of all fears and anxieties while replacing them with positive thoughts. Surround yourself with optimistic people because optimism is contagious; so is pessimism!

Surrounding yourself with optimistic, supportive people will help you turn occasional optimistic thoughts into a habitual way of thinking.

The Law of Expectations

Whatever you expect with confidence, positive or negative, becomes your reality. If you confidently expect to succeed, if you confidently expect to learn something from every experience, if you confidently expect to become wealthy as a result of applying your talents and abilities to your opportunities and you maintain that attitude of confident expectations long enough, it will become your reality.

It will give you a positive optimistic cheerful attitude that will cause people to want to help you, and will cause things to happen the way you want them to happen.



Do you know how you are being measured? We do!

Do you want to know what a mystery shopper is looking for? We can tell you.

There are no mystery shop secrets when you know what the shopper is looking for. You can easily get yourself in to the best position to score highly!

- Use the shop criteria to test your performance
- Score more on a mystery shop
- Focus on what has the biggest impact

Take a look at our [Using Mystery Shop To Improve Performance](#) booklet to help you.

Look at your telephone effectiveness too.

Get feedback on the effectiveness of your call handling and know what a mystery shopper is marking you on.

Mystery Shop criteria is based on best performance standards so develop your skills using this criteria and score highly on sales calls in the future.

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Plan your own Personal Development

Here's our 7 point plan for your Personal Development

1. Establish your purpose

The purpose of any development cycle needs to be identified. You may do this by yourself or with your sales manager, colleagues or friends.

It involves:

- Gaining an awareness of your potential within your sales role
- Gaining a measure of what you are good at and interested in
- Taking account of the daily realities you encounter
- Linking your plans to the business needs as much as possible

2. Identify Development Needs

Identifying your development needs may emerge from intended or actual new tasks or responsibilities, from discussions with your manager or others, or from dissatisfaction with current routines.

Use a job description to score your current performance and identify where you could improve.

Actively get specific feedback on your areas for development and tap into our resources to help you to develop your sales approach.

3. Identify Learning opportunities

Draw up a list of the skills or knowledge you will need to acquire, update, or improve upon. Compare this list to your current skills and knowledge base and identify the gaps.

Evaluation will also provide a key lead to the next stage of the continuing cycle.

Goals change, tasks vary and new needs will emerge. It is important to revise your own plan accordingly. A plan that does not evolve and adapt is probably not being followed.

4. Formulate an action plan

For each of the gaps you have identified, set yourself development objectives.

These need to be **SMART**: Specific, Measurable, Achievable, Realistic and Timely

There must be an element of challenge in them so they stretch you as an individual and carry you on to new ground. But they must also be attainable and viable within a realistic time-frame, otherwise time will overtake you.

5. Undertake the development

Put your plan into action – your development is up to you.

6. Record the outcomes

Keeping records serves to remind you – and others of what you have done. Most importantly they help you to focus on what you have got out of the development activity.

Record the date, the development need identified, the chosen method of development, the date (s) that development was undertaken, the outcomes, and further action.

7. Evaluate and review

Evaluation is the key stage to the self-development cycle because it enables you to discover whether that development activity was worthwhile, applicable, and if and how your skills or working behaviour improved as a result.

Evaluating development activities involves asking:

- What am I better able to do as a result?
- Has this experience thrown up further development needs?
- How well did this development method work?
- Could I have gained more from this activity?
- Would I follow this approach again?

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