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December 2011

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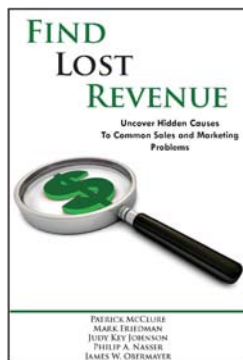
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My second book is a collaboration with four other senior-level business consultants with over 150 years of experience. We were consistently retained by

## ***The Christmas Dead Zone***

Are your customers about to enter the "Christmas Dead Zone?"

Have they been consumed with "visions of sugar plums", thinking about "trimming the tree", or dreaming about "chestnuts roasting over an open fire?" Are they making their Christmas lists, checking them twice, and spending all their spare time in the shopping malls? Or are they burning up their notebooks and iPads surfing the web and purchasing the "perfect gift?"

Perhaps they're already in "The X-Zone" and won't emerge into the real world until 2012?

Almost every Salesperson in the world DREAMS the holidays. Unless you happen to be in one of those fortunate industries, these are the toughest three weeks in your sales calendar.

As my special gift to you, I thought I'd list some of the best tips I've received over the years to help you survive and thrive during the holidays. Read on.....

### **X-Zone Part I**

corporate America to solve the toughest sales and marketing problems. In this book, we share our very best ideas. What you'd normally pay thousands of dollars in consulting fees to learn is available within these pages.

**Special Holiday Pricing!**  
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1. **Stay Focused:** The more your customers and prospects are distracted by the Holiday Blitz, the greater you need to focus on your objectives. Keep your calendar full of appointments, move your opportunities along, and keep your goals and objectives in sight.
2. **Adjust your Schedule:** Unlike other months, December has only 3 good selling weeks (unless you're in retail sales!). The week before and after Christmas are usually filled with parties, family get-togethers, shopping, returns and vacation. Plan to complete your F2F selling activities before "The Rush" is in full force.
3. **Plan in Advance:** Do your homework and understand their culture, their holiday schedules, figure out when their Christmas party is held, any gifting policies they have, how to work with them during the holiday season. You might be able to "sponsor" or participate in their holiday events and use this time to build rapport and develop relationships with new contacts.
4. **Hold a Sale:** Many companies have end of the year funds in the budget that need to be spent before December 31. Consider offering an end of the year sale to capture those additional funds. Offer an incentive for doing it now rather than waiting until 2012.
5. **Gift your Clients:** Find a suitable gift - nothing elaborate - to send or personally deliver to your best clients. Use this time to reinforce the value of your relationship, and to express your appreciation for the business they're given you over the years. Fruit basket, chocolate, wine, theatre tickets are all appropriate.
6. **Camaraderie:** Contribute to the excitement by sharing a meal, cocktails, time together in a social setting. Use the time to improve the value of your personal relationships

and to enjoy time together without any business or selling agenda.

7. **Plan for 2012:** When everyone else is in the X-Zone, this is an ideal time to review your 2011 results and draft your 2012 Sales Plan.

## X-Zone Part II



1. **Lunch and Learn :** Depending on their schedules, this would be a great time to host a "lunch and learn" with your client. Focus on positive topics such as the changing economic conditions, new opportunities, fresh ideas, tips for improving, etc.
2. **B2B Christmas Cards:** if you didn't send them a Thanksgiving card (preferred strategy), be sure to send a tasteful Holiday Greetings card. Make sure to send hand addressed and add a personal handwritten note and/or picture if possible. Get personal!
3. **Clean up your Files:** Use the dead zone wisely to clean out your files, both hard copy and electronic. Delete anything that wasn't actually used this year, or remove to an archive. Index all of your contacts/leads and sort into date, company, and category. Prioritize your opportunities. Clean out the cobwebs from 2011 so you'll be fully prepared for a booming start to 2012.
4. **Contribute to a Charity:** You'll probably contribute anyway, so why not find out your customer's favorite charity and make a donation? If they sit on the Board of directors of a

charitable organization, such as Goodwill Industries or the Alzheimer's Association, make a donation or, better yet, volunteer.

5. **Give some Time:** Especially during the holidays, find organizations that need your help and volunteer some of your time. It's a good thing to contribute, you'll feel better about yourself, and you might be amazed at the positive results.
6. **Be Grateful:** If you're reading this email, you're a lucky person. If means you can afford a computer, have access to a network, and have learned how to use email. You're probably enjoying life inside a warm house, with electricity, and enough food to eat and a bed to sleep in. That means you're ahead of about 90% of the other unfortunate people on this planet. Be grateful for what you have!
7. **Don't Fight It:** The holidays are here, whether you want them or not. The more upset you become, the more difficult they will be. Instead of getting angry over broken client appointments, find an excuse to visit and thank them for their business. Instead of withdrawing from the relationship, use this time to forge new bonds and alliances. Enjoy!

*I am extremely grateful for each and every one of you. Thank you for giving me the gift of your attention and support.*

*Happy Holidays, and here's to a Terrific 2012.*

*Sincerely,*



*Patrick McClure  
Connexia Group*

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