

Need a Cure for Santa? December Newsletter

Jingle Bells! Jingle Bells!
Dashing through the snow...
Chestnuts Roasting on an open fire
I'm Dreaming of a White Christmas

When you hear these songs, you may be thinking: “BAH Humbug! The only thing I’m dreaming of is a way to get my customer to pull out his credit card and place this order! Just when they were ready to finalize the deal, we got torpedoed by the “Holiday Express.” Instead of focusing on business, my customer now has “Visions of Sugarplums” dancing through his head”

Sound familiar? What do we have to do to cut through this Holiday Buzz and get some business? Yes, this **can** be a terrible time for salespeople, and it must be carefully managed.

Today’s issue focuses on tried and true methods to break through the holiday tsunami and still manage to get some business closed. Read on...

10 Tips to Cut through the Chatter and Close Holiday Business!

- 1. Ignore the Media.** Don’t read or listen to the empty suits who are telling America that the economy is going to hell and they should cut back on spending.
- 2. Don’t Agree.** Whenever you hear about “things are slowing down” or “you can’t do business during the holidays” just say no. Remember, you get what you think about, especially if it’s bad news.
- 3. Love your Customer.** Your success depends on your customer’s success. Find out what they really need, and give it to them!
- 4. Focus on Success.** Fill your mind with thoughts about joy, abundance, success, and happiness. After all, isn’t that what winter holidays should be about?
- 5. Keep it Simple.** A confused customer never bought anything. Make your value proposition as simple as possible, even your 8-year old child would understand.
- 6. Prove your Value.** Even during the holidays, customers will appreciate value that far outweighs their investment.
- 7. Leverage Year-End.** Most businesses allocate budget for the year, and it must be used up before December 31. I once closed a \$2.5MM deal on the last day of the fiscal year because of this important fact.
- 8. Make a Special Offer.** Give something extra if they buy now, rather than waiting until 2010. It could be something as simple as a gift basket, a gift card, or tickets to a concert. Or it could be a 5% discount. Be creative.

9. Show your Appreciation. Go out of your way to express your gratitude to your existing customers. And show the same gratitude to your prospects. Connect deeply and on a personal level and you'll be amazed at the result.

10. Enjoy! "Tis the season to be jolly," so why don't you join in the flow? No one buys from a glum salesperson, so liven things up and enjoy yourself. Happy customers will buy from you, and unhappy customers won't. Focus on the fun!

Stop Selling and Start Attracting

There are thousands and millions of potential customers for most products. Too often, we focus on convincing prospects that they should buy our products. There's another side to the equation: why don't we find the prospects that are "already at Yes" and attract them to buy from us?

This whole topic of attraction has been a hot topic lately. My friend Mark Deo has even written a book on the subject which I highly recommend "The Rules of Attraction."

I've been writing on this topic ever since my first book Precision Selling, and I'm conducting deeper research for my 3rd book, due for publication in 2010. I haven't gotten all of the answers, but here are the areas I'm investigating:

- Certain salespeople seem to have a knack for attracting business. Why?
- Why are some executives always in the right place in the right time?
- What is it that attracted to you the "easiest sale you ever got?"
- Is it possible that we project our intentions to the universe and it returns our wishes? How often does that happen, and how can I make it work all the time?
- Does our attitude affect the amount of sales we make?
- Could prayer and meditation work in the world of sales and marketing?

I'd welcome your comments on these areas, send to patrick@connexiagroup.com.

So, here's hoping you're successful attracting tons of new clients. Bring Joy to as many people as possible, and here's to your success during the holidays!

Patrick McClure is a speaker, trainer, consultant, and author who enjoys working with individuals and corporations to help them achieve maximum performance. He has dedicated his practice to helping others become more successful. To learn more, and to receive Patrick's free Newsletter, please visit www.connexiagroup.com or email patrick@connexiagroup.com