



## ***IT'S A GREAT TIME TO INVEST IN YOURSELF!***

When you look at the calendar, there are really only about 5 selling days left in the year. You are hurrying around, doing whatever it takes to close every sale possible before year end so you can make quota and earn your annual bonus. However you are waiting until after the holidays to prospect for new business since most companies don't want to start new projects at this time of the year.

This "hurry up and wait" mode can be very stressful, as you struggle with how to stay busy. No matter how we wish it wasn't so, new business slows down during the holiday season. Even still, there are plenty of productive activities sales people can do to keep busy at this time of the year.

This is an excellent time to build your prospect list and sales funnel. Call on your current customers to give them holiday greetings. Even if your contacts are not available, always leave a business card so they know you were there. You may not meet with them, but the fact that you took the time to call can build loyalty. If you do manage to see your contact, ask for a reference letter and a list of referrals while you are there. These are great prospects to call in the New Year.

The downtime during the holiday season is also a great time to invest in you. Perhaps you could brush up on your product knowledge or get yourself organized so that you start the year off right. Did you know that business people who read at least 7 business books a year earn over 2.3 times more than people who read only one book per year? Why not take this time to read one of the book suggestions included in this newsletter?

You could also take a sales course. Studies show that 25 % of sales reps produce 90 to 95 % of all sales. Clearly, most sales people are not selling up to their potential and not making the incomes they could. Why? It's not that the job can't be done because 25 percent are doing it and doing it well. It's because the other 75 percent either are not in the right sales position or they truly don't know how to sell. Why not take the holiday season to learn to sell the same way, with the same sales tools, as the top performers do?

Don't wait for your employer to provide training. They are only responsible to pay you for the work you do. You and you alone are responsible for your own personal development. You don't wait for a prospect to call you before you make a sale do you? Then why wait to improve yourself. Even if you have been selling for a long time, you can always upgrade your skills. Regardless of your years of experience, if you are not reaching your sales goals, then investing in yourself is the right move!

Happy Holidays everyone!

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Susan A. Enns is managing partner of B2B Sales Connections, Canada's premier niche job board and sales training website for business to business sales professionals. She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience. Her accomplishments include being the top sales rep in Canada, managing the top sales branch, and achieving outstanding sales growth in a national channel sales organization. She has written the downloadable e-courses "Action Plan For Sales Success" and "Action Plan For Sales Management Success", as well as many automated sales tools, and as the B2B Sales Coach, she writes and edits the company's newsletter, AIM HIGHER. Currently Susan serves on the Leadership Executive of the Sales Professionals of Ottawa as Vice President. For more information, visit [www.b2bsalesconnections.com](http://www.b2bsalesconnections.com) or contact Susan directly at [senns@b2bsalesconnections.com](mailto:senns@b2bsalesconnections.com), [www.twitter.com/SusanEnns](http://www.twitter.com/SusanEnns), or [www.linkedin.com/in/susanenns](http://www.linkedin.com/in/susanenns).