

# Target Sales Newsletter –February 2004

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## Tips You Can Use Today

### Sales Success Starts Now

Do you know what you need to do today to meet your yearly goals? Everyone has heard the advice “Start with the End in Mind.” Many sales people will craft a business plan at the beginning of the year, perhaps even each quarter. The folks who really succeed take this planning down to the daily level, which is where you live each day. How well you execute your plan today, this hour, this minute is what determines your success in the long run.

How can you succeed on a daily basis? Here is the process. Using one notebook or planner for this will help keep you on track.

#### **Preparation:**

Take an hour right now to review your yearly or quarterly sales goals (measurable results). Determine the action steps (calls, meetings, events, etc) you need to take to achieve those goals. Break those steps down to weekly goals and weekly action steps. Break those down into daily goals and daily action steps.

#### **Weekly:** (30 minutes)

Write out your master to-do list for the week.  
Slot specific activities into each day that week.  
At the end of the week review your accomplishments and write out your list for next week.

#### **Daily:** (10-15 minutes max)

On the left hand side of a sheet of paper write out or review your goals for that day .  
On the right hand side list what you get done that day.  
At the end of the day review your accomplishments and write out your list for the following day.  
Your commute may be a great time to do this. Stick to the same time of the day each day.

This is a very simple concept, but it takes daily discipline to make it work. By writing down each item that you accomplish each day, you can see how you are spending your time. Are you getting a lot of busywork done that fills your day but doesn't contribute to your goals? Are there certain tasks that you always put off? Could you get them done more effectively at a different time of day? By reviewing your accomplishments, you can make adjustments to increase the effectiveness of how you work. This will allow you to reach and exceed your goals.

We can only act in this moment. How you spend these moments during each day is what determines your quarterly and yearly success. If you want success, then plan your day today, document your work, review and adjust your process! Wishing your success!

# Food For Thought

## Effective Networking

Are you satisfied with your networking? We all know that networking is a great way to build more business. Most of us would probably admit that we need to network more. The reason we don't network more: "not enough time."

If you believe that networking needs to be a part of your sales strategy to build business, then here are some ideas that should help you achieve more success.

### Planning

Think about who, where, what, how, and when.

- Who – Who are your clients? Who influences them? Who do you know that knows a lot of your potential prospects?
- Where -Where can you find them?
- What – What events will lend themselves to the best opportunity to connect with your target clients or centers of influence? (don't rule out volunteer or charity events!)
- How- How often is realistic for you to attend networking events or meetings?
- When – Pick out events or meetings ahead of time and place them into your calendar at the beginning of each week, month or quarter to ensure that you make the time.

### Executing

- Before you go to any event or meeting, decide what your goals will be. (Number of new contacts, number of business cards you want to give out, certain person you want to meet, what message you want to convey to new contacts, etc.)
- If possible, go alone. This will force you to get out of your comfort zone and meet new people. Seek a balance between quantity and quality of new contacts.
- Execute your plan. Introduce yourself to new people. Tell people what you do. Ask them if they might need your services or know of others who they could refer to you.
- Ask new contacts about themselves and what they do. A great way to get referrals is to give them. (tip: jot the info you learned about them on the back of their card)
- Smile and enjoy it! By making it fun for yourself, others will get to know the real you and you will be more likely to stick to your networking plan in the future.

### Reviewing

What did you accomplish? Give yourself credit for each thing you did, even if it seems simple such as handing out a business card. By giving yourself credit, you will build confidence for the next time. And all the actions you take at each event will start to pay off in the future. Keep a list of the networking events you attend and the people you meet. Set up reminders in your calendar to touch base with the **key contacts** in the future. As you receive business and referrals in the future, be sure to document those successes so that at the end of each quarter and each year, you can repeat what was most successful and avoid areas that didn't pay off.

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