



10 Tips for Sales Momentum

by Chris Helder

- 1. Sunset Goal Setting** – I like to think of the “sunset” in terms of being the end of the day. I think that there is great clarity about how you spent your working day as the sun is going down. The same is true with goal setting. As Stephen Covey says, “start with the end in mind.” Set your goals by going to the end of the year FIRST... then work backwards to determine the activity you need to generate to achieve those goals.
- 2. Chunk Up!** – This is a very simple process for focusing on “big picture” thinking. Often, people get “chunked down” with all the small, petty things. Focus on what is REALLY important...leave the “small thinking” to the victims in your office.
- 3. Equalise then Separate** – This is a very powerful technique as a salesperson. Most salespeople try to separate everything about their product from the competition. When all companies do this, they all seem very much the SAME. Equalise then Separate (or Same, Same but Different) identifies what are the things that are the same with all competitors, and then only separates out the TRUE differences. Usually there are only a couple differences... They are the memorable ones for the client and often make the difference in winning the business. Remember, if there is no difference... it simply will come down to price. Why You?
- 4. Using Anxiety for ACTION** – Most sales directors will tell me that the number one thing that holds salespeople back is “fear” or “anxiety”. One of the problems is that when most people feel anxiety, they procrastinate. Instead, I challenge salespeople to identify when they are experiencing anxiety and listen to your body...it is actually your body’s way of telling you to TAKE ACTION. Identify what is making you anxious and take IMMEDIATE action on that. This, of course, upon the completion of that task will give the salesperson RELIEF. Use the anxiety to drive you to make the tough calls and schedule the tough meetings!
- 5. Posture** – How is your posture? Do you walk around as though you have everything under control? Or do you walk around looking like someone who is beaten? What the mind harbours, the body manifests. Change your posture and you instantly change your state of mind. On a scale of 1-10... how good is your posture?

6. **Eye Contact** – One of the great mistakes salespeople make is that when they are with their clients, they look at the back of their heads. In other words, they do not make eye contact and therefore are not truly “awake” or “aware” about what that client is all about. When listening to the client, take the time to make eye contact and gain a deeper connection with that client. On a scale of 1-10... how good are you at truly making connecting eye contact?
7. **Gratitude** – After the past 12 months, a lot of salespeople focus on what they DO NOT have instead of what they DO have. This sets a lot of people out on the wrong foot every day. Try starting every day from a place of gratitude and focus on the gifts that have in your life. Notice the difference in how you approach each new day...
8. **Energy** – Quite simply, the amount of energy you have is a decision. I’ll say that again: Energy is a decision. I am amazed at how many “tired” people I see out there every day. The one parallel between all successful people is that they have high levels of energy. You cannot be successful without it. Make the decision...
9. **Grooming** – Groom yourself in a way that makes you feel great about yourself. What are the outfits that make you feel powerful... find them in the wardrobe and wear them. Also, get rid of the outfits that don’t make you feel good about yourself. Empower yourself by grooming in a way that makes you feel good!
10. **Put the Big Rocks First** – This is about prioritising what is truly important in your life. What are those “big rocks”. Remember, when you are 90 years old, it is not the things that you did that you will regret in life... it is the things that you DID NOT do. Prioritise the “big rocks.”

Chris Helder is one of Australia’s leading keynote speakers on sales, negotiation and The Power of Influence. For more information on his corporate presentations and workshops please visit www.o2speakers.com or www.chrishelder.com