

CHRISTMAS SALES

Christmas is one part of the year that always seems to get me - I've never sold products which are in high demand over the Christmas period.

I generally try and put a positive spin on everything I encounter as a sales person I think it has to be part of your natural makeup. This generally means when Christmas time comes around it's the artful sales skills to the fore as many products that have been sold by myself have never been life threatening if they don't get it this month.

“When I'm really honest with myself it's more my fears of rejection that throw up the barriers than what actually happens out in the business sector. The Nike attitude of 'Just do it' should be tattooed onto mine and many more sales peoples inner conscious.”

My constant dilemma is going out to the market with products like this which 98% of the time have been to the corporate market which is trying to put as much work through for December and bill. How close is it politically correct to call on clients, prospects, and suspects before the end of their year? Assuming they do see you, what chance have you got of getting any business before the end of the year?

The answer is just keep going, as hard as it's been for me to confront going out on sales calls late in December the years I've done it have proven to be more than worthwhile.

“IF WE DID ALL OF THE THINGS THAT WE ARE CAPABLE OF WE WOULD TRULY ASTOUND OURSELVES.” THOMAS EDISON

Paul Richardson - Maximise NZ Ltd



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