

Sales Xsellence

(An Xsell publication)

HELLO FROM OUR MANAGING DIRECTOR, ANNA ZAMMIT

Welcome to Xsell Newsletter, your source of high quality, premium ideas, insights and inspiration on sales, training, strategy and management since 2000. Welcome to all our new subscribers.

2011 has started with a bang, not just for us, but it also seems a lot of our contacts and clients are on track for a rewarding year. At Xsell, lots of exciting new projects have already been rolled out, or are in the planning stages.

WHAT IS THE LATEST NEWS AT THE XSELL OFFICE?

Australian Trainer delivers Sales seminar in Asia

Managing Director, Anna Zammit has just returned from Kuala Lumpur after delivering a two-day training course: Strategic Influencing Skills for the Sales Leader.

Anna was approached by UNI Strategic late in 2010 and asked to write and deliver a two-day training programme for delegates from across Asia.

“Delivering Strategic Influencing Skills for Sales Leaders in Kuala Lumpur was a huge honour, culture plays such a large part in the way we sell to the Asian market, and what works in Australia does not necessarily work in Asia. This assignment was personally rewarding as I continued to learn about cultures and people.” says Anna.

TO READ FULL ARTICLE, PLEASE CLICK HERE <http://www.xsell.net.au/Resources.aspx>

Sales Recruitment

Our Sales Recruitment service is buzzing! Whether you are a business owner looking to employ professional and experienced sales staff, or a potential candidate, you can email audrey.cox@xsell.net.au to submit your resume or make an enquiry.

We are currently recruiting sales professionals for the IT industry, building industry and accounting. To view some of the sales superstars we have on our books please clicks this link: <http://www.linkedin.com/groups?mostPopular=&qid=3786507>

THE LAWS OF NETWORKING

By Anna Zammit
Managing Director at Xsell

“Networking is about what you can give, not what you can get.”

That statement may sound strange when we encourage people to network to find new business. If we focus solely on what we can gain from networking, we are not being authentic networkers. In the marketplace, 87% of business is generated through networking. Yet we neglect networking and don't necessarily see it as a vital part of business development. People want to deal with people they know, like and trust.

Since the early history of man, introductions were made. Humans have always been social creatures and this led to introductions of all kinds. Today the same introductions are happening. If we look at the scenario of moving house, just the number of people you would need to engage and communicate with (i.e. real estate agent, settlement agent, bank, insurance, maintenance, furniture removalist, carpet layers, plumbers, neighbours) will demonstrate how we network. We need to find these people to help us get what we want.

Networking is a life skill, not just something you do when you want something.¹

Yet, when it comes to business networking some of us freeze, or find it difficult. The word “networking” conjures all sorts of feelings; mainly fear and rejection. The fear of rejection or failure for some can be paralyzing.

These feelings stop some people from networking. In effect, by not overcoming these feelings, we are missing out on the cheapest and the most effective form of marketing.

Networking doesn't need to be daunting, in fact, some people find it rewarding and fun.

Everyone networks, it just depends on whether they do it well or not.

The way we approach networking will impact the way our peers, members (or prospective members) see us. If we are authentic networkers, and people like and trust us, they will refer us into their network. In order to be an authentic networker we must:

1. Give without expecting to get something back. This is the basic principle of helping others without expecting anything in return by, providing them with a piece of information or assistance that will aid them in achieving their goal/s. Think about what you have to offer. Perhaps you can help others in terms of mentoring, putting them in touch with reputable suppliers, working on community projects together, sharing latest ideas on hot topics etc.
2. Understand the principle of reciprocation. What you give out will come back to you (what goes around, comes around). There is an unwritten law that if someone does something for you, you are in debt to them and you feel compelled to repay. *Ivan Misner says; “Master networkers give without remembering and receive without forgetting.”*

TOP TEN TIPS FOR EFFECTIVE NETWORKING

1. Be clear about why you want to network
2. Think about what you can offer people
3. Remember that networking is an acquired art
4. Think about the different ways you can network
5. Write down your recent contacts (last 12 months)
6. Now write down who you would like to connect with
7. Think about the best ways to connect up
8. Accept that you may not be successful immediately
9. Have a plan.
10. Start now!

If you would like to learn more about the art of networking, please contact Anna about the training and coaching programs that are available.

EVENTS AND SEMINARS



Jugglers Networking Events: your tool to business success JOIN US FOR OUR MARCH EVENT....

- Make new business contacts
- Swap business cards
- Meet other Perth business professionals
- Eat & drink with friends

Jugglers networking nights always produce a huge amount of introductions and leads for everyone, and we have fun along the way too.

All of our guests say they meet new people, exchange business cards and follow up the next day with some beneficial outcomes.

People always want to deal with people they know, so networking events are a favourite tool for many professionals to gain leads and meet people with mutual ideas.

Book your place at the next Jugglers Networking event

Would you like quality business leads? Would you like the chance to meet with like-minded professionals?

****The next Jugglers event will be on Monday 28th March 2011****

Email rachel.seymour@xsell.net.au to book your place in advance, or register your interest via this link:

<http://events.linkedin.com/Jugglers-Networking-evening/pub/575236>

EVENTS AND SEMINARS CONT...

HOW TO INFLUENCE AND INCREASE YOUR SALES

In just one hour, we can show you how

Are you looking to drive more leads to your business? Would you like to know how to influence customers or clients and increase your sales?

Experts agree that there are three types of sales people.

1. The high achievers, the ones that consistently exceed their targets
2. The people who “hit and miss” their targets
3. Those who struggle

Which kind of person are you, and which kind of person do you want to be?

Take this opportunity to accept this complimentary “How to influence and increase your sales in One Hour” and we will show you how you can move your own sales, or the sales within your team, to the next level. You can register via this link:

<http://events.linkedin.com/How-Influence-Increase-Sales-One-Hour/pub/575148>

Come along to one of our sessions in **March 2011**. Email xsell@xsell.net.au to register your interest. For more information, call now on 08 9260 0000.

Spots are limited at each event so RSVP today!

Quote of the month

“Never look down on anybody unless you're helping him up.”

Jesse Jackson

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