



COACHING. TRAINING AND SALES RECRUITMENT.

Sales Xsellence

(An Xsell publication)

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Hello from our Managing Director, Anna Zammit

Welcome to *Xsell Newsletter*, your source of high quality, premium ideas, insights and inspiration on media, marketing and management since 2000.

Welcome to all our new subscribers.

Spring is the in the air and there are certainly some fresh ideas and products around. Read on to find out more...

Feature Article: **What does Determination really mean?**

By Rachel Seymour
Marketing and Administration Manager at Xsell

Last month I participated in my third City to Surf 12km Run. Next month, I am participating in my first Bike Hike – just a short 53km! Anyone who has ever been part of a race or sporting event, whether just for fun or as a serious competitor knows the amount of determination and discipline it takes to

complete. In fact, not just to complete, sometimes to even get out of bed and put your runners on at all!

Sales people seem to be always in a race, every month they race the clock to achieve their sales targets. And in sales like a marathon there are sales people who continually beat their personal best and others are consistent, every month they bring in the same figures. In sporting terms they plateau and others can't be bothered putting on their runners and just stay in bed and give up.

So, what sets a champion apart from the rest? Is it innate talent perhaps, or is it sheer determination and discipline? We only have to look at sports people and realise that athletes have a pinpoint focus on the goal and make sure that they have access to the best coaches who can help them reach their goals. We often speak to clients about having the same pinpoint focus on their sales targets. Targets if set correctly are not difficult to achieve if you are determined and disciplined.

The athlete is determined to do their best, they want to achieve their goal and be recognised for their efforts. The discipline becomes part of their life style, they are constantly aware of what they eat and drink, maintain their exercise regime, they know the strength and weakness of their opponents and practice, practice, practice. Determination in sales goes a long way, it means you don't give up; you are constantly looking for opportunities leaving no stone unturned. You know the strengths and weaknesses of your competitors, you know your unique selling proposition and you practice practice, practice and find yourself a good coach who will help you achieve your goal.

Guaranteed sales growth comes from focus and determination. Perhaps you don't want to run a marathon but if you increased your sales results by just 10% the next 10% would be easier and so would be the next. Or maybe you want to focus on your next career move and move into management.

We are always motivating ourselves and persuading ourselves to do what it takes to achieve our goal. Is your goal to run 12km? To ride 54km? Or to hit your sales targets? Perhaps your goal is to improve by 10%. Maybe you would like to get a promotion to sales manager? Whatever your goals are, being focused is an important skill.

[To read more articles click here](#)

Client Spotlight: Oil and Gas Industry

Xsell has been working with an oil and gas company in Australia who also has offices in Europe, the US and Dubai. For reasons of confidentiality the client has asked not to be identified. The company offers consulting services in environmental, concept, design, assurance and safety.

With the onset of the global financial crisis, projects were put on hold and the company found itself like others without the required chargeable hours. Xsell was engaged to assist with sales in the pacific region with the possibility to going into China and extending its presence in Asia.

Xsell worked with the management team to form a strategic plan for the local business, which melded into the overall company, plans and from their sales strategy plans were formulated. Each division had its own sales plan, which fed into the strategy plan for the Australian office. The approach that was used here was the balanced score card, which linked the business financials, customers, internal processes and people development. Through this process the client was then able to set key performance indicators for each of divisions, with chargeable target hours as one of the indicators.

Most engineers do not see themselves as sales people and the challenge for the company and Xsell was to take ten engineers and turn them into business development managers.

The work with the divisional heads commenced by profiling, using the Xsell sales profile which determines the natural sales traits and communication styles. From the profile a program was written to compliment the skill set of the engineers, further each divisional head had access to a coach to assist with marketing touch points.

The staff were given training on soft skills, sales techniques, building relationships and changing their focus from operational duties to broader duties which would grow the business.

As result from this project, the client has benefited by:

- Winning more projects
- A need to increase engineering staff numbers
- The divisional heads have become more familiar and comfortable with networking
- More focus on sales pipelines resulting in ongoing work
- An increase in retention of staff due to more work variety

Through the process the business outcomes, which needed to be delivered to international headquarters, were delivered ahead of time and the business continues to grow.

Xsell continues to work with this client on a retainer basis as the business gears up for further growth.

[Click here to read more case studies.](#)



What is the latest news at the Xsell office?

New beginnings

One of the most exciting news items this month is that we have two new faces around the office!

Jay Ramlochun is a sales trainer and recruitment consultant. Jay has already placed two fantastic sales professionals with some of our regular clients and is on the look out for more top-level sales people to fill another two roles. He is also working on sales training seminars, which have so far been popular among all types of business and sales teams.

Lorena Paglia is working with Xsell as our Business Improvement Strategist. She is already hard at work and we welcome her warmly to the Xsell team.

[Click here to read full staff profiles.](#)

Bosom Buddies

On Wednesday 6th October, some of the team from Xsell will be attending Bosom Buddies, which is an educational and fundraising seminar to raise awareness of the disease and to raise funds towards ongoing breast cancer research programs.

If you would like more details or would like to attend please visit <http://events.linkedin.com/Empowering-Bosom-Buddies/pub/407267>

Events and Seminars

How to Influence and Increase Sales– FREE introductory seminar

Every fortnight, Jay Ramlochun, Sales Trainer at Xsell, will hold a free introductory seminar on how to influence and increase your sales!!

The next session is on Wednesday 6th October - 5.30pm - 7pm

RSVP and book your place by emailing: xsell@xsell.net.au

Jugglers Networking Events: your tool to business success



On Monday 30th August, a group of fantastic professionals met at Canton Lounge Bar for our monthly networking evening. There were lots of laughs, a few drinks, but more importantly, the night produced a huge amount of introductions and leads for everyone.

All of our guests said they met new people, exchanged business cards and followed 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 is on Monday 4th October so be quick!
Email rachel.seymour@xsell.net.au to book your place.**

Quote of the month

"If you keep your ears and eyes on your customer, you will keep your competitor's foot out of the door." JAMES JONES

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