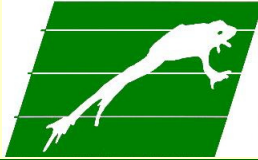


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June 1, 2010



Calaveras
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The Coach's Corner

LeapFrog Ahead Of Your Competition!

In This Issue

[Coach's Quote Of The Week](#)

[Sign-up for our "Business LeapFrog Series"](#)

[Business Coaching FAQs](#)

[Article: Selling Is The Key To Survival](#)

Quick Links

[More About Us](#)
[Coaching Events](#)

Coach's Quote Of The Week:



Dear Mark,

Business Coaching FAQ #4

The theme of today's "Coach's Corner" is marketing and **When you say "improvement and my business" what does that mean?** for the "Keep Your Pipeline Full" Workshop on Saturday, June 12th. (see sidebar for details)

As the owner, it is up to you to lead your company to where you want it to be. However, you [\(click here to read further\)](#) know that many business owners, especially with the smaller businesses, suffer from the "Sell/Do Seesaw":

they work very hard to get new business - next they do the work — and then they need to start marketing and selling all over again to get the next bit of business. The workshop about getting out of this "Seesaw" will check it out!

Selling Is The Key To Survival

With a slowing economy comes a fiercer, more competitive market that will require you to set yourself and your products apart from your competitors. On many people lately who are discouraged and have lost focus on what is important in their business, getting the revenue flowing. Opportunities to increase revenue. Here are a few ideas to help you reach your goals:

It is hard to sell when you are discouraged, but I have found that a systematic approach helps a lot to regain forward momentum. Hopefully this will give a bit of a framework for you to follow. Take a look at your target market to reevaluate how you've done business in the past and determine how your customers' needs have changed as a result of the economic climate. On your **Focus On Activity, Not Results** Have an understanding of these paid presents, you can set reasonable goals and change how you move it they have been and make it fun again.

Mark Net Stokking
Licensed Professional Business Coach

Networking can be a powerful tool for developing new business relationships. However, not every gathering has the potential for making quality contacts. Selectivity may be in your best interest when it comes to attending www.Calaveras-Coaching.com

"The value of an education ... is not the learning of many facts but the training of the mind to think something that cannot be learned from textbooks."
--Albert Einstein

Featured Service:

The "KEEP YOUR PIPELINE FULL" Workshop

Saturday, June 12th, from 10am to 2:30pm, Location To Be Announced (Germantown)

Come to the workshop and leave with a detailed plan, tailored to YOU, that will ELIMINATE the "Sell/Do Seesaw"!

What will you walk away with at the end of the workshop?

1. Define Your Target Market - Who is your best prospect, and where do they hang out?
2. Find Out Why They Really Buy- Buyers react only to "Benefits" - are you selling "Features"?

networking events. This will ensure that you have a target audience filled with potential customers. Remember that your ultimate goal for networking is to make contacts - not to sell (yet)! Successful salespeople are assertive and are able to introduce themselves without being forceful. By the end of the event you should have a list of contacts. Whatever you do, don't make the ultimate mistake of forgetting to follow-up.

Referrals: "Easy Business"

A referral is commonly thought of as the highest form of compliment you can give a sales professional. However, customers rarely provide a referral without being asked. Most often, it's up to you to take the initiative to ask for additional contacts. All too frequently, sales professionals are afraid to ask, don't feel they have a good rapport with the client, or simply forget. The proper timing of asking for a referral can depend on the situation. Most often, it is appropriate to wait until you build a relationship with the client, although, it might be acceptable to ask if you know the client is excited about a recent purchase. Don't be discouraged if a referral doesn't have a need for your product or service. It is possible they will in the future or know someone who does.

Don't Wait for Your Clients to Come To You

Existing clients are your best resource. Customers are all too often lost because their salesperson never took the time to follow-up after the initial sale. Staying in close contact with them builds trust and long-term relationships. It's important to keep the client up-to-date on new products and marketing materials. However, it's also vital that you keep yourself current on the ever-changing needs of your clients. The doors to new sales and cross-selling opportunities will open by just listening.

Above all - keep a positive attitude and don't let the economy get you down.

Source: PBCA Library.



3. Refine Your Message To Get Their Attention- What can you say that will make them read the rest of your message?

4. Select Your Strategies For Getting The Word Out- Are you relying on only 2-3 strategies - and passive ones at that?

5. Schedule Your Actions- Dig your well before you are thirsty - don't wait until your previous project is done!

6. Commit To An Action Plan- There is no plan in the world that will help you if you don't ACT!

7. Make Yourself Accountable- Take away the last reason to procrastinate!

Call Coach Mark van Stolk at 901-753-3753 or [click here](#) for more details

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