



12 Top Tips

Top Tips From Our Thought Leaders on: How To Apply Our Methodology of Co-creation, Connection and Expansion In Your Work, For 2022.

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Top Tip

Find Your Focus & Give It 100% Attention. Try It Now! Your Results Will Be Different...

How Do I Do That?

In any moment we can only do one thing. Multi-tasking is not effective, you know it and I know it... It is thinking what we are doing is not good enough, so we try and do multiple things at once. Let's leave that in 2021 as an old habit.

Instead, take time to decide what the most important, or most enjoyable thing is, that you could be doing right now and give it 100% of your attention.

Whilst you are at it, spend 5 seconds considering what is the best outcome from this activity.

I promise you *two things* will happen:

1. You will get better results than you normally do, your work will be better, your conversation more engaging and your response more aligned to what you wanted.
2. You will be faster, more efficient and more effective.

The key action from **top tip number one**, is to be **100% present in as many tasks as possible**.

Top Tip **2**

What Are You Hearing, Seeing & Feeling? Something New or Confirming What You Believe?

How Do I Do That?

It is estimated 80% (of course) of what we think we see/ hear/ feel is purely our projection of what we expect and not based on reality (whatever that is) at all. Our resident thought leader, *Sophie Steel* shares her top tips on dealing with this confirmation bias:

Our beliefs drive our thinking, so we look for and seek evidence to support our beliefs. When selling, it's easy to 'tune' out to what our buyer is saying because we 'believe' we already know. Thus, we don't truly listen to what they are saying. This impacts **TRUST**.

Building TRUST with our buyers (clients/ customers) has never been more important and being seen as trustworthy is the cornerstone of a long and successful relationship.

Key actions to take from top tip number two, is to:

- Acknowledge this confirmation bias in yourself, it exists!
- Challenge what you think and see.
- Create doubt by asking questions.
- Seek information outside of your comfort zone which disproves what you believe. Listen with a new perspective.
- Discuss your thoughts with others.

Top Tip **3**

You Are Not Just Competing for Their Attention; You Need to Be the Most Compelling Thing Right Now.

How Do I Do That?

On first thought, this is quite scary...

The noise has got so loud, we have turned it off. More emails are being sent than ever and yet opening rates as a percentage (%) are dropping. Phone calls are rarely answered and even having people present on your zoom calls in your living room, does not mean you have their attention!

Very bright people are paid a lot of money to work out how to get your attention and keep it. For example, think of your favourite social media platforms and news sites. What about people that are inherently important e.g., your loved ones, your friends, your clients?

Sadly, they do not stand a chance unless you become very mindful and deliberate about where you spend your time and attention.

Using top tip number three, aswell as the valuable information from tips 1 and 2 (of attention and deep listening), to become the most compelling thing to your family or clients, depending on whether you are working today or not!

Top Tip

To Supercharge Success: Make Yourself Feel Good First Before Doing Anything Else.

How Do I Do That?

One of our wise and talented facilitators, *Lorraine Hitchman*, suggests this as one of her top tips, to create online trust and liking instantly and therefore success:

First build the right neuro chemicals in yourself, smile so the smile hits your eyes. The signal to yourself is you're happy and safe and you will drop Serotonin (the happy hormone) into your system. This is also known as the coaching hormone which builds trust and contributes to a more caring environment.

Those on your call (group meeting) will feel happy as the mirror-neurons fire up and they too feel a hit of serotonin. It's infectious – they are more likely to start smiling too, they will feel happy and enjoy the interaction with you and stay present. You will therefore get more done, more effectively.

This leads to them wanting more interactions with you in the future and your mindset around succeeding with people you like is increased.

Your action from top tip number four, is to put a smiling face on your laptop now – your mirror neurons fire, serotonin is dropped in your system and notice if your day is easier, happier and more productive.

Top Tip **5**

Overdosed On Data Like Food & Alcohol? Try Some Reflection for The Data Indigestion.

How Do I Do That?

Feeling overwhelmed at work, clearing up the house, the thought of dry January? From our wise and talented network, *Stan Horowitz*, suggests, instead of looking for new insights, instead unpack what you already have further:

- Make connections.
- Reflect on what you know versus what you are using regularly, or dare I say, even making a habit of!
- Try making a list of tips/ quotes and tools that you frequently recommend and check if you are following your own advice.

For me personally (Liz), based on my values and attitude on this area, I would check I am 'being the change I want to see in the world.' That I am focusing more on *who* I am *being* then *what* I am *doing*. That I use the funnel approach when enquiring on sensitive subjects and that I am aware of where my energy is, I believe I attract more of what I am *being*.

One habit still in development is not assuming everyone is ready to be as brilliant as I see they are! (It's annoying to them!)

Your actions from top tip number five, is to make a list of your key beliefs/ principles/ data/ quotes and live today so that someone looking over your shoulder would see you living it.

Top Tip **6**

Need A New Way of Being In 2022? Find New Stories Because They Create Behaviour Templates.

How Do I Do That?

Storytelling is the new 'must have' skill in every salesperson's playbook. Stories give us a memorable, entertaining route map.

It's the reason we look at reviews on Amazon, why trust pilot and others have boomed recently and why we love a testimonial or a case study. We are looking for who has done this already and succeeded? Then we can just do that too... if only.

We are also interested in what doesn't work, we need stories to have ups and downs, or it seems fake.

Consider a cinema showing two versions of your life:

- A. The one where you were born lucky, everything went your way, you met your perfect partner, had perfect children and got everything you wanted. (Bored yet?)

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- B. How you were born beautiful but got hidden away, how you discovered amazing things, but someone stole them, how you came back from the brink of despair to **ROCK IT** completely.

Most people choose *FILM B*. so show your clients some reality, show them the ups and the downs, show them **what your world is really like**.

Top Tip

Listen To Find Their Thought and Feeling, Not to Find Your Answer.

How Do I Do That?

One of our wise and fabulous facilitators - *Ric Hayden* - talks about this in the video you can catch on YouTube: <https://youtu.be/TrvTPfTYPs4>

He discusses *three different levels* of listening:

LEVEL 1: You are simply pausing whilst they speak in order to get your turn to speak. You are probably thinking of what you want to say next.

LEVEL 2: You are listening to what they say, taking in content and having some reaction to that content.

LEVEL 3: You are listening globally, with context. You are hearing what they say and how they feel about it. You are connecting it to what else is going on for them right now. So, you are hearing what they are meaning, not just what they are saying (or not saying...)

Your action from **top tip number seven**, is to have as many conversations as you can where you are at **LEVEL 3** listening.

Top Tip

Be A Conscious Mirror, Notice the Reaction You Create in Others - Be Deliberate.

How Do I Do That?

Another top tip from *Lorraine Hitchman*, our resident Neuro Thought Leader:

Deliberate, Mindful Presence: Your Expressions.

When you are watching the screen you may go into a passive state – like watching TV, then make tell-tale 'zoned out' expressions which switch them 'off' too. Instead, listen curiously, nod and smile.

Make Eye Contact:

Oxytocin is released when we are in contact with those we trust and connect with, holding eye contact will do it too.

On a call, you may be tempted to look at yourself - they feel this as you are looking away (a disconnect...)

Instead, arrange the screen so that their eyes are as near to your camera as you can and position your head as close to the top of your picture. You will more easily appear to make eye contact.

OR...

Look directly into the camera when they speak to you. This gives you and them a feeling of connection and bonding. And voila! Instant trust and more engaging calls.

Your action from top tip number eight, is to try it as soon as possible - put an eye picture next to your camera to remember!

Top Tip

Instead Of Setting Action Goals, Set Identity Goals. Who Will You Be This Year?

How Do I Do That?

One thing I must tell everyone I coach, or train, is about the power of **be – do - get**. It is in most success/ personal development theories out there in some form or another.

At Sales Activator we have adapted it to **be - do - know**.

If you set goals around who you are being. For me this year I am going to be a *Connector* - someone who knows interesting, fun people and connects them to each other as well as to me and Sales Activator's great resources and wisdom!

This will then cause me to think about who to connect with deliberately to make this happen and who fits my requirements... Compare this to if I set a '*do*' goal of reaching out to 100 new people - my temptation would be to find 100 people that are just making numbers, therefore my contact will be uninspiring (because I am not inspired) and I will most likely fail.

Your action from top tip number nine, is to make some goals about who you need to be this year to be, do or know what you want!

Don't make it too hard either – for example, one year I decided to buy and eat more avocados because I liked the taste, the meals I could add them to and health benefits – a simple and easy goal that I managed to maintain.

Top Tip **10**

Time To Plan for Success, Too Often We Reach for Mediocre - What Do You Really Want?

How Do I Do That?

Planning at the start of the week (Sunday) and then adjusting each day is in most productivity toolsets.

Today's tip is brought to you by sales maestro *John Allison*:

Understanding your organisation's goals will ensure you align your sales plan, don't get side-tracked and waste valuable time on shiny object syndrome.

Failure to take responsibility for achieving your goal will ultimately result in failure of the goal.

To lock in success:

- Look at your incentive triggers (for old world sales) and work out where to focus activity.
- If you are lucky to be in a 'new world' sales company, this will be a group goal and you can each take it from an angle to suit your talents and clients best.
- Implement key indicators to track your progress.
- Focus on momentum and pipeline to gauge the right level of activity.
- Your plan should be your road map on how you will achieve and exceed what is expected of you and what you want to achieve for yourself, your family and future career.
- The key to success is taking ownership and making it actionable by organising the tasks and the time needed to help achieve your goals.

Your action from **top tip number ten**, is to **plan to succeed!**

Top Tip **11**

Opening Is the New Closing. Become The Gold Not the Prospector!

How Do I Do That?

Today's tip is brought to you by Sales Activator's resident Thought Leader **John Douch**.

This one liner '**opening is the new closing**' was one of the tipping points that brought me to Sales Activator.

Unless you can get a seat at the table (or an invite to the zoom call nowadays), then you are not able to be a 'challenger' and therefore definitely not a 'closer.'

Now we must understand:

- The journey our buyer is on.
- They are prospecting for suppliers and partners.
- They increasingly have more data on what they want (correct or not).
- Our best way of attracting an invite is to be genuinely useful - authentically you, accurate, fun, interesting, yes challenging too but only in equal measure.

It is relationship building but even more than that it is being at the right place at the right time with the relevant insight. Do that and you are a lot more likely to get a seat at the table!

If you are still relying on mass emailing (where stats show more are sent and less opened than ever), this *will not* be a winning strategy.

Your action from top tip number eleven, is to take the opportunity to swap prospecting for becoming gold - you will enjoy it a lot more too, it is so much more you!

Top Tip **12**

Push Has Turned to Pull; You Are Not a Failure You Are Using a Failing Model. Stop!

How Do I Do That?

You know how, in every industry, things are turning from *push to pull*?

For example:

- HR is now much more people advisory.
- IT, HR, Marketing are business partners not business police.
- We shop increasingly online.
- We rely on the Trip Advisor, Trust Pilot, Checkatrade, personal reviews and testimonials to check credibility and quality.
- We are buying our own self-development as much (if not more) as consuming in house learning.
- It is filtering through into B2B and corporate sales, which are becoming consultancy.

If you are still pushing the email-call-email with the standard line you will fail. Most of the time.

It is estimated only 3-8% of the market are 'ready to buy' which accounts for your success rate right?

It's time to communicate your insight (yesterday's gem) to your market in a way that is well timed and personal.

How to translate to mass market? Difficult.

Your action from top tip number twelve, is to concentrate on educating those who are 'aware of the problem' or flagging it to those who 'just don't know about it yet', rather than spamming those who are 'ready to buy!' It is a longer process but it pays off.