From: Ray Schroder
To: _____
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Ziglar Australia Pty Ltd

Ziglar Australia Pty Ltd Newsletter

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Welcome to the May edition of the Ziglar Australia Newsletter, as we head into the cooler time of year business is hotting up as we get close to the end of financial year for many organisations. So in these times remember to be mindful of the pressure you, friends, colleges and family may be under and ensure a good work life balance.

Zig on

Problems

Got A Problem? Find A Problem! Many years ago Dr. Karl Meninger of the world-famed Meninger Clinic in Topeka, Kansas, was asked the question: "What would you do if you feared that a nervous breakdown was coming on?" Without hesitation Dr. Meninger said, "I would find somebody with a bigger problem and get involved with helping him solve his problem; in the process I would forget about my own."

This brings me to a major point that I will use periodically in this column, which is "you can have everything in life you want if you will just help enough other people get what they want." Please understand this is a philosophy - not a tactic. It is the philosophy upon which I have built my company and upon which I run my personal life. Recently, a reporter for a medical magazine asked me how this philosophy would work in medicine. I explained to him that if I was ill and went to a doctor who cured me, I would tell everybody in town what a marvelous physician he or she was. The reality would be that the doctor had given me what I wanted - a return to good health. Because the doctor helped me get what I wanted, I had - without him or her saying a word - told others what a marvelous physician he or she was. Bottom line: That doctor's practice would, in all probability, expand.

Problem: How do sales people sell more goods and services so they can earn more money? Solution: They sell a product that solves a problem (that's what their prospects want) and those prospects will become centers of influence and help them sell more of their goods and services -which is what they want. It works, so buy into the concept that you can have everything in life you want if you'll just help enough other people get what they want and I really will SEE YOU AT THE TOP!

Zig Ziglar is a motivator and teacher. He is the author of 26 books and loved by millions of people world wide for his practical wisdom and his gift of hope.

Leadership

Seven moments that define excellent leadership
Lee Colan

A Moment to Plan is the second defining moment in a leader's development.

Several centuries ago, a Japanese emperor commissioned an artist to paint a bird. A number of months passed, then several years, and still no painting was brought to the palace. Finally, the emperor became so exasperated, he went to the artist's home to demand an explanation.
Instead of making excuses, the artist placed a blank canvas on the easel. In less than an hour, he completed a painting that was nothing short of brilliant. When the emperor asked the reason for the delay, the artist showed him armloads of drawings of feathers, wings, heads and feet. Then he explained himself. All of this research and study had been necessary before he could complete the painting.

How often do we overlook the time it takes to prepare and to plan anything we accomplish? Just like the Japanese artist who took years and years to research, study and practice drawing and painting the details of the brilliant bird that eventually resulted on his canvas... any goal, anything worth accomplishing takes planning and preparation.

In today's warp-speed pace of business, planning and preparing are often the two steps that tend to get short-circuited on the way to achieving our goals. Add to this increasing speed of business the greater complexity of the internal systems, consumer markets, strategic alliances and distribution channels, and it's easy to see how the need for planning is greater than ever. In fact, planning is a crucial step in every success and a requirement of all things excellent.

Planning is important leadership work because our product is a work of art. British sculptor Sir Jacob Epstein was once visited in his studio by the eminent author and fellow Briton, George Bernard Shaw. During their chat, Shaw noticed a huge block of marble standing in one corner and asked what it was for.

"I don't know yet," Epstein replied. "I'm still making plans."

Shaw was astounded. "You mean you plan your work? Why, I change my mind several times a day!"
"That's all very well when you're working with a four-ounce manuscript," replied the sculptor, "but not with a four-ton block of marble."

As leaders, we may not be shaping marble, but we are shaping something much more important and precious - people's lives and their livelihoods. Our product cannot be measured in pounds or tons. A leader's product has immeasurable psychological, emotional and professional weight!

A defining moment for the excellent leader is the day he takes time to plan - to chart a course for his team - versus reacting to daily, tactical demands. It's in that moment a manager becomes a leader. This defining moment has less to do with an official title than it does with a decision we each make.

Seize the moment to plan and excel.

Lee Colan is the owner of The L Group. The L Group excels at helping companies tackle today's business challenges. With clear thinking and simple solutions, The L Group helps organizations and leaders succeed at every turn. To find out more go to www.theLGroup.com.

Sales

Bryan's Sales T.I.P.S. (Techniques, Information, Pointers, Skills = TIPS)
By Bryan Flanagan

Question: I deliver 30-45 minute sales presentations using Power Point. How can I control my nerves? I am okay after the first few minutes, but it takes me a while to get going. Help!!!

Answer: First of all, you must recognize that it is okay to have butterflies when making a sales presentation. However, to be effective, you must have the butterflies flying in formation! Therefore, you must learn to take the attention off yourself and focus the attention on the prospect and on the solution you'll introduce. To do this you must learn the skills and techniques necessary to convey confidence and poise.

Let's address a technique on how to begin a presentation. We call this a "first burst." The purpose of the "first burst" is to launch you into your presentation. This helps you set the tone for the sales presentation. The length could be one sentence to one paragraph. This should be rehearsed, memorized, and, of course, practiced.

There are several ways to implement the "first burst."
1. A startling statement
2. A quotable quote
3. A sizzling statistic
4. Lively levity
5. A quizzical question

Here are a couple of examples:

"According to 2006 statistics by the NFL, 75% of the teams who score first in an NFL football game go on to win the game. By getting off to a fast start, we too can increase our chances of a successful installation."

"It's been said, 'If you want something done, get busy people to do it.' This committee is comprised of busy people. My message today is how to make this an easy transition so that your time is not impacted."

Obviously, you need to modify the "first burst" to your sales presentation environment. However, if you prepare a "first burst" you will set the tone and mood of the presentation from the onset.

You may also want to plug into the Ziglar program Essential Presentation Skills. This workshop teaches 12 Vital Skills Areas necessary to achieve this. By understanding these skills and then by practicing these skills, you'll be more effective when in front of a prospect. When participating in Essential Presentation Skills, you are video taped 10 times and receive feedback each time. You'll see yourself grow!

Another avenue for you is to attend Toastmasters. Toastmasters International teaches you to listen, think and speak more effectively. You can discover the local clubs in your community by going to www.toastmasters.org. You'll be welcomed as a visitor because all Toastmaster Members began the same way: by visiting a local club.

Good luck and good presenting.

Bryan Flanagan is our Director of Corporate Training. Bryan has served Ziglar clients since 1984. His programs can make your sales force "more dangerous than they are now!" Contact him at bflanagan@ziglar.com or call him at 972.383.3285

Whats happening at Ziglar Australia

Sales training:
Sales training to drive sales success for all level of sales people. Learn the entire sales process from prospecting to closing. More details here

Sales Expert:

Support through phone or email with one of our sales experts (sales experts have 10+ years of real sales experience) to work with you on sales planning or sales opportunities to give you professional advice.

Sales Expert Support clients are given unlimited Sales Expert Support for 6 months. Typical engagements are 30 minutes in length through telephone or email. More details here

Specials:
Strategeis for Succeess - Blueprint for Acheivement
Zig's most principle-packed seminar to date for personal and professional development. In this exciting six DVD and CD program, you'll learn Zig's trusted methods to living a happier, healthier, more fulfilling life. Strategies For Success offers a balanced blend of personal professional development tools that are sure to jump start, strengthen and positively motivate anyone looking for success in life. More details here

Save $70 email us at bookshop@ziglar.com.au for your order.
Offer Expires 12 May 2008

Thank you for the opportuntiy to be in contact with you, for any feedback or request please feel free to contact me at info@ziglar.com.au

Sincerely,

Ray Schroder
Ziglar Australia Pty Ltd

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