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Ziglar Australia Pty Ltd

Ziglar Australia Newsletter

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The basic goal-reaching principle is to understand that you go as far as you can see, and when you get there you will always be able to see farther.
- Zig Ziglar

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Talking to yourself

by Zig Ziglar

It's okay - talk to yourself. Dr. Joyce Brothers says that people who talk to themselves are above average in intelligence so, for those of you who indulge in that little mind-building exercise, be happy as you do it!

Factually, the most important conversations you will have with anyone on any given day are the conversations you have with yourself. Despite this fact, there are many people who deny that they talk to themselves. However, these same people have been seen heatedly talking to someone in a car three blocks away. They even talk to golf balls, telling them to "stay in bounds," or "get in the hole!"

Scientifically speaking, according to the March, 1990, issue of U. S. Air magazine, what you say to yourself has a direct bearing on your performance. That's why you should be upbeat, optimistic and positive when you talk to yourself and others. Use positive statements instead of negative ones. For example, parents should not say to the child who wants to help with the dishes, "O. k., but be careful - don't break them, this is our best china." To do so would be to give precise directions for breaking the dishes.

The person who says to his mate, "Don't let me forget where I put my keys," has just given himself clear instructions, "forget where you put them." You should say, "I'm going to remember that I put my keys in the top drawer." The field goal kicker who says to himself, "If I miss this kick we lose the game," is far more likely to miss than is the one who says, "I will split the

uprights and we will win the game!" The reason is simple. Words "paint pictures" and the mind goes to work to complete the picture.

Think about it. Say something nice to yourself and others, something positive and upbeat. It'll be a big help. So much so that if you do, I'll SEE YOU OVER THE TOP!

Mr. Ziglar has written twenty-six celebrated books on personal growth, leadership, sales, faith, family and success. For more information on Zig, click here.

Riddle of the week

Answer me this…

Whoever makes it, tells it not. Whoever takes it, knows it now. And whoever knows it, wants it not. What is it?

Answer at the end of the Newsletter

Sales People, Start Fast in 2008

by Bryan Flanagan

Here is a statistic you'll find interesting. I know, I know:

23% of all statistics are made up on the spot. But follow me on this one.

According to statistical research conducted on the National Football League (NFL), what percentage of teams who score first, win the game?

My guess was 50%. We've all read about quarterbacks who have led their teams from behind to win the game. We've heard sportscasters discuss how many points are scored in the last two minutes of the half or at the end of the game. So, I thought about 50% was accurate.
Wrong! The statistics claim that 75% of the time a team scores first, they win the game! (No, of course not. I can't verify this. I heard it while driving to Zig's office one morning. But, the guys at ESPN Radio wouldn't lie to me...) I'm thinking, if teams score early in the game, like say in the first quarter, then they are more likely to achieve their objectives.

So, if that stat is true, how can we as salespeople apply it to our profession? How can we apply it to the New Year? How can we use it to get off to a fast start in the first quarter? How can we get off to a fast start so that we, too, can achieve our objectives? Here are a few ways.

1. Resolve NOT to set resolutions, but set GOALS!

Goals. You know, goals... those things salespeople don't want to set because it means we have to be accountable. Most of us are given our quota during January. You may call it budget, objectives, key result areas. But whatever you call it, it is your target for the coming sales year. Oftentimes, salespeople look at it as a distant target, something we have 12 months to achieve, so we can take our time attacking it. START NOW! If you get off to a fast start in the first quarter, perhaps the rest of the year becomes easier! Perhaps you increase your chances of winning the game! Zig has a great way to set goals. His 7-step Goals

Formula is a winner and it will help you become a winner, also.

2. Check your BEHAVIOR against your GOALS.

What a great way to give yourself a "check-up from the neck up!" Each and every day, check your behavior against the goals you have set. If your behavior is not contributing to your succeeding in reaching your goals, then you need to adjust your behavior. You don't adjust the goal, you adjust your behavior. If you are spending too long at lunch, then adjust that behavior. If you are caught up in office talk (like, say, discussing that 75% of teams that score first in the NFL win the game), then remove yourself from that time waster by changing your behavior.

3. ACTIVITY drives accomplishment.

Become a sales-activity driven professional. Of course, you must choose the right activities. You can't confuse activity with productivity. The activities you choose must be contributing to the accomplishment of your goals. However, salespeople have a tendency to become less active after a sale is made. They tend to put their career on "cruise control." Cruise control can make you comfortable, but it will never make you successful! Choose the right activities.

Well, there you have it: three ideas on contributing to a fast start in the first quarter. The challenge is to become a goal-directed, best behavior, and right-activity type sales professional.

May the best of your 2007 be the worst of your 2008!!!
Bryan Flanagan believes in the sales profession and he respects salespeople. He conducts sales education for a variety of sales organizations. Contact Bryan at bflanagan@ziglar.com.

Whats happening at Ziglar Australia

Sales Training

Brisbane 19-20 February - Ziglar Sales System
Melbourne 13-14 February - Ziglar Sales System
Sydney 19-20 February - Ziglar Sales System

Specials

Ziglar Sales System - Save $300 off the regular price

Strategies for Success - Goal Setting **50% off**

Top Performance book - **25% off**

email bookshop@ziglar.com.au for ordering

Specials expire 01 February 2008

Thank you for being with us in this great year - 2008!

Sincerely,

Ray Schroder
Ziglar Australia Pty Ltd

Riddle Answer: Counterfeit Money

Remember we have a range of sales tools and templates, managemnt tools, podcasts, Zig Ziglar motivaltion and more at http://www.ziglar.com.au/Tools_Online.htm

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