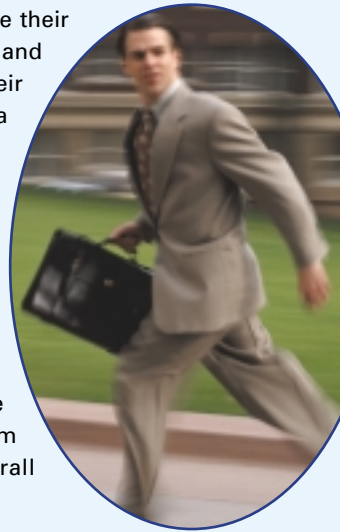


Three top strategies that will change your sales, your business and maybe even your life!

Successful Selling 2005 speaker Gavin Ingham reveals three simple steps to sales success...

I know that's a pretty big claim but I also know that it's a true one. As a sales performance expert, I work with thousands of salespeople every year and I've seen it happen! All it requires is commitment, focus and action from you.

Before we get into that however, I want to look at why it doesn't work for all. Most salespeople have limiting beliefs that reinforce their current behaviours and attitudes and hold them back from reaching their goals. This is often coupled with a total lack of personal and professional development. In fact, the vast majority of salespeople read no more than a handful of sales books in their whole career. It's not surprising then that salespeople tend to focus on relationships and individuals to the detriment of structure and process. This may keep them afloat but impedes their overall achievements.



So, what's the solution?

- 1 Develop the mindset of a sales superstar. Search out, talk to and spend time with sales superstars. We become most like the people we spend the most time with!
- 2 Focus on developing your biggest USP – you! Read books, listen to audios and attend seminars.
- 3 Develop a structure process. Only by having a structured process will you reap the full benefits of your interpersonal skills.

With these three strategies, success is in your hands. Why not take the first step and secure your place at the ISMM Successful Selling Conference now! You'll learn some new skills and strategies, listen to some great speakers and surround yourself with top sales professionals.

As one of the invited keynote speakers, I'll be unlocking the structure and art of objection handling. To get the real edge before you come, download my free nine-part objection handling course at www.gaviningham.net.

I look forward to seeing you in October. In the meantime, remember to sell with passion. ■