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Welcome back to "Sales Sagacity"!



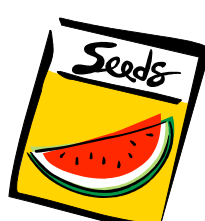
As we launch into spring, I am once again madly seeding my lawn; if it were a patch work quilt, I'm sure I would win a blue ribbon! Getting that lawn to stay consistently green has been a personal battle for many seasons!

Consistent sales growth is an even greater challenge for most businesses, especially in these tough times. This month, therefore, it seemed only appropriate to talk about the seeds of (sales) consistency.

As always, I welcome your comments!

Ron Visocchi
Managing Partner and Sales Sage

Sowing the Seeds of Consistency



I recall taking my son to baseball camp, desperate to transform him into a consistent hitter. As with any sport, hitting a baseball is a learned discipline combined with natural ability (sound familiar?). Depending on how you look at it, those coaches were planting the seeds of consistency into my son: if he did x, y and z each and every time at bat, he could expect to produce more consistent results.

So it is with sales. You need to sow the seeds of consistency into your sales force if you expect steady sales production every month; here are a few examples:

- ❖ **Develop and stick to a plan.** Effective sales activity isn't made up as you go; rather, it's a planned activity that is tied to:
 - ✓ **Sales strategy** with measurable goals
 - ✓ **Sales tactics** with near term objectives
 - ✓ **A 30-60-90 day action plan** by sales person
- ❖ **Do the right things every day with the right frequency and perseverance.** That sounds obvious, but calculated and disciplined activity is the key to consistency. The occasional brilliance won't cut it; **doing the little things every day adds up to consistent performance.**
- ❖ **Be patient in doing the right things.** It's tempting to deviate from what you know is right when pressures mount to get quick results. By all means look for the low hanging fruit, but **patient persistence is the only way to build long term consistency.**
- ❖ **Constantly challenge how you spend your time.** Be honest; it's easy to put off things that you don't like to do. It's also just as tempting to rationalize activity that may hold some future promise. Stick to your core agenda and **focus your energy planting seeds that produce the fruit of near term growth.**
- ❖ **Consistent performance is attained by teams, not just individuals.** Every individual on a team is not likely to have a *perfect* year, but a sales team must!

It all sounds so boring, but consistent sales growth is a dull place I want to live! Be boring; **do the right things to the right prospects with the right resources every day and watch the seeds of consistency grow!**

Sales Tip of the Month

- ✓ Most sales people don't like to hear no, but that's a healthy part of the job. Make sure you're spending time with qualified prospects by **getting the unqualified suspects to say no**; it will help build long term consistent sales growth.

About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven methods and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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