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Welcome to "Sales Sagacity"!

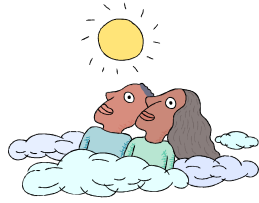


It has been said that "as a person thinks, so will they be." In sales, we call that aligning your attitude with your activities and abilities. This month, in Sales Sagacity, we also call it *April's attitude!*

Make it a great month!

Ron Visocchi
Managing Partner and Sales Sage

April's Attitude



Earlier this month, I watched our prized pitching acquisition, Curt Schilling, take to the field for his first home game in a Red Sox uniform. I was particularly taken by the announcer's description of how thoroughly he prepares his mental attitude before each game.

It's not unusual for athletes to focus and to form positive mental pictures before each event. **They envision and embrace the possible, and they prepare themselves both physically and mentally until they have achieved full confidence.**

In principal, **sales professionals must do the same thing.** It is a profession of great highs and lows, requiring mental toughness and stability to thrive. As we enter into spring, I offer **seven tips on how to maintain that right April attitude:**

1. **You gotta believe!** If you are not confident in yourself or your company, why would anyone buy from you? **Don't doubt and defeat yourself.**
2. **Preparation builds confidence.** Think through all the possible scenarios and rehearse what you will say; it will boost your confidence.
3. **Always take action.** Even small steps in the right direction will build momentum; **inactivity will only build fear.**
4. **Be patient;** impatience is the mark of an amateur! **Don't grow weary** over doing the right things; they will eventually yield results.
5. **Persevere!** Expect obstacles, but don't yield to them. **Never giving up is often the only difference between success and failure.**
6. **Be creative.** We are resourceful beings by nature; **we need to seek how to overcome, not when to quit.**
7. **Surround yourself with like-minded people. Winning is a contagious mindset,** but so is a pessimistic attitude.

It's all about overcoming great challenges to attain even greater rewards. It takes a winning attitude. You *gotta think it, believe it, speak it and live it ... April's attitude.* Get it and don't let it go!

Sales Tip of the Month

Ever try to reason with a teenager when their mind is made up?

- The human will is powerful. **Sales can be a test of wills ... you can succeed if you're willing!**

About The Benjamin Group

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

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