

VITAMINS FOR VICTORY

From The Sales Doctor – David Jackson CSP

Have you given yourself a “check-up from the neck up” recently?

A lot of focus has been put on our physical health and how it impacts on our success. We all know that how we treat our bodies – exercise, good diet, vitamins – is important.

Today, more than ever, you can't create success with strength alone. You need mental toughness matched with a desire to achieve.

David Jackson CSP, Director of Australian Salesmasters, has long advocated the necessity of what he calls “the mental vitamins”.

Vitamin A Attitude	90% of your life force
B Belief	in yourself and your product
C Courage	to ask for the business and to do the right stuff
D Discipline	in self and selling system
E Empathy	see it from the customer's point of view
F Fun	the magic ingredient

These vitamins, David says, are free. They are also the basic qualities required for sales and management success in today's difficult market. A dose everyday, everytime, without fail, no exceptions is a real cure all.

Attitude

Your mental position will determine your results. We all must approach clients with a far higher level of self-expectancy for success. Whatever you believe will happen, usually does.

The old saying...
“If it is to be, it is up to me”
...holds so true

Your attitude is contagious. Make sure you are passing on the right thoughts and feelings. People love optimists.

Belief

Be honest – do you really believe in your product or service? If you don't, you will lack the conviction necessary to earn most people's business. Belief in your product is displayed with a good product knowledge and a real sparkle in your eye when presenting.

Belief in yourself is paramount. David, a vitamin addict, is full of praise for those who really give their jobs and careers a 100% effort. Too often, self-doubt and lack of belief in our abilities keeps us from achieving what could be ours.

Courage

In over 500 mystery shopping surveys conducted by **Australian Salesmasters**, David states that although many of the salespeople have done a good job, they lack the courage to ask for the business. They fear the response. They hate NO! At **Australian Salesmasters**, NO is spelt “KNOW”. The customer is just saying, “I don't know enough”.

*Courage can be acquired
when you have the right skills!!*

Discipline

So often we lose business because we short cut what we know we should be doing and fail to give our customers the best. Discipline, or the control of your activities, is so important in selling or servicing. We have only a limited amount of time per day in which to meet our goals. We should follow an acceptable game plan with no deviation to get where we want to go.

Empathy

The ability to see it from the other person's viewpoint is often the determining factor when people decide, “Is he in this for my benefit or his own?” Empathy is understanding how your customers feel and transmitting a warm, caring attitude back to them.

**Well, here we are, back at the start....
Attitude again!!!**

**Please, it's safe!
You can't overdose!!**

David Jackson CSP – Speaker/Trainer/Author

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don't blame them... TRAIN THEM!

PROFILE

DAVID JACKSON CSP



Since forming the **Australian Salesmasters Training Company** in 1985, David has spoken professionally in eight countries of the world.

David is a motivated, enthusiastic believer in people and their natural ability to improve and enjoy more of what they now do. He has a passion for what he calls “Level 10” living.

He has shared his optimistic message with over 250,000 people at all levels and in over 20 different industries.

His message is simple – **“You are what you wish to become”**. Your people will be enriched by his words and his success game plans.

He is also committed to his profession. He is a Certified Speaking Professional with the National Speakers Association of Australia. He has produced and written over 9 Best Selling DVD Programs plus numerous ebooks.

Having been involved in sales and marketing for the past 30 years, David delivers a grass root credible message gained from personal experience.

David is sincere, humorous and energetic. He succeeds in getting audience participation in his workshop experiences and enjoying in the process, putting fun back into work. He will enhance your organisation’s prime resource – your people!

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