



The Don Hutson Report

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Global Expert on Sales & Negotiations

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Are You Profiting From These Common Sense Success Tactics?

It has been said that success in any endeavor is doing many little things well. Ever glance in the cockpit of an airliner and wonder how a pilot could remember what to do with all those buttons and switches? As an aviator, I can tell you that a lot of concentrated training and habit development is required to master the skillsets a pilot must have.

Similarly, in our business development efforts, we must practice, drill and rehearse the many skills needed to advance or perfect our craft. This newsletter is designed to help you improve your effectiveness by doing many little things better than ever. It's all about compressing more achievement into a given measurable time frame.

If you can do something *once*, you can do it *twice*, and if you can do it twice you can make it *a habit*. So, consider these ideas carefully and decide whether you will adopt them into your selling system, reject them as not for you, or fine-tune some of them to make them work for you. You are at the controls – I just want these *Common Sense Success Tactics* to be thought starters for you to engage in a process of performance improvement.

Here's my list for you to consider:

1. ***Don't precede memory lapses with the term "Uh"***. That's a pause-filler and if you use it right before saying someone's *name* you have essentially informed them that you have *forgotten* their name!
2. ***Plan your day with sequential, prioritized activities***. The better you plan your day, generally, the better your day will be. Maximize *customer* time and minimize *windshield* time!
3. ***When talking on the phone (especially with a client or prospect), always be sure to hang up last***. How many times have you been talking to someone and at the last moment you say "Megan, just one more thing..." but Megan is long gone?

4. ***Always have business cards or some type of brochure to leave with someone.*** Many people perceive it as unprofessional not to have something to leave with them at the end of the visit.
5. ***Keep a clothes hanger in your vehicle so that you can always hang your coat before driving.*** The garment will last longer and look better when you arrive at your destination. Find a similar solution when on an airliner, train or bus. You don't want to arrive at an appointment looking like you slept in your clothes.
6. ***When you are about to give up on a prospect who won't return your call, use the "Dead File" technique.*** If they haven't returned your last 3 calls or emails, call them and say, "Mr. Sandburg, I've appreciated your earlier expressions of interest in our solutions, but as you probably realize, you have not returned my last three calls. I certainly don't want to waste your time or mine, so please call me this time to let me know if you have continuing interest. If so, we can engage at your convenience, but if not, I'll go ahead and put you in our "Dead File". When I crafted this technique and began using it, I found that 90% of those I contacted would call back within a day or so. Nobody wants to be in your *dead file*!
7. ***Be a note sender.*** People love hand-written follow up notes, or appropriate greeting cards. Everybody knows about them but few send them. When you do, they are appreciated. You have made another positive impression that might just separate you from your competitors in their eyes.
8. ***Don't waste your time.*** It is one of your most valuable resources. We all have the same amount every day. Manage it judiciously and you will be far more productive. Identify your time-wasters and quit doing them.
9. ***Never overlook the opportunity to take advantage of vertical prospecting efforts.*** When you can sell another item or service to an established customer, that's good! The relationship and trust factor are already in place, so you usually have a better chance of selling to them than a stranger.
10. ***Don't use "prime selling time" for low priority activities.*** For example, plan your day when it's dark outside. Eat breakfast before prime selling time. If you are eating lunch alone, make it reasonably prompt, so that you can make the next in-person call or get back on the phone or internet.

Hopefully these *Common Sense Success Tactics*, collectively, will improve your efficiency quotient and enable you to grow your sales results. For those you decide to adopt, do so immediately and get the new habit in place.

Remember, if you can do something once, you can do it twice and convert it into a profitable habit!

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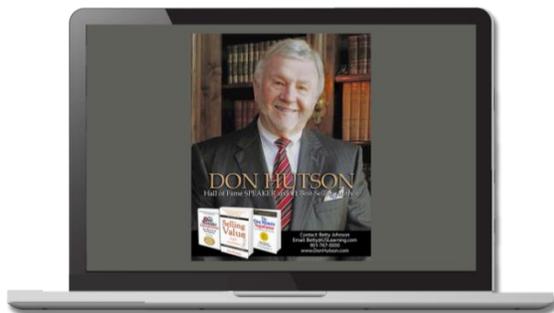
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