



The Don Hutson Report

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Common Sense Success Tactics, Part II

The last **Don Hutson Report** got a lot of positive attention. I suggest you review it if you missed it (at this link- <https://donhutson.com/dhreport-library/>).

Here is **Part II** for your consideration.

I agree with those who say that success is attained by having a strong code of excellence and a determination to do many little things right. Some of these ideas will resonate with you.

Here are ten additional **Common Sense Success Tactics** you really should consider using. Or, they might just be “thought starters” for other sound ideas that can work for you:

1. **Use “Power Words”, not “Weasel Words”.** Examples of *power words/terms* that are designed to heighten the impact of your message include: Unquestionably; top-rated; celebrated; incomparable; and extraordinary. Conversely, examples of *weasel words* which detract from value include: probably; stuff; basic; average; maybe; perhaps; pitch; and ordinary.
2. **The image that you project** of yourself, your company, and the products or services you offer is not a constant but an ever-changing variable. Always keep in mind the importance of advancing all three.
3. **Do your homework!** If you’re not doing this already, take the time to get to know more about the client you’re planning to call on – who they are, what they do, and who their competition is. Start with their web site, blogs, and LinkedIn. Google their products and services to get a feel for their industry and operational environment. Check out their adversaries as well. Make notes about points of interest you might be able to use in a dialog with your client.

4. **Always define your call objective.** Write an agenda that covers all of your talking points and desired outcomes. The more detail the better. Perhaps you have 3 parts to it. This is a critical part of call planning. Know your objectives and you will achieve more of them!
5. **When you call on people** in person, always stand after you announce yourself to the receptionist. If you sit down you telegraph a message that you are not expecting to get in promptly. You want your time to be respected.
6. **Always expand your list of contacts** via Social Media. As you increase your reach you expand influence and all kinds of possibilities.
7. **Don't Make Cold Calls!** Nobody likes to make cold calls on total strangers. Think of them as "New Calls" and you'll have a better attitude about it!
8. **Try the "Lobby letter Technique"**. When someone has a reputation for being hard to see, call on him/her and have a letter with you for this person. Give it to the receptionist and tell her you need to wait on a response.

Here's an example of one:

*Dear Ms. Bradley,
I'm in your lobby right now and would like to share an idea with you that will decrease your sales person turnover and improve your sales results. That's a bold statement, but I can show you in twelve minutes how we can help you achieve this goal.*

*Thank you in advance for seeing me.
– Don Hutson*

9. **Watch your grammar and vocabulary** in face-to-face presentations as well as in telephone or internet messages. Make a positive impression and you will increase the probability of doing business with them.
10. **Dress for success.** A well-worn concept but just as important as ever. Today's casual workplace environments make it difficult to judge how casual or formal you should dress in order to fit your client's perception of professionalism. I always choose the latter for the first visit and adjust as required for additional visits.

Hopefully these 10 additional *Common Sense Success Tactics*, collectively, will improve your efficiency quotient even more 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, and this is worth repeating - if you can do something once, you can do it twice and convert it into a profitable habit that enables you to always stand out from the crowd!

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