

# There's No Whining In Sales Or The Lack Thereof

## 7 Actionable Sales And Profit Creators

by



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**T**he ability to generate revenue (sales) **and create profit** requires **action**. In this area, achievers (my word for the real stars of business) are busy doing; doing what prepares and places them in a position to achieve.

Incredibly, a lot of business development people keep wishing for *dramatic* improvement in their revenue generation without doing anything *dramatic*. I hope this doesn't describe you. Still, it does describe the majority of the you's that I encounter.

Over the years, I have created and presented many different and specific recommendations for clients to **increase sales and create profit**, all of which required **action**. So, for your convenience I have brainstormed a list of 7 **action** items (note the word action) below.

1. **Over Communicate**; by having multiple, enthusiastic, engaging and positive contact with customers and prospects, you will either get more business now, or be first in mind when they pull the trigger.
2. **Create Experiences**; get past presentations, consultative selling creates experiences.
3. **Get A Mascot**; like Disney, find a way to identify (market) your organization with a celebrity / mascot / small friend.
4. **Beware of Common Sense**; breakthroughs require you to question historically based biases to find new opportunity.
5. **Avoid perfection**; good beats perfect.
6. **Don't Correct Weaknesses**; determine what your one or maybe two major strengths are, and build on that.
7. **It's Not On Sale**: If you make buying your product or service about price, your success or failure will be determined by a negative relationship.

I know that 99% of the you's reading this will not do them all and 80% won't do any. The you's who do few or none should report to the ranch to be branded across the forehead with '**I Took No Action**', so the rest of us know to slap you silly when you whine about the lack of sales or profit.