

HOW TO DRAMATICALLY EXCEED YOUR TARGET

5 DYNAMIC
& BRAVE
STEPS TO
HELP YOU
EXCEED
YOUR SALES
TARGET



Power for
Success

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HOW TO DRAMATICALLY EXCEED YOUR TARGET



Did you know that we get
80% of our business from 20% of our customers?

Follow these Top 5 Tips to dramatically exceed your target

1. Take a look at your top 5 highest volume customers.

What rate increase were you thinking of pitching? Now increase that by say, 25p, what would the additional revenue figure be? Now add another 50p on top, what does that work out at?

As you're thinking of the possibilities, what are you feeling? Notice your breathing, your beliefs, your apprehensions and write them all down. Be honest here, what would the additional revenue growth be if you increase your top 5 customers by 25p or even 50p? Let's increase those ££££'s! Write it all down and begin your dynamic growth master plan - What if you could actually do this?????

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2. What do you need to believe in order to dare to go for those increases? Believe me, I know the feeling of not wanting to blow the deal over 25p or 50p or just a few ££'s. It would be far easier and safer to go with the growth you know they'll say an easy 'Yes' to but really, are you a fancy order taker or are you a sales athlete? Let's create sales history, be known for daring to go for it in a professional and skilful way though. This growth needs to be planned, prepared, thought through and calculated. Align skill with belief or in other words, the ideal psychological state of mind for success.

- So what do you need to believe about YOU that will pull this off?
- What do you need to believe about this business to make this happen?
- What do you already know to be true about you so that you can clinch these rate growths?

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3. Whose support / backing do you need to plan how these growth rates are going to succeed? Pick one person. Keep your ambitions to yourself and your direct boss so that you don't dilute your progress with other people's fears and beliefs. This is an inside game, won or lost in the mind.



4. Now imagine 3 months following the contracts being agreed - what do you now believe to be true about yourself? What results are you now achieving? What are you known for in the business? How have these achievements impacted your credibility? How have they affected your ambition? Who have you become more of? What opportunities have now opened up for you? Come on, humour me, this really works. IMAGINE, put the time in here - THINK LIKE AN ATHLETE!

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5. VISUALISE

I really can't stress this tip enough!

VISUALISE, VISUALISE, VISUALISE

Keep doing this until those rate
growths feel inevitable.

Now notice your internal
dialogue and your sense of self
belief - feels good, right?

ABOUT LISA CLIFFORD

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Hello lovely, nice to meet you and thank you for downloading these top tips. I hope they help you and your team in your business.

These tips are based on my experience of leading and managing sales teams over the years.

I now work with sales teams as an International Keynote Speaker and Empowerment Trainer. For more information or to arrange a chat you can contact me direct on 07795 634 671.

If you've enjoyed this workbook, why not take a look at the others - all completely free of charge.

