



Monthly Inspiration

Get Into The Driving Seat



Driving is significantly different to being a passenger.
So are you a passenger or a driver of your business?

If you're not planning and proactively pursuing prospects, lead generation systems, presentation opportunities, then you are not driving your business.

In this time of high technology services all of us in the sales field find that we are totally run by our mobile phones, e-mails, voicemails, Facebook, Instagram, Snapchat, LinkedIn the list seems endless! If this is how your business is to you then you are missing out on the most exciting and creative part of the selling process, and that is being in control of what

you say, when you say it, and therefore driving the result.

Remember - if you fail to plan, you plan to fail.

It is generally considered these days that most people are **cash rich and time poor**, consequently there are **huge rewards to be gained in using the time we have to the maximum benefit for ourselves, our families, and the businesses with whom we partner.**

"If you're number one in your field, you should practice as if you were number two". Nike

If you'd like to know how much the sales systems are being driven by the customer and not by the seller, just ask one of your colleagues what they plan to do tomorrow, or even next week in terms of proactive sales systems. Their answer will most likely be **"it depends"**. **"It depends on who rings, it depends on what management want me to do**, it depends on a lot of things." Unfortunately it rarely depends on what I want to do, when I want to do it, who I want to call, and how I can then plan my successful daily activities.

This reactive disease in the sales process is at epic proportions. To plan effectively read this ["Goal Setting"](#).

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