



## MAY 2011 • NEWSLETTER

*We get bombarded by more information in one day; than my grandmother received in her entire lifetime!! Tweets, voice-mail, e-mail, phone calls, billboards, websites...So what are you doing to keep your focus each and every day?*

### *What are you doing to keep your Focus?*

#### **Distractions**

The Harvard Review did a study a few years ago that proved that if you allow interruptions like e-mail or texts it will take you up to 24 minutes to get back to what you were working on. It is very difficult for any of us in business to lock ourselves in a quiet room with no interruptions for long periods of time.

So how do you keep your focus? How do you know what is most important to you each day? There are a small percentage of the business community who “just know” what they have to do and they do it and make it look effortless. I admire these individuals. I also know that they have a temperament that does not allow them to get off track on the things that are most important to them, as they make those issues part of their DNA.

Then there is the majority of the population that clanks around their days with no plan and no clear direction and is managed by all the interruptions they get on a typical day. At the end of their week they can't figure out why nothing has been completed on time and that they feel like nothing has been done.

The successful sales people and sales leaders I meet have one thing in common. They have an attitude and a belief that focuses them on the goals they have set. They know at any given time if what they are doing gets them closer to their goal and if it is not; adjust accordingly. They know what they need to do and will do whatever they need to accomplish the tasks at hand.

#### **Where does that belief come from?**

These people have a knowing of the things that are important to them. For top sales reps and sales leaders it is all about being in service to their customers or their sales teams. They know it is up to them to provide value. They know it is up to them to listen and then understand what it is that customers and sales teams need to be successful. They then go away and within the context of their companies and what they can do – make it happen. In doing so they gain the respect and trust of the people they deal with.

They also have a written plan that documents what is most important to them and why they want to be successful. They then are able to communicate that message and allow others to be part of their plans and success. They also know how to deal with those that are not wanting to be part of that success – and treat them with respect and kindness when they deal with them – yet they do not allow them to get off track.

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They all have an attitude that gives them the confidence and determination and drive to get the things done that are important to them. They have a candle flame that burns within them that rarely flickers and when it does they adjust the flame accordingly so that it never goes out. They all know there will be good days and bad days and every other kind of day in between – and so they are not distracted by this, because things balance out at the end of each month or quarter.

## **Focus**

The dictionary defines focus as: a central point, as of attraction, attention, or activity.

So what is your focus? What is it that you know is most important to you and what are you willing to do to make it happen. I want you to take some time in the next week and write down these three questions. I want you to think about them. I want you to reflect on them. And then I want you to answer them.

Why are you in the sales game and what makes you happy about your sales career?

What are the three things that are most important to you in your quest for being a successful sales rep or sales leader?

What is it that you need to do this year to be successful; and are you willing to make that happen?

Take the time to do this exercise. When you have answered the questions – reflect on your answers and be real honest with yourself. Do your answers match up to your reality? If not – What are you prepared to do to change that reality?

## **Sayers Says...**

What are you focused on? What is your attitude about your sales game? Are you in service with your customers or sales teams? Is your candle flame almost out or is it strong and bright? Have you answered the three questions? What is your reality?

What are you doing to “Keep your Focus?”...

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The Sayers Group can help you achieve your sales goals right now!  
To start today, call Bill at: 416-485-8466 or email Tracey at: [tracey@thesayersgroup.com](mailto:tracey@thesayersgroup.com)

**COMING IN THE JUNE 2011 NEWSLETTER**

Who are Your Mentors?



The Sayers Group Newsletter is written monthly by Bill Sayers.  
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