

The Ten Day Challenge

**How to easily increase your
sales in just ten days
(It will only take you an extra
twenty minutes per day)**

By Elliot Hayes

Who is Elliot Hayes and why should you listen to him?

For many of my clients, I've mainly been known as the "time management guy" or the "email management guy". Having helped over three thousand people combine the principles of time management with technology, I've helped clients achieve some excellent results.

But alongside that, I would now and then work with a client on helping their sales skills.

My journey in sales – the really short version - began when I was reading a biography about Richard Branson and decided that business could actually be fun. I then asked myself, "What's the most valuable skill I could work on right now?"

My answer was selling.

So I hit the road and quickly found a job at Optus. That quickly led to managing a retail Optus World franchise and at one stage being ranked the number one salesperson in Optus across Australia.

Then I got pretty full of myself and joined a company selling business to business. I went from the psychology of retail (where customers *come to you*) to having to create it all from scratch in b2b.

I'd like to tell you the magic continued as I soared to the top again, but *I bombed*.

About a year later, I quit without much success. I'm sure I tried to blame the product, the company, but the fact was: my skills – and more importantly my mindset - weren't up to the task.

That led me on a path of studying everything I could get my hands on to learn how to sell in *any* situation.

Bit by bit, I improved, until one day it just *clicked*. And selling business to business (or in any medium) became a fun, very successful ride rather than a painful, soul destroying struggle.

The ins and outs of my journey are for another time. The point is, I've studied pretty much every sales method, sales trainer and sales tactic you can think of. And I'm here to tell you that most of it is seriously flawed in a couple of major ways.

For starters, most of it is based on 'old school' techniques. This was pioneered by a few key gurus who came to own the sales training space.

Even if you haven't had any training, the chances are extremely high your actions or methods have been influenced by these old school tactics. This "sales stuff" is everywhere for us to see.

It's in the car salesman you visited the last time you bought a car.

It's in the real estate agent the last time you bought or sold (or even rented) a house.

It's in the annoying phone calls you get at home right before you start dinner.

Right there I've covered three major clichés of sales. Generally, these sales people are good people trying to make a living. But their method is one of volume. It's based on the probability that if you ask enough people then someone, somewhere will eventually say yes.

There is one big problem with all of this. Every time there is a survey of, "Who do you trust?" salespeople always, always, always rank at the bottom.

What does that tell you?

Anything with a whiff of "salesperson" engenders suspicion and mistrust. Does that sound like an easy situation to work in?

Now you might be thinking that your situation is different. You don't sell that way. You're not a pushy person who manipulates people. Well, that's great. But you're missing the point. These sales clichés have created an awareness and barrier within people (most likely including you when you're a customer) that is very hard to penetrate. And very sensitive.

That means your intentions can mean very little, because as soon as you activate the "I'm trying to sell to you" buttons in the customer's mind then the barriers shoot up and you find yourself in no man's land.

No man's land is the place where you keep ringing the "hot prospect" only to find they never answer your calls. They don't reply to your emails. They seemed so interested and now they've gone cold.

Sorry, they were just trying to be nice to you. Most people aren't rude. They don't want to say to your face that they don't trust a single word that comes out of your mouth. They just smile politely and wait for you to leave. They just didn't feel comfortable...and there's certainly no loyalty.

It's entirely acceptable to lie to salespeople because the respect factor just isn't there.

Another challenge is the way we communicate is changing rapidly.

There's another problem – it's called connectivity. The internet, the mobile phone, the blackberry. As a society we are so connected now. As part of the information age, customers are getting more and more educated. They can hop onto the internet and get enough information to become a "self appointed expert".

They can also very quickly get the low down on different suppliers. Who is reasonable, who is reputable, who looks after their customers and who doesn't. It's very hard to hide the truth on the internet.

Just ask the actor Alec Baldwin. In a fit of rage amidst a custody battle (and anyone who has been through that will attest to how stressful it is), he leaves an angry voicemail message on his daughter's phone.

With the flick of a button, the whole world now knows about that. You can hear the message on You Tube.

It's just as easy to buy something on ebay as it is to go to the shops. A prospective client can hop on the internet and become a self appointed expert before they even speak to you.

Do you think this connectivity isn't going to affect the way we sell?

You bet it is. As we move forward, it will be expected of sales people to add more value, to bring more benefit to the lives of their clients. Just "peddling product" won't cut it.

You're going to have to be more innovative in the way you prospect, sell, deliver, up sell, cross sell, promote – the whole gamut.

The number one way to begin improving your skills on your journey of selling is...stop trying to be a salesperson.

Let's take the flip side of my "Trust" example before. Who do you think rated highest on the trust surveys?

That's right. Doctors, teachers – people who are supposedly experts in their field.

Does that give you a clue?

Stop trying to be a sales person and start trying to be an expert in your industry. Salespeople always get beaten down on price. Experts don't get questioned on their high fees.

But if I left you there, I would have given you a small piece of the puzzle and on its own that's a little dangerous.

How a dole bludger became a millionaire.

Let me tell you a brief, powerful story of one of my mentors – we'll call him Paul (sorry, but he probably doesn't want me giving out his real name). Paul was a longtime friend of mine and at one stage he'd was the top insurance salesperson in Australia.

He then moved on to other various business ventures, and everything he tried seemed to have the midas touch.

But in the beginning it wasn't like that. In the beginning he was broke and receiving unemployment benefits. One day he went to a job interview next door to his house just to qualify for his welfare payments. The job was for a salesperson at a used car yard. The recruiter took one look at him and said, "You don't want this job, do you."

Paul replied, "Nope."

The recruiter smiled, "Right – you're hired."

Well, Paul couldn't believe it. His income was going from \$80 a week to \$400 a week. That was a pretty good increase for him at the time. He was to report the next day for the start of two weeks sales training.

Now, this is the strange part. The recruiter must have had a good eye for talent. But his training method was certainly unorthodox. Paul, along with one other new recruit, was to spend his two weeks of training doing one thing and one thing only: read a book.

After reading this book for two weeks, Paul and the other recruit began their sales job. Within a very short space of time, they both became top salesmen in the company.

When I first heard that story, you can probably guess my first question – *what book did they read??*

The book was "The Laws of Success" by Napoleon Hill.

It's a two volume book that talks about the right traits, characteristics and attitude you need to succeed. Simply by studying this book, Paul shot to the top in his company.

But there was one lesson above all the others that stood out to Paul and gave him the edge in sales that he was looking for.

It's the principle of giving.

Stop trying to focus on selling your product, and start to trying to add value to your clients' lives. Think of all the ways – paid and unpaid – you can add value to them and give them what they want.

Your clients want to feel like they're just a commodity, or a sales target. They want to feel valued. Important. Appreciated.

I recently heard a certain marketing guru talk about how he used the law of giving to manipulate his clients into feeling guilty enough to give something back (i.e. their cash for his product).

To me, this is missing the point. And if that's your approach you will be very quickly detected and ejected by your clients. Have you noticed how clients are getting smarter and more educated? They're not dummies.

You have to sincerely try to add value to their lives with what you do.

You could say it's the principle of generosity.

If you properly understand and apply just this one principle, your sales will sky rocket. But don't do what most people do. Read something for the first time, reflect on it for five seconds then fool yourself into thinking you understand it.

There's a big difference between intellectually understanding something and actually internalizing a principle that you can apply in your day to day life.

Now from that perspective, have a think about what most of the "sales talk" sounds like. All the sales influencing strategies are based around navigating your way through the distrust to make the sale. Instead, build the trust and the relationship, and the sales cannot help but flow.

And you can do that strategically through the art of giving. Not to manipulate them into reciprocity. But to build loyalty and trust.

It's not about having a tactic. It's not "always be closing". It's the art of human relationships. Being a leader in the art of people. That gets lost in the hunt for sales. It becomes all about seeing the prospect as a dollar figure. I can assure you, while you're doing that – you're missing out on sales.

It still amazes me how many sales people focus on "getting new clients". A few years ago, I was asked to give a talk to a sales team on how they could get in the door with some difficult to reach prospects.

I had this whole session prepared, and then it hit me. I walked in and said, "Listen, you want to know how to get to more prospects. But while you're looking for new prospects, your competition are figuring out how to steal your existing clients. What about them? Are you maximizing them? Are you doing everything you can for them?"

You see, the real asset – the only asset – is the people who are willing to buy from you.

They're the ones who sign the cheques. And if you don't look after them, they'll leave. More to the point, there is likely an untold amount of sales potential you're leaving on the table with your existing clients.

But the focus is so often, "I want to get new clients". If you don't value and maximize the ones you've got, why should you get any more? It's a waste of time.

Which leads me to another key reason most people have got it wrong with their sales approach:

A salesperson needs to think more like a business person than just a "seller".

So often, clients come to me and ask, "How could I get through the gate keeper (aka personal assistant) of this big prospect and convince the CEO to meet with me?"

If you're in sales, you've probably had a similar question. You might have tried to find the answer in one of the scores of books and programs devoted to how you can telemarket your way to success by getting through the "gatekeepers".

Or you might be like most people and just give up in fear of the telephone, because it takes a large amount of courage and desire to do any kind of cold calling.

The question, "How do I convince the decision maker to meet with me?" is almost as common as the question salespeople ask themselves, "Am I up to doing this? Am I good enough to make it?"

The only problem is, *it's the wrong question.*

There is no strategic thinking in that question. It has the odds stacked against you, and makes selling *hard* instead of *easy*. It reminds me of one of the first sales meetings I had where I was trying to sell a product. I met with this woman and – with a smug smirk on her face – she said to me, "Okay, Elliot. Do your pitch." The silly thing was... I did. I should have stopped right there.

Why? Because the odds were against me (not surprisingly, she didn't buy). The dynamic was all wrong. There was no respect for me, no qualifying her as the right buyer, no bond, no relationship. The power was all with her.

Imagine you do get past the gatekeeper and get your five minutes with the boss. Do you think they will have a huge respect for you? Do you think they'll be ready and eager to buy once you've stopped talking? More to the point, do you think they'll accept your price unconditionally, without haggling? Again, the power is all with them.

Standard sales training says that one in five appointments will win the sale (this is your average closing ratio). And you should be excited when you have someone reject you because that means there are only three more rejections before you get another sale.

Well, I would suggest you should be annoyed that you met with them in the first place.

If you're getting one sale from every five meetings (a ratio I haven't had in a long time, once I figured this out) you're not qualifying them properly in the first place.

The real secret is you haven't *positioned* yourself properly.

You might have heard the saying in real estate, "Position, Position, Position". Well, in sales it's "Positioning, Positioning, Positioning."

Are you the doctor? The expert? The guru/master? Or are you the salesperson?

Which one finds it easier to make sales?

Let's take our prospecting scenario again. What could be a better way to look at this challenge of getting a meeting with the decision maker?

How about the question, "How could I position myself as the number one solution to their problem so that I have the decision maker calling my P.A. begging to get a meeting with me? (and paying a registration fee to go on the waiting list to meet with you in the process)."

A couple of weeks ago, I had an appointment with my dentist. Dentists have a unique method of selling. They tell you need it and you do buy it. You rarely ask the price, and you certainly never haggle for a discount.

At the end of the treatment, I was informed that I needed to have another appointment to have a filling done before it became troublesome. When I went to the receptionist to book, I was told I would have to book *three months in advance* as they were so busy.

Imagine you had that problem. Imagine you were viewed as so unique, so crucial and so expert that people were literally waiting in line to meet with and discuss how you could help them.

That may seem like a pipe dream, but imagine you achieve just ten percent of that. What if decision makers call you because they've qualified themselves as right for your product or service? What would the difference be psychologically, with them *calling you* instead of the other way around?

What would it take to achieve that?

If you're like most sales people, you don't have an answer because you haven't spent any time on the question. This is what I mean when I say that salespeople need to think more like business people.

An average sales person focuses on making sales. A business person or entrepreneur focuses on *how sales are made*. Do you see the difference? One is transactional, tactical and – in my opinion – hard. The other is strategic, long term and progressively easier as time goes by, provided you've set it up right.

By the way, I must warn you not to be like most sales people and rely totally on your employer to do all the marketing. Never put your fate in the hands of others.

The whole point of sales is to have skills that put your income potential and achievement in *your* hands. You have the power. You have the opportunity. And you have the responsibility to make it happen.

So with that said, let me outline for you my ten day challenge.

Having trained thousands people over the last five years in various programs, one thing has become very clear to me. Unless you break it down to very simple steps, people just do not apply what you teach them.

They have every intention, every noble aim you can think of... and finally every excuse you can imagine for not having taken any action. It's human nature that we tend to be much more interested in "seeking cures for a problem" rather than proactively seeking solutions for our top priorities (which sometimes are not so urgent).

But it was a client from my coaching program who finally said to me, "Elliot, this is great. But it's too much to work on all at once!"

Point taken. So here it is.

I'm going to outline one simple step you can take each day for the next ten days.

Each step will take no more than twenty minutes (at the maximum).

Each step will be practical and (by itself) not too confronting.

But – and here's the kicker – each step combined over a ten day period will have a cumulative effect on your overall sales results. Maybe not straight away within the first ten day stint.

If you follow my strong encouragement to continue developing these skills (and repeat the ten day challenge again and again) you cannot help but improve.

It's a mechanical certainty. The only complication will be you and your "stuff" as a human being. For this next ten days together, try and leave your "stuff" at home. Sales is simple – we're the ones who make it difficult.

Day One – Do nothing. Focus on your "Point B"

To get you started the right way, I want you to firstly get your thinking right.

Sit down and write exactly what your goal is. I recommend focusing on a goal that's relatively short term – say six months – as this gives us enough of a time frame to make some solid achievements.

There's a saying from the Chinese martial arts that says, "Wherever your mind goes, your energy will follow." You have to be very careful of where you put your energy, because that determines what results you achieve.

For example, have you noticed how some people are always broke, no matter what opportunities come their way? When you ask how they're going, their answer is always the same: "I've just gotta clear these debts, get some cash, stop being so broke."

The problem is their focus. Wherever they look they see stress and poverty.

To change your results, first change the pictures in your mind. When you focus your thinking on where you want to be – let's call that your "Point B" – you can't help but move toward that. When you focus on your Point A – where you are now, how terrible your situation is and how hard it is... guess what. You get more of that.

This is so simple yet so powerful, I can't possibly do it justice in this brief report. Just trust me. Define exactly where you want to go – your sales targets, your positioning, your confidence and skill level – and hold that in your mind's eye. Believe, believe, believe.

Day Two – Talk to "your people"

I'm often asked to help a client or a friend with a marketing/sales challenge, and they sit there trying to nut out their strategy.

Questions like, "What should we call our product?" or "What sort of offer should we make to our clients?" or best of all, "What do our clients want?"

The amazing thing is they sit there asking each other. But they never ask their clients!

Today, all I want you to do is the most obvious and easy strategy of all – talk to your clients. Don't try and sell them anything. A very good friend is a highly successful consultant who simply "has chats" with people and deals just flow his way.

Whilst I'm not saying the aim is to make sales, it is amazing how many sales actually result from these informative, casual "chats".

Your main aim is to find out how they're feeling? What are their issues? How have they found your product so far? What's keeping them awake at night with stress? Where do they see their industry going? How could people like you help?

You will find so many amazing insights, tips, ideas, and potential sales leads will come from this you won't know what to do with yourself. But do it right. Do it with sincerity and most importantly – *listen*.

Your clients will reveal all you need to know.

Day Three – If they love you, get it in writing

You know, if I told you how amazing I am at what I do, you *might* believe me. But if I lined up Russell Crowe, Richie Benaud and your best friend (there's a line up) – you *will* believe me.

Welcome to the powerful concept of "Social Proof".

Whatever you say, they don't believe you. That's how it is for most sales people. The problem is you're the one who is saying it.

Do you have any clients, or do your colleagues have any clients – who love what you do?

If your organization has been around for any length of time, it will have someone, somewhere who really likes what you do. The next question, did you get them to write it down?

This tool is so powerful that it can actually remove the need for you to say anything. You just let your results do the talking. It's also a great positioning tool for you. So your task today is to find someone – anyone – who has really benefited in their lives from your product or service.

If you haven't done this already – shame on you. If you have, then you need to use it more. Shout it from the hilltops. Make it part of all your marketing. Put it everywhere. If you can quote "brand name" people or companies that are recognized by your clients – even better.

There is one trick to these testimonials.

If you look at the weight loss industry, they never just say "I lost twenty kilo's." They always say, "Before I used to weigh 200 kilo's. Now I weigh 120. What a difference!"

Learn from them. You must have a before and after to make it really powerful. Your goal is to build up an absolute treasure chest of testimonials. Pick up the phone right now and call your clients to find someone who has really benefited and is happy to put it in writing. You'll thank me for it, I promise.

Day Four – Give yourself a new name

What do you do for a living? Oh, I'm a sales executive. Business developer. Account Manager. Training Consultant – BORING!

Stop being so normal, and start standing out. Sales or account manager is a boring title that tells your clients nothing about who you want to be for them.

Try these for size – Dream Home Specialist; for mortgage brokers.
Dental Care Nurse; for a dental assistant.
Australia's leading specialist in Water Wise Gardening; for a landscape gardener.
The leading expert in Plastics Moulding... I think you get the picture.

Don't be afraid to call yourself an expert if that is what you are. You're living and breathing this stuff, stop being so shy about it (:

At the very least call yourself an expert. At the most, call yourself the able provider of... the number one benefit you offer. (remember the "Dream Home Specialist"?)

One client I was working with in the pork industry came up with this cracker of an idea: Elliot Hayes – Let's Talk Pork. I love it!

Why do this? Well for one thing it helps you stand out. It also helps position you as an expert rather than a sales person. More importantly, it gives you an ideal to work towards. It's about reshaping your identity to be one of industry expert who focuses on the benefits you can bring to your clients.

Today, do one thing to "Rename" yourself. Change your business card title. Submit an article to the industry magazine. Enroll in a conference as a leading speaker. The power of a "new name" could catapult your sales.

Day Five – Ask for a referral

Have you ever told someone they should go and see a movie because it's really good? You've just referred someone. Did you get paid for your referral from the movie producers? Probably not. But the film industry drives all their efforts into the "opening weekend" being a huge hit. After that, it's all down to whether people "tell their friends" it's a good movie.

Well, if someone likes your product or service, there's a good chance they might know of someone else who could also. Like attracts like.

The key is to ensure your positioning is strong. Ideally, you don't just want a name from your existing clients (although if this is new to you, then that's a good place to start).

What you really want is your client to ring their contact for you, tell them to expect a call from this "amazing expert in...." and that they found your products and services excellent. *That* is a referral.

There's plenty of information out there about paid referral schemes, but for you I recommend just giving so much value to the client that they can't help but talk about you.

Perhaps the most famous Australian example of a powerful referral program is the dentist Paddi Lund. Frustrated with his clientele and working his fingers to the bone, he set up a new system for his clients. Put simply, it was this: if you were to remain his client (he stopped calling them patients) then you had to refer two other prospective clients to his dental practice.

And by refer, he meant ring them up, telling them to make an appointment to be interviewed by Dr Lund and convincing him to take them on as a client. If you go to his dental practice and you haven't been referred by an existing client – *they won't let you in*. That's right, the door is locked!

Start simple – ring up just one client today who you know is happy with you and ask if they could send some information on to other colleagues of theirs. It's free, easy and may be the only way left to market and sell your offerings once the government restricts virtually every other form of marketing (at the time of this writing, the "Do Not Call" register has just been put into effect).

Most importantly, referred clients negotiate least, have the shortest sale cycle and are more loyal.

Day Six – Back to your "Point B"

Remember your original goal?

Well if you're like most people, you get caught up in what you're doing and forget what you're aiming for. As you begin day six, I want you refocus on your Point B; your desired outcome.

See yourself achieving your aim with confidence. Act as if it's already here and you're enjoying already the great feelings that come from your achievement.

We're programming your mind to accept it as perfectly normal that you have achieved these great goals. Believe, believe, believe.

Day Seven – Make a special offer

One day whilst I was working at Optus, this woman came in offering me advertising rates for the local cinema. It was for the ads you see before the previews begin before the movie. It didn't sound too great to me, but I was open to trying it.

I asked how much it was. Her reply was, "You have to buy six months minimum – about eight thousand."

Her face dropped when I said no.

What's the problem here? The problem is there was no easy, tempting, simple way for me to try out this marketing method. In short, the structure of the offer made it too hard to say yes for me as a new customer.

Don't make the same mistake. Your biggest question is, "How can I make my offer so irresistible they can't help but say YES?" Focus on that question and you'll find some great ideas.

Generally, I don't recommend discounting the price unless you have a clear strategic plan to really upgrade your clients to a high spend as you develop a relationship with them.

Instead, think of other benefits you can offer, that have a low cost but a high perceived value. In the seminar industry, one promoter was selling tickets to his event at a price of \$3,000. The bonus was you got a ticket to Hawaii if you came along!

Now you can bet a lot of people signed up mainly for the bonus, because it was so exciting. Your first reaction might be that is crazy. But when you think about it, it makes a lot of sense. He sourced the tickets en masse for a bulk discount. And he only paid for the tickets *after* he had sold all the tickets and banked the cash. So really, the clients attending the event paid for them.

But they were very happy with their bonus.

What could you do? What could you offer them that makes them go, "WOW! We have to take that offer. It's so easy." There is nothing wrong with people taking up your offer just so they can get your bonus. What do you care? As long as they become a customer.

Just as importantly, it builds a sense of excitement about your product or service. You want your market to be thinking, "I wonder what you'll come up with next?"

I'll give you another example. One company gave a whole batch of well recognized software on business management in exchange for referrals for their business. The software was a brand name product that had a high perceived value. You can bet they sourced it in bulk at a discount and made plenty back off the referrals.

Be innovative. Keep asking the question, "What could I offer that makes the customer say YES on the spot?"

Your competitors won't have a clue what you're up to.

Day Eight – Share valuable information with your clients that adds value

Whatever you sow, you shall reap. Give, and it will come back.

No, I'm not preaching a sermon to you. I just want to remind you that amidst all the focus on sales, it's easy to forget the value of contribution.

In learning about your industry, I bet you've learnt plenty of information that could help your clients. Why not capture some of that? Create a special report that goes for one page: 7 tips for avoiding being ripped off by Real Estate Agents.

Or try: "Manage your email and increase your productivity by up to 20%".

I wrote that one myself, and I can't tell you how valuable it has been in adding value to my clients, generating new clients, positioning me as an expert on that topic.

If you can't write to save yourself (or don't believe you can) then organise a friend to write it, or a university student.

You can go to www.elance.com and hire a ghost writer (someone who writes material but you put your name on it) for pennies on the dollar to excellent writers from other parts of the world where one hundred dollars.

Turn yourself into an author. But make sure it has solid, useful, interesting content that really adds value. That quality in itself will be an excellent sales tool. I mean, think about it – what are you reading right now?

If you don't want to put your name to anything, then at least be on the lookout for valuable content that would be interesting to your clients. Google has a huge range of resources you can access for this one strategy. There is a tool called "Google Alerts" that has Google alert you any time there is a posting online relating to the keywords and topics you nominate.

That's a good way to keep up to date in your industry, but it's also a good way to discover information that you could pass on to your clients. It only takes a little effort, but it's worth it. This is an excellent strategy to reinforce your *positioning*.

Day Nine – Joint venture for Success

Let me ask you a question. How many other businesses, industries, or people service your target market (your clients) right now? How many of them don't compete with you in any way but actually complement your product or service?

Ever been to a milk bar, or a dry cleaners, and you see a little brochure stand advertising other businesses? Well, you've just witnessed a joint venture in action. It's also sometimes called a "strategic alliance".

Basically, if another business has clients that are right for your target market – but don't compete with you in any way – then they are ripe for a joint venture with you.

You could approach them and suggest you team up for mutual benefit. You could give a commission to them for any sales that come from their customers. You could trade services or products you control. Whatever deal you work out (there are no rules, it's up to you) it's potentially a very easy, low cost way to access your target market.

More importantly, it's very leveraged. You're leveraging off the goodwill of that existing business, which helps in turn build your credibility.

Make a list of all the other businesses that service your customer, and either give them a call or send them a letter suggesting you team up. Don't try and sell the earth to them on the first

contact. Just get to know them, build a relationship and evolve from there. Find ways to add value (sound familiar?) and you'll build the trust.

Each day you hit "Day Nine" – then just contact one prospective joint venture partner.

It's a lot easier than cold calling new customers all the time, my friend.

Day Ten – Reward yourself!

Now this is one that I had to learn. I have to say it was my wife who really drove this home to me. She said, "Elliot, I know you want to go far, but now and then you have to celebrate where you have come from."

As Westerners, we generally don't deal well with delayed gratification. In your journey of sales, it's very important to avoid burnout and actually celebrate the wins – no matter how small they are. If you summoned up the courage to make your first presentation to a group (and you may have been scared stiff) - then reward yourself just for making the effort.

Keep reinforcing the joy, achievement, and general "good feelings" associated with reward so that you maintain that motivation and momentum to move forward.

If you've followed this program, then your task today is to treat yourself. Get to it!

The Power of Habits

Now, as I said earlier, if you do this "Ten Day Challenge" once then it will definitely help. But do it again and again, continuously, and you can't help but improve.

The old Greek philosophy was, "The habits maketh the man." This is about forging habits. The amazing thing about habits is they have no conscience. Once they are formed, habits don't care if they make you money or lose you money.

They're so ingrained in us we almost don't question them. The question to ask yourself is, "Are my habits taking me closer to my goals? Or are they costing me in sales, stress, emotional disappointment?"

We are living in what could soon be hyper inflationary times. With all the environmental challenges we're facing (such as the worst drought in recent history) the price of basic supplies such as fruit and vegetables could sky rocket.

Your ability to sell gives you power, confidence and the income to meet rapid change with success.

I wish you well on your journey. And I'd love to hear your stories – the good, the bad and the ugly – of where your journey takes you. I hope the ten day challenge can be a helpful companion along the way.

Don't give up – it's worth it.

Warmest regards,

Elliot Hayes

About the author:

Elliot Hayes has worked across seven different industries – ranging from telecommunications to film and television to corporate training and development. It was during his tenure as manager of one of the top Optus franchises in Australia that he began to develop his skills as a trainer and educator.

He has been running training programs in sales and marketing for over five years, specialising in innovative sales and marketing strategies that anyone can apply to boost their sales. He has featured in BRW, and his clients have included Australia Post, Telstra, Department of Justice, and Optus.

Elliot also consults and trains in the areas of innovation in the workplace, and productivity. He is also a qualified tai chi instructor. If you would like to give any feedback or contact Elliot to exchange ideas on how to boost sales, then email eth@findtime.com.au

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