

March 16, 2009



Just for Today

In case of fire ...

You've probably heard that a horse will run back into a burning barn - it's familiar. In fact, in the wild, animals that feel threatened will often stand still and do nothing until the danger has passed. Again, they're staying in their "comfort zone".

We humans aren't that different. Right now, everyone is screaming that the economic sky is falling. Reality or perception, we're facing scary times. Are our customers still buying, or are they standing still? When they have to make a move, they'll be looking for a familiar, friendly face.

You see, it doesn't matter how good you are at what you do, or even your "unique selling proposition". In times of stress, what matters most is that you're the one they know. You've been there for them - in good times and bad.

Just for Today: if you haven't been getting out "face to face and belly to belly" - it's time. Your clients and prospects need reassurance, and that needs to come from you. If you want to grow your sales, get out. Get out with your clients, your prospects, and your Centers of Influence - for breakfast, for coffee, for lunch ... but get out. Here's why: when a buying decision is to be made, you want your face to be the first one they remember and the only one they'll look for. *In trying times, being perfect is less important than being present.*

A handwritten signature in blue ink that reads 'Angela'.

Angela Sutcliffe