

Ten Timely Tips for a Great Second Half of the Year

You have to take action. Here are ten actions that if you take now, will set you up for a great June and second half of the year

1. **Set Goals.** You can get where you want to be if you clearly know where you want to go. Put pen to paper and write your goals and the steps to accomplish these goals.
2. **Overhaul your value proposition.** What unique proposition can you offer that will be significantly different than anything that your competition can offer.
3. **Prepare strategically.** Before you make appointments, Google the person and the company and see what you can learn about the person. There are times when my sales staff will come to me and ask about a certain sales call that they will be going to, and the first thing I'll ask them if they have "Google" the person. It's amazing how small this world is and the information that you can get from the internet. Use the information to plan great questions, your value proposition, who you should meet with and the timing of your contact.
4. **Maximize every sales contact.** Prepare, prepare, prepare. Not only with research on what is going on with them, prepare for communicating value to them. Use a focus on "What's in it for them" and follow a process within the discussion to connect with the person, ask awesome questions, facilitate their understanding of what you do and what it means to them, work through objections and ask for a decision.
5. **Identify alternative prospect streams.** Think creatively on who might use your product or service that currently isn't. There are some industries that are positively impacted by a slow economy. Look for companies who are performing well in the markets and research their vertical channels. You might have a whole new market to explore. I get the Denver Business Journal and devour it over the weekends looking for opportunities to call on.
6. **Give something of value today.** It doesn't have to be your product or service given away. Information is free. Find an article, a reprint, a cartoon that you can share and stay in front of them. Giving away something today can build a relationship and trust level for later.
7. **Use the Power of One.** One more action each day can make a difference later. One more phone call, one more email, one more thank you, one more question....
8. **Reevaluate your prospect list.** Categorize and find out where you are spending your time. Then align your energies and actions to the most likely prospects. What can you do to move them to the next step in your sales process?
9. **Reintroduce yourself to your past clients and past referral sources.** You might find that they miss you and welcome you back with open arms.
10. **Ask for referrals.** Tap into reciprocity generosity. As you provide something of value it's the best time to ask, "Who do you know that might benefit from what I do?"

"You cannot change anything in your life with intention alone, which can become a watered-down, occasional hope that you'll get to tomorrow. Intention without action is useless." Caroline Myss

Ten Timely Tips for a Great Second Half of the Year

Tom Ninness is a Vice President/Regional Production Manager for Cherry Creek Mortgage Co. With 28 years of top origination, helping over 8,000 families with their purchase and refinance needs, Tom still produces while overseeing, coaching and mentoring 11 offices in three states.

Tom is also the founder/President of Summit Champions, Inc. (www.summitchampions.com). Summit Champion is the springboard for sales training and coaching.

For Tom's full bio, click here: www.MortgageProNews.com/tom-ninness-bio