

## Revolution Thinking

Can you guess what the number one trait that companies are looking for and evaluating during the interview process? The normal response would be that there is no one trait, but a multitude of traits such as loyalty, perseverance, attitude, drive, leadership etc, but if there was one trait what would it be? take a wild guess.....



Okay, what did you come up with ?

The answer is Revolution Thinking. As we continue to face a global recession and businesses struggle to survive and maintain profitable, companies have begun to look for leaders that are creative, not risk averse, and are willing to take calculated risks and do things differently.

## How to Identify and Overcome Objections

Consumers are often faced with dissonance of whether or not to buy your product. The reason for this is that people make emotional decisions and then justify them with logic. They have objections –real or fictitious, not to buy your product. Unless these objections are handled effectively, they would not buy the product regardless of whether their objections are real or not.



In order to get a product sold, you need to overcome the logical and emotional reasons that people have not to buy your stuff.

Here's an example of a common objective: **"your product is too expensive"**

What the consumer is really thinking can be any one of the following:

1. I don't have enough money to pay for your product
2. Your product costs more than I am willing to pay for it
3. Your product costs more than your competitors offering
4. What if it doesn't work?

In order to handle these objections you must do the following:

1. First acknowledge them-**Don't** hide them. Explain why your product is more expensive.
2. Focus on the benefits and features, and make that an advantage.
3. Use testimonials from your existing customers to demonstrate the qualities of the product.
4. From the beginning anticipate a list of objections and overcome them.

**Give this a shot and you'll be amazed at the results you get.**

## Good Listeners Get Great Advice



One of the main keys of success in business, is to be a good listener. If we listen emphatically, we improve mutual understanding and trust with the other person while uncovering "hidden" information. We must learn to bounce our ideas off numerous people before finally saying, "We'll pass on this " or "We'll do it."

Don't impose your own beliefs on the conversation or tell others about what you have learnt, until you've gotten plenty of feedback and feel that you are close to a decision. You may decide to either abort the idea totally or push on, and it's likely that after listening to others' advice, your original idea may be mutilated, but it will probably have improved considerably.

## Four tips to help you tame the blizzard of paperwork.

As each new piece of paper crosses your desk, initiate one of the following:

1. **Junk it.** If it has no value, toss it.
2. **Delegate it.** Think about whether this is the best use of your time and whether you need to handle it. If it is, handle it but if not delegate it.
3. **If it's quick, do it.** If you can get through it quickly then do it and get it over.
4. **Schedule it.** If it will take some time to complete, schedule it.

## Constant Connectivity

Networking is a must for all business owners. Social media has become an important part of networking but the human contact is still crucial.

*"Just because you're networking online doesn't mean you shouldn't be networking in person," says Peter Shankman, founder of Help a Reporter Out, "Everything you do should be networking. The person sitting next to you on the plane may have your next job."*