

# THE SALES SPOTLIGHT



## Welcome to The Sales Spotlight, The newsletter for Focusing On Results

Why the sales spotlight? Throughout my career, I have learned that rule #1 for sales success is *Focus on the Customer*; keep the spotlight on them throughout the selling process. That means asking high gain, quality questions to keep your Customer talking. The more they talk, the more you learn about their true business needs, the better solution you can offer.



MARK WIGGINTON

CERTIFIED PROFESSIONAL COACH

### FOCUS ON YOUR CUSTOMER BY ASKING QUALITY QUESTIONS

From "The Coaching Habit" Michael Bungay Stanier, these Seven Quality Questions can help you start a sales conversation and keep it moving!

1. What's on your mind? *This question helps uncover issues and evidence of a need.*
2. And what else? *This question helps you get below the surface to deeper issues.*
3. What's the real challenge here for you? *This question clarifies the impact of the current "as is" state.*
4. What do you want? *This question helps uncover the future "to be" state.*
5. How can I help? *This question keeps you from jumping to your solution.*
6. If you're saying yes to this, what are you saying no to? *This is key to developing a strategy statement for your solution.*
7. What was most useful for you? *This closeout question helps them replay the meeting in their mind; it also assumes the meeting is useful.*

One final tip, "And what else" can be inserted anywhere in the sequence to help dig a little deeper!

Want a free coaching session? Reach out via  
email: [markw@focusingonresults.com](mailto:markw@focusingonresults.com)  
or call: 512-297-4654

# WHAT I FOUND ON THE SIDE OF THE ROAD ...

## TRANSFERRING ENDURANCE TRAINING

### LESSONS TO SALES SUCCESS

I'm just an ordinary guy. In high school, my buddy Alan and I would cut gym and go to his house to eat donuts and watch "The Price is Right"!

In my 30's and into my 40's, I was just another overweight road warrior living on planes, living on cheeseburgers, and spending too much time at the hotel bar. I was the last guy you'd think would become an endurance athlete.

That all changed in my mid-40's when I found that I had "adult onset athleticism". Since then, I've run 20 marathons and am closing in on 80 half-marathons.

A transformation like that doesn't "just happen". It takes a clear goal, a written plan, and personal commitment.

As I transformed my fitness, I transformed my sales results. I learned to apply endurance training principles to my sales goals.

When planning for a race or sales success, the first step is defining a clear goal. The goal provides focus.

As a sales person, I would determine my annual goal (my personal goal, not the one the company assigned to me) and then develop a plan to get there. Having the goal helped me focus on results, and developing the plan laid out the incremental steps for success.

One tool I regularly use to strengthen my focus is creating a "success image". Typically, I develop a PowerPoint collage of relevant images with a key message. The image to the right is one I had on my bathroom mirror for months as I trained for the Maui Oceanfront Marathon earlier this year.

Achieving a big-time goal like exceeding your sales target can be as challenging as running a marathon. Just remember that as long as you keep moving toward the finish line, it will surrender.

Maui Oceanfront Marathon  
Sunday, January 15, 2023

When I ...  
**JUST KEEP GOING,  
THE FINISH LINE  
WILL SURRENDER.**



**CREATE A SUCCESS IMAGE TO  
MANTAIN FOCUS ON RESULTS**



**THE FINISH LINE  
SURRENDERED!**

#### **Services Offered**

- **Professional Coaching**
- **Sales Strategy Consulting**
- **Team Training**
- **Webinars**
- **Document Review for Customer Focus**
- **Business Proposal Review**

**Want a free coaching session? Reach out via  
email: [markw@focusingonresults.com](mailto:markw@focusingonresults.com)  
or call: 512-297-4654**