



Summer Sales SLOW?

Five Things to Do NOW!

By Mike Brooks

Don't know about you, but two days before July the 4th, business slowed down, and after the holiday, it seemed to stop! We do have business, of course—very much like you—but the pace of business, the new leads, and especially the urgency of the first half of the year seems gone.

What happened?

Summer happened, that's what. As I speak to clients and colleagues (who aren't on their family vacations), they tell me the same thing—many of their bosses, co-workers, suppliers, or business partners are either on vacation, just coming back from a vacation, or just about to take a vacation.

In fact, many people I know are taking as much as three to four

weeks off! I just spoke with a potential coaching client, and when I asked him when he was thinking of starting our coaching relationship, he told me it would be after his month-long vacation in August. He and his wife will be back right before Labor Day.

So there you have it. Business is seasonal. Kids get out of school. The weather changes. People have worked hard and are now ready to take some time off. The business environment changes as people start to relax.

Does this mean companies aren't buying or planning for the fall? Of course not. It just means that they are going to begin doing things on their time table for a while, not yours.

So here's what you can do to not

only keep sales coming in now but also set yourself up for the best finish of any year you've ever had.

Don't let up. Keep working hard—if not harder. Make more calls. Send more emails, stay later, and come in earlier. The time you put in now may not seem to pay off right away, but in the fall you'll see the fruits of your labor.

It's just like the “dog days of summer” in NFL training camps. I still remember what coach Bill Parcells told his players in late December when they were about to begin a drive that would determine whether they got into the playoffs or not. He looked at his exhausted linemen and said: “This is why you lift all those damn weights!”

The effort you put in now will make the difference at the end of this year.

Connect with established clients. This is the perfect time to send a card, make a call, and talk with clients about things other than business. For example, where are they going for their summer vacation?

Face it: if things are slow for you, things are probably slow in your clients' businesses as well. How about asking what they are doing to deal with this period and what they are doing to get ready for the fall. And how about asking how you can help them do that? Set yourself up to work with them when they'll be ready.

Work on improving your skill sets, new product development, or other parts of your business that will make a difference in the second half of the year. If any of you have thought about developing a greeting card campaign to stay in front of your customers and prospects, this is the perfect time to do it!

Why not design a card with a picture of yourself and family on YOUR vacation and send it to all your clients and prospects! That'll give you something to talk about and your clients something to remember you by.

Make goals for September through December and develop a plan of action to accomplish them. Develop an affirmation card and goal sheet of what you're going to earn, what it's going to feel like over the holidays to have accomplished that specific goal, and then begin smiling each day knowing you did it.

Remember, "Fear pushes, but vision pulls." Use this time to create an exciting and compelling vision of the rest of the year for yourself and family, and let that vision proactively pull you all through the summer. Don't let fear push you into doing something reactive in your business.

Feed your mind a positive diet every single day, many times during the day. My favorite book to re-read during each summer is *The Advanced Formula for Total Success* by Dr. Robert Anthony. *The Power of Habit* by Charles Duhigg is another good summer read that focuses on transforming not just our businesses but our lives in general.

I'll bet you have your own list of positive reading material you'd like to finally read or revisit. Pick out a couple of books tonight, put them on your desk, and commit to reading them before Labor Day. That alone will make a big difference for you.

The most important thing to remember during the summer is that "this too shall pass." If business has slowed down, that will change. And if you take advantage of any of the five suggestions,

you will be more prepared than your competition is to prosper when business picks up again. **N**

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