



Intentional Success

News and Ideas from Sue Rusch

A free monthly newsletter about making the most of your experience as a direct seller, based on materials and programs offered by Sue Rusch.

[Click here to view this newsletter in PDF format.](#)

IN THIS ISSUE:



[Recruiter's Corner](#)



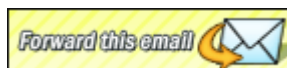
[Words that Work](#)



[Ask Sue](#)



[This Month](#)



PERSPECTIVES

January 2010



It feels like we just turned the calendar to January, 2010 ... and it's already time to flip the page to another new month. Am I the only one who is still writing "2009" on my checks? It surprises me to think that while change happens quickly, our ability to adapt takes time!

The early part of the year is a busy time for party plan professionals. Experience suggests that the time and energy you spend on your business in January/February is an investment in the year's momentum. Keep your eye on strong personal sales, personal recruiting, and building team enthusiasm - and you create a forward focus and shape the direction of your business.

Each time I struggle to remember to write the number "2010", I am reminded that we're still at the start of a brand new year! Were you one of the millions of Americans who set New Year goals? May I suggest one addition to your list of 2010 goals? That is, to make it a daily practice to remind yourself that what you do is worthwhile. The products you share add value to the lives of people you serve, or you wouldn't have chosen to become a sales representative with your company. Each day, I encourage you to say these words out loud:

"Today, someone needs what I have to offer."

Best wishes for a strong and successful start to 2009... 2010!



Sue Rusch, CSP

- Speaker
- Strategic Consultant
- Business Coach

RECRUITER'S CORNER



More information is at our fingertips than ever before. Without getting up from a chair, we can easily access an answer to most any question with a few clicks. What this means to your recruiting is that your prospects are less likely to look to you for information about starting a business. Your role, as a recruiter, is less about informing ... and more about inspiring!

It's easy to slip into the habit of telling as you share the details of the kit, the company, and the products. In fact, enthusiastic sellers often feel inclined to talk on and on, thinking that they are providing the information the prospect has asked for. Remarkable recruiters know, though, that real recruiting happens when you make an emotional connection.

Habit #4 of Remarkable Recruiters:

They focus on others more than themselves.

In every recruiting conversation you step into, picture yourself with a spotlight in your hand. Your job is to shine a light on your prospects hopes, dreams, and talents. Uncover what may inspire someone to take the first step!

Learn more about how you can [Become a More Remarkable Recruiter](#).

WORDS THAT WORK



Value

At a time when customers place more emphasis on price than ever before, it's a sales professional's job to help others discover the value of products and services.

What's the difference between price and value? Price is about what must be paid to acquire a product. Value is a set of perceptions about how a product or service will enhance life. To build value, a sales professional illustrates the ways that products make a difference in everyday life. To build value, successful sellers talk less about product facts, and more about feelings.

Facts:

- Statements about the product's size
- Specifics about the material the product is made of
- Specifications/information printed in the product catalog

Feelings:

- How it feels to own the product
- How it feels to use the product
- How it feels to share the product

Has your sales presentation settled into an established routine? If it's working perfectly for you, congratulations! If, however, you are someone who is looking for more sales, more bookings, or more recruiting leads, you may benefit to place more emphasis on value when you share your products.

During February, the language of emotion will be everywhere. How frequently will you talk about feelings during your sales presentation? What steps will you take to raise your customers' awareness about the value of what you have to share?

Try this:

If it is your goal to improve your presentation, consider bringing a small audio recorder to your next few parties. Schedule an appointment with yourself to listen carefully to your presentation. This takes courage, and at the same time, it reflects your commitment to continuous improvement! As you listen

to yourself, resist the temptation to give yourself a score card. Instead, pay attention to the places where you build a case for value. Pay attention to the number of times you talk about feelings. Identify opportunities to turn your routine factual statements into value-building benefit statements.

ASK SUE

[Click here to send a question to Sue Rusch.](#)



Q: I've noticed that some of my team members are resistant to the idea of being coached. I think it's important that I stay in personal contact with everyone. I get frustrated when people don't care about their business enough to schedule coaching. Any ideas?

A: Congratulations! You are striving to make more personal connections. As you know, phone calls can elevate a team member's enthusiasm and may inspire more attention paid to the business. Let's start with a clarification of coaching calls - and how they differ from communication calls.

- Communication calls are about staying connected. When you make an outbound phone, you want to show a team member that you care enough to stay in touch. You want to elevate the team member's thoughts about the business, and shine a light on recent news, sales promotions, or product ideas.
- Coaching is the practice of working with team members one-on-one to drive improvements in business results. A coaching relationship, typically focused on action steps, is for the individuals on your team who are striving to reach higher.

I recommend that you communicate with all members of your central team, and coach the team members who show an active commitment to move forward.

"Coaching" is a common way to describe what you do, yet when you invite someone to schedule coaching, the concept may feel a little intimidating. After all, picture an NFL football coach at the sidelines of an important game. Did you imagine a warm, friendly face handing out words of encouragement and warm hugs? Or, did you visualize an imposing figure wearing a headset and barking out orders? The word "coach" may not be the best word to describe your first action-oriented phone call with someone. What if, instead of inviting someone to schedule coaching, you were to invite someone to spend time together brainstorming? If you're in a problem-solving conversation and you want to step into a more in-depth call where you explore new possibilities, try this: "let's meet by phone and put our heads together for awhile. I'm sure we can come up with the solutions you're looking for."

Clarify your thinking about the difference between communicating and coaching. Consider ways to soften the invitation to coach with you. And ... keep reaching out to stay in touch!

[Send your question for Sue for a future issue.](#)




Speaking of coaching - did you know I am available to work with you one-on-one? I have opened a limited number of coaching appointments and would welcome the opportunity to help you achieve your 2010 **goals**. [Click here to learn more.](#)

THIS MONTH



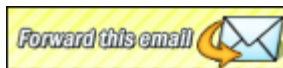
Gardening catalogs have been flooding my mailbox. I haven't completely grasped the idea that it's a new year, yet several companies with very smart marketing campaigns have inspired me to think ahead.

What steps do you take to inspire your customers to think ahead?



©2010 Sue Rusch & Associates, LLC. All rights reserved.

Articles may not be reprinted, however we invite you to forward this newsletter in its entirety:



Sue Rusch, CSP
Sue Rusch & Associates, LLC
(952) 893-0025
www.SueRusch.com
info@SueRusch.com



Special Offer

[Business Coaching Package](#)

Focus yourself on 2010 business success! Schedule three 45-minute business coaching calls with Sue for \$379 and get a free bonus item.

Schedule coaching NOW and you'll receive a FREE copy of
[Organized for Home-Based Success CD.](#)

Special Offer Expires: February 15, 2010

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to shelly@suerusch.com by shelly@suerusch.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Sue Rusch & Associates, LLC | PO Box 385234 | Minneapolis | MN | 55438