

Delivering Desired Results

By Daniel Sitter

Marketing expert Seth Godin gave some timely and prudent advice for real estate agents. His hard-hitting advice is actually quite relevant to every salesperson and entrepreneur who would listen. He pulled no punches and as usual, had a great deal of wisdom to offer. Listen up salespeople... you cannot afford to miss this lesson.

Seth shared a philosophy, one that I have been professing for a lifetime: that success follows the Pareto Principle in that 80% of your efforts must come from personal development and 20% from specific techniques. Godin fed his hungry and attentive audience a two-course meal, teaching that there are two things they needed to do immediately:

- 1. Become the expert in what you do. Micro-specialize in a segment of your market. Become the authority, the go-to person in that field.**
- 2. Interact with your clients and prospects, both past and present. Open a dialog with them. Communicate regularly.**

Simple advice? Yes. An investment in yourself is always going to pay dividends! Learn everything you can in your chosen field. Study the markets that interest you. Sharpen your saw, i.e., spend time improving your interpersonal skills, speaking skills, communication skills. Make time for self-investment. Invest your time wisely, in you. Become an expert in your niche. Learn all you can. Improve your productivity. Specialize.

We live in an age of communication, where multiple media formats allow us to extend our reach to almost everyone, everywhere, easier and faster than ever before! Do you have a mailing list? A blog? A newsletter? a web site? A video interview on You Tube? A pod-cast available on niche web sites? Do you speak at local functions? Write local newspaper articles? Why not? As Seth says, "You're either the best in the world (where 'world' can be a tiny slice of the environment) or you're invisible." Learn to communicate effectively with your niche.

In our ever-evolving economy, you cannot expect to be successful doing the same things in the same manner that you always have. It's time for change. It's time to reinvent both ourselves and our approach. You need a new plan of action. You must get started now! Why are you still sitting there?

About the Author

*Daniel Sitter, author of both **Learning For Profit** and [Superior Selling Skills Mastery](#), has garnered extensive experience in sales, training, marketing and personal development over a successful twenty-six year sales career. Read his blog at <http://www.idea-sellers.com/>*

Reprinted with permission. Article Source: http://EzineArticles.com/?expert=Daniel_Sitter.

This article is reprinted from the July 2011 issue of the PharmSource PERISCOPE, a free monthly e-newsletter that provides valuable business insights for pharma vendors. The PERISCOPE is a companion publication to the PharmSource Lead Sheet (PLS), which delivers up to 70+ fresh, targeted leads to pharma vendors via e-mail every week. For more information, please call PharmSource at 1-703-383-4903 (ET USA) or visit us at www.pharmsource.com.