

## The "Penny Pushover" Startling Sales Warning

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Have you ever heard the saying..

" Watch your pennies and the dollars will grow by themselves?"

What a load of **KAFLOOIE** that was!

Last month I met with a potential client who was **micro-managing** the smallest and insignificant areas of her business. (and completely ignoring all of the major revenue generating activities)

Why?

She thought the pennies would magically turn into dollars. (PLUS- pennies are less scarier than dollars)

Caught ya - I just saw you bite your lip with guilt.

### Diva News Flash!

Pennies don't turn into dollars when you're running a business in **THE BLACK**.

### 4 Startling Signs You're A "Penny Push-over":

- 1) **You're Struggling.** Yes lady- everything on the outside looks fine - but you feel like you're pushing a rope uphill (try it - it isn't much fun!)
- 2) **You're "Busy".** I bet you're busy all right - but AT WHAT??? You're keeping yourself busy in all the **wrong areas** so you don't have to ACT on the **SALES TOUGH STUFF**.
- 3) **You're Doing Everything Yourself.** Yep - along with being an expert at your own service or product, you have also deemed yourself the Queen of accounting, data entry, marketing, web design, business card design, direct mail - plus you're delivering stuff to clients as if you work for Federal Express!!
- 4) **You're Pretending That You Don't Know What To Do.** You know what to do - you're just not doing it. Need more clients? Well - people can't buy from you if they don't know you exist.

### Some Sales Diva Words of Advice:

**SNAP OUT OF IT!!**

### Your Sales Diva Dollar - Building Action Plan!

Grab some paper and a pen right now.

I mean it. I'm being your bossy sales manager.

Write down **what you sold** this year.

No fudging.

Now write that **same number down - DOUBLE IT** and **break it into \$10,000 blocks**. ie/ \$60,000 divided by 10 = 6 project/client categories that can generate \$10,000 each.

Why \$10,000?

Because I want you to **THINK BIGGER** than pennies and I want you to **stretch yourself**.

(P.S.If you're someone selling millions - then you guessed it lady - add a 0 to the formula I gave above)

### **Pinch Your Pennies But NOT Your Potential**

Of course you should be prudent with your money - that's a given.

But you had better not be THINKING in PENNIES or that is exactly what you will get.

If you're **flopping around**, looking for a **lucky gold coins** to drop from the sky - get a grip and **CREATE A SALES STRATEGY** INSTEAD.

(Are you selling the right product/service? Is there a demand/desire for what you have? What is your marketing strategy? Your pricing? and more!)

And there is no better time than **NOW** to start thinking how you want the rest of your year and NEXT YEAR to turn-out.

So there.

Kim Duke, The Sales Diva, provides savvy, sassy sales training for women small biz owners and entrepreneurs. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make" at [www.salesdivas.com](http://www.salesdivas.com)