



### **My predictions for 2011 are the same as last year. Let's hope I'm wrong on a few of them and right on some others.**

- You'll leave messages on voicemails that won't get returned.
- Someone that asks you to call another time won't remember who you are when you call another time.
- You'll spend at least 24 hours on hold listening to "music" over the next 12 months.
- You'll hear at least 100 No's
- You'll wonder whether you should switch careers.
- People will tell you they can get it cheaper elsewhere.
- You'll put your feet up after making a big sale, instead of going for another one that day.
- You'll wish you had made another big sale to help pay for the car repair/holiday/school fees.
- Your partner will ask you whether you'll be getting a bonus this month.
- There'll be a presentation when someone will ask you a question you don't have the answer to.
- You'll spend more time watching TV than you will investing in reading useful and good books.
- You'll fail to make the most of networking opportunities because you won't have your business card on you all the time and you won't have a 30 second spoken advert of what it is you do.
- You'll lose clients to rivals for reasons you'll never discover because you'll never ask them why they left.
- Because you don't ask why people left you, you'll not be able to put systems in place to stop it happening again.
- You'll consider cutting your prices.
- You'll have trouble justifying your prices and proving why you're great value.
- Someone's voicemail will say "I'm not at my desk right now but please leave me a message." And you'll get frustrated. And have the same bland voicemail message for your clients.
- You'll forget to get a testimonial from your best client.

- Someone in your firm won't follow up a referral you have given them. And you'll lose a sale.
- Your competitors will develop a new service that is better than anything you have to offer.
- Someone will visit your website and won't be able to get in touch without filling in some crazy form.
- Someone will claim credit for your hard work.
- You'll fail to develop your listening skills and it will cost you.
- You'll spend more money on alcohol than you will on educating yourself.
- Someone in your accounts office will chase a debt and ruin a long-term relationship with a client.
- You will get some free referrals from loyal clients if you work hard.
- You'll get more referrals from loyal clients if you set up a system that encourages them and expects them.
- 10% of your sales will come from letting your clients know what else you do.
- You will establish your expertise online so that prospects like and trust you, even before they meet you.
- You'll stop listening to trashy radio and invest in some educational CD's and turn your car into a university.
- You will read a book, attend a seminar or go on a course that will change your attitude and maybe your life.
- Someone will tell your boss how good you are at your job.
- You realise that being yourself and giving value (without expecting a return) is the easiest way to make a sale.
- 2011 will be the year when your positive attitude results in 90% of your success.

What are your predictions for 2010?

Boyd Butler

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