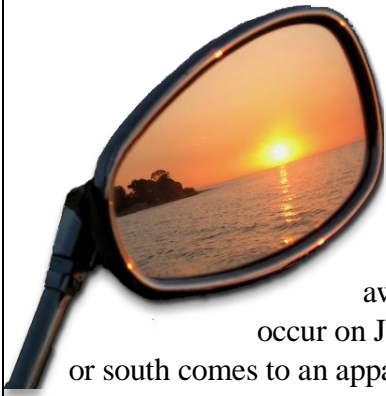


Summer Solstice

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Solstice is the point at which the tilt of the earth's axis is most inclined toward or away from the sun, which occurs twice each year. The Summer Solstice is due to occur on June 21, 2010. During this time the sun appears to *stand still* as the sun's path north or south comes to an apparent stop before reversing direction.

The word Solstice comes from the Latin words sol (sun) and sistere (to stand still). While we are all familiar with the sales cycles that accommodate the different seasons in sales, Solstice can also refer to an individual or behavior within a business.

For example, there are some individuals in the profession of selling who are caught in a multiple "Sales Solstice". In the process of assisting many companies we have discovered a Sales Solstice in *every* season. Recently our staff placed more than 12,000 out bound calls to retail sales stores and they shared the challenge of the Sales Solstice for each season as follows:

Summer Sales Solstice: We are too busy to consider any type of sales education for our staff

Fall Sales Solstice: We are laying too many people off right now to consider investing in our staff

Winter Sales Solstice: We are *too* slow to consider investing any money on our staff at this time!

Spring Sales Solstice: We are trying to decide who to hire for our spring season and can't do anything until we find good quality salespeople.

The sun only appears to stand still as the earth tilts back to its opposite direction of tilt. On the other hand, the Sales Solstice is an actual period of no movement characterized by concerns that the next season will surely be better than the current one.

Here is a simple 4 step process to determine if you might be caught in a Sales Solstice. Write down your response to the following questions as you go. It will take you less than 10 minutes.

1. Write down a number from a 1 to a 10 indicating how happy you are with your current level of sales with a 1 being low and a 10 being high.
2. If you wrote any number down other than a 10 write down what you feel is missing that would take your number up to a 10. Be detailed here and include anything that you feel is missing that could help you to see your sales rise to the level of a 10.
3. Now write down what action steps you feel you could take to accomplish what you wrote down in step number 2.
4. Now, write down the date by which you will have accomplished the items in number 3.

These 4 steps transform an individual or a business from reacting to responding, from dependency to empowerment – simply by examining the choices, applying an activity to bring them to reality and choosing a date by which they will occur.

Would you like to know if you or your company suffers from Sales Solstice? If you took the time to answer the 4 questions above you are *tilting* in a new direction. If you simply read the 4 questions and did not respond there is higher likelihood you could be in a Sales Solstice. Only you can determine if a Sales Solstice is hurting your success in the profession of professional selling.

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