

The Heart of Sales



*Jane
Binnion*

WORKBOOK

The
Heart of Sales

Practical Sales Skills
for People Who Choose to Trade Ethically

THE WORKBOOK
(Special Edition)

Jane Binnion



JANE BINNION BOOKS

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Task One

Action Points

Done by Date

Review Date

Task Two

So this task is to take 10 minutes to remind yourself:

- * Why you set up (or are setting up) your organisation
- * What do you value in life?

My definition of success is...

What's important in my life is...

Now write those down and put them on display somewhere where you will see them every day to remind yourself of your purpose

Task Three

How do you respond to new business opportunities?

Do you think that you ever self-sabotage because you don't believe that you can be, or should be, successful?

How do you self sabotage?

Jot your thoughts down so that you can see in writing what your blocks may be.

Task Four

Without giving it too much thought, write down the words that come to mind when you think about MONEY.

Now take a look at those words, what do they tell you about your relationship with money?

Task Five

Thinking back to your values. What would you do if you had money in abundance? Write down what you would spend it on

Task Six

Write down:

All your skills, all the things that you know you are good at.

All the things that you love about running your business.

Task Seven

Firstly I'd like you to take a few minutes to think back to a time when you had a negative experience as a customer. Think about the scenario, what happened and how you felt. Now write down:

1. What was the experience?

2. How did it leave you feeling?

3. What decisions did you make as a result of that experience?

Now think about a time when you enjoyed buying something.

1. What was the experience?

2. What exactly was it that made it enjoyable?

3. What decisions did you make as a result of that experience?

Task Eight

List your predicted outgoings for the next 6 months.

How much do you need to make just to cover those?

How many sales do you need to make at what unit cost, to bring that amount in?

How much do you want to make on top of that?

How many sales do you need to make at what unit cost, to make that happen?

Task Nine

What do you want to achieve in your business over the next 6 months?

Task Ten

Action Points

Done by Date

Review Date

Task Eleven

Action Points

Done by Date

Review Date

Task Twelve

Make a list of a few phrases that you can use to build your confidence and make the process easier for all concerned.

Task Thirteen

Action Points

Done by Date

Review Date

Task Fourteen

Action Points

Done by Date

Review Date

Task Fifteen

Action Points

Done by Date

Review Date

Notes

Notes

Notes

Notes

Super Women of Lancashire

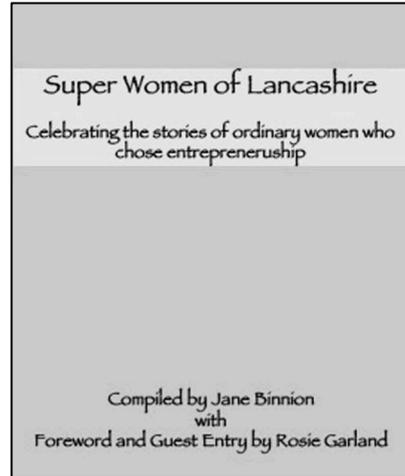
Celebrating the stories of ordinary women who chose entrepreneurship [Kindle Edition]

Jane Binnion (Editor)

<http://bit.ly/JBSuperWomen>

As a single mum I decided to run a business from home thinking it would give me more time! The truth is I have never worked harder. I love self-employment, but I can't help thinking now and then 'oh for a wife'!!

So, after hearing so many familiar stories I decided to put together a series of blogs gathering up the words of local business women in Lancashire, sharing their successes and their particular challenges. Celebrating our amazing super women; ordinary women being amazing, contributing to the local economy, creating employment and making stuff happen.



And that's how this started, a few guest blogs that just grew and grew. And now here are the stories of 25 women.

"This collection of stories about women in business provides a fascinating insight into what it takes for female business owners to start up and succeed in business.

I was struck by the diversity of challenges and tasks, both in their business and home life that these women have to deal with.

Jane should be congratulated for compiling such an excellent insight into the world of the Super Women of Lancashire."

You're so clumsy Charley

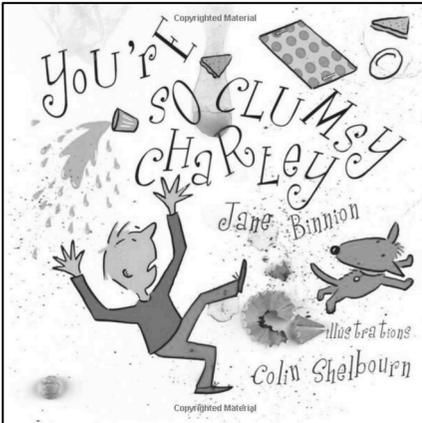
Jane Binnion (Author)

Colin Shelbourn (Illustrator)

<http://bit.ly/JBCharley>

Charley always seemed to get into trouble, though he didn't mean to. He was getting fed up of going to school, because he felt different than most of the other kids. Then he met his Aunty Bella... and everything changed.

This book is about dyspraxia, a neurological condition affecting 1 in 10 people, but it is still very misunderstood. We chose not to name it in the story because this book is for every child that is different.



"This book is inspiring. My girl is in KS2 at primary school and she opened up to me after she had read this book. We then read it together and she feels so much better to know she is not alone - and that someone has even written a book about what it is

like to be her is awesome. My girl doesn't have dyspraxia, but she is made to feel different due to other things."

"I received this book as a gift and my son and I love it, it reminded us to enjoy being ourselves! A fab book that delivers a powerful inspirational message in a fun and enjoyable way. Highly recommended."

janebinnion.com

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Jane Binnion
Social Media and Ethical Sales Trainer



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