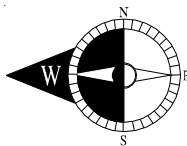


# SEEING GREEN AGAIN



## NO MORE EXCUSES!



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HOOSIER HOSPITALITY  
MARCH 17, 2010

# What happened?

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My Notes

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Is it just the economy?

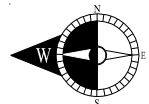
When did we stop seeing green?



*“It was the best of times, it was the worst of times,  
it was the age of wisdom, it was the age of foolishness,  
it was the epoch of belief, it was the epoch of incredulity,  
it was the season of Light , it was the season of Darkness,  
it was the spring of hope, it was the winter of despair,  
we had everything before us, we had nothing before us,  
we were all going direct to Heaven, we were all going direct the other way .”*

*“Smooth seas do not make skillful sailors.”*

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It's not the economy, stupid,  
it's  .

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This calls for a “Tough Times” approach

Tough Time \_\_\_\_\_

Tough Time \_\_\_\_\_

Tough Time \_\_\_\_\_



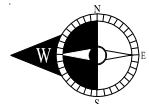
## 7 Questions to Ask Yourself



1. Am I satisfied with my current results?
2. Am I proud of my effort in achieving our current numbers?
3. Am I focused on the right customers?
4. Do I have a sales plan in place?
5. Am I measuring and monitoring my results?
6. What changes do I need to make to make a change in my numbers?
7. How and when do I get started making those changes?

*“When the going gets tough — the tough keep going!”*

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# The Customer During Tough Times

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## The Salesperson During Tough Times

Shorter \_\_\_\_\_

See more \_\_\_\_\_

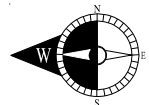
Make \_\_\_\_\_ Sales Calls

Sell to the Customers \_\_\_\_\_

*“The greater danger for most of us lies not in setting our aim too high and falling short,  
but in setting our aim too low and achieving our mark.”*

—Michelangelo

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# Let the Excuses Begin

## Typical Sales Excuses for Not Making Outside Calls

1. I did not have time.
2. The phones were busy.
3. Lots of civic stuff going on (Chamber, Rotary, CVB).
4. I had lots of operation stuff.
5. Holiday this week.
6. Scared to leave - something always happens.
7. Working the desk, driving the van, setting up for a meeting.
8. Had no appointments.
9. Don't feel like making calls.
10. My GM would prefer I be here.
11. It's too hot, too cold, raining, snowing, humid, etc.
12. My appointments cancelled...no one will see me - it's a bad time of year.



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Excuses are    
to keep you from taking charge and changing your thinking habits.

HABIT: Something you do \_\_\_\_\_ and \_\_\_\_\_.

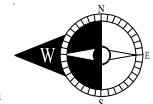
*"I attribute my success to this - I never gave or took any excuse."*  
— Florence Nightingale

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# What are Your Excuses?

Are they life long thinking habits?

CHANGING your thinking takes \_\_\_\_\_.

## DESIRE:

*Desire is the starting point of all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything.*



Nothing trumps a \_\_\_\_\_.

*“Faith is taking the first step, even when you don’t see the whole staircase.”*

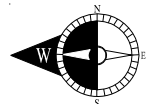
— Martin Luther King, Jr.

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# Correcting Your Mind

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## Old Thinking

You'll never amount to anything

You're worthless

You're not smart enough

Money is hard to come by

You don't deserve to succeed

You'll never find someone to love you

You'll probably get sick like your mother -  
it's in your genes

You'll never get ahead in life

You are so like your dad -  
you'll never amount to anything



## New Thinking

I can accomplish anything I choose

I am a valuable and worthy person

I am intellectually capable

I deserve the best because I am good

I attract abundance in all areas of my life

I am loved by others and I love myself

I deserve health, happiness and success

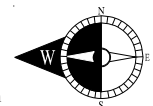
I am guided by my desire to serve others,  
rather than follow the rules

I am unique and independent of the  
opinions of others

*“People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them.”*

— George Bernard Shaw

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# 5 Ways to See Green Again

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My Notes



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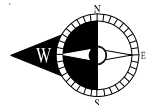


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*“Change the way you think about things and the things you think about will change.”*

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# PROGRAM EVALUATION

Consistent with the idea that you don't have to be bad to get better, please take a few moments to complete this evaluation form and return it to us before you leave. Thank you. *Janie*

1. How did this program meet your expectations?

- More than I expected.
- About what I expected.
- Less than I expected.

Comments: \_\_\_\_\_  
\_\_\_\_\_

2. How would you rate the content and material presented?

- Informative and useful
- Informative, but not very useful for my job
- Not very informative or useful

Comments: \_\_\_\_\_  
\_\_\_\_\_

3. How would you rate the speaker?

- Interesting and knowledgeable
- Interesting, but could be more educational
- Knowledgeable, but could be more interesting
- Not very interesting or knowledgeable

Comments: \_\_\_\_\_  
\_\_\_\_\_

4. What did you like best about this program?

\_\_\_\_\_  
\_\_\_\_\_

5. What do you think would make the program better?

\_\_\_\_\_  
\_\_\_\_\_

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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