



## Mike Pagan Professional Speaker - Tips Sheet - Annual Selling Zones

When is the right time to focus your efforts while trying to gain New Business?

I am a firm believer that there are only **6** 'core' selling zones in the year - the rest are all part months or 'non-core' new business months.

Annual Selling Zones												
	Jan	Feb	March	April	May	June	Jul	Aug	Sept	Oct	Nov	Dec
<b>Selling Zone</b>	Part	<b>FULL</b>	<b>FULL</b>	Part	<b>FULL</b>	<b>FULL</b>	Part	Part	Part	<b>FULL</b>	<b>FULL</b>	Part
<b>Focus</b>	New Year	<b>Prime</b>	<b>Prime</b>	Easter Bank Hols		<b>Prime</b>	Hols	Hols with Kids	Hols Without Kids	<b>Prime</b>	<b>Prime</b>	Party

What does this mean? Does it mean you shouldn't bother with the non core months?

Far from it!!! It is easier to make excuses for not achieving sales in the 'non-core' months but that does not mean you shouldn't be trying. For example if you are trying to fill the diary for early next year October & November is the time to be really focusing the your efforts as decision makers and key contacts can be harder to pin down after this time.

The major difference is that during the 'non-core' selling time it **can be** more difficult to get to the '**Real**' decision maker. If my beliefs are correct In October you have two months to make it happen or the start of the next year could be a quiet one! Two months of core selling equates to 9 weeks - which equates to 45 days - do I need to go any further?

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Good Luck growing your business.

Mike Pagan

Mike Pagan has been in business long enough to know what fails to happen often enough. He speaks on the following subjects:

A recent Soundbit from one of Mike Pagan's talks can be found at <http://www.mikepagan.com>

**The Right Sales Pipeline** - Mike believes companies should concentrate FULLY upon 4 or 5 key marketing methods in order to gain new clients.

**Your AI Clients** - We all want them, but do we know who they are, when they buy and why they buy?

**Celebrating Success** - Not many businesses do. life's meant to be enjoyable, so is your business.

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**Mike Pagan, your straight talking, Business focussed Professional Speaker.**

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