

10 Secrets to Boost Sales Performance

BY LEXI SMITH

The sales profession is full of ups and downs. At one moment a person is at the top and the very next moment he is at the bottom.

In a blink of an eye, you lose everything you have gained. Also, new competitors emerge out of the blue, products similar to yours sometimes even better than yours conquer the market and before you even realize it, you become the participant of a rat race constantly striving to survive and build yourself in the marketplace.

No matter which industry you belong to, boosting sales performance is the primary motive of every organization and what might have worked a few years ago, might not work today. With new innovations, it is not easy to establish yourself using the traditional approach. You ought to adopt new and improved methods to grow. However, there is no time for trial and error, it is the time to sell and grow!



So, how will you convince them to buy your products and services? The answer is by highlighting and emphasizing the strengths of your product and how it will reduce the cost borne by him. Also, to bring your product into the limelight it is important to showcase the uses of your product and how it will help solve the problem of your client.

The crux is that be creative and experimental with your sales and marketing techniques.

Get “digital”

The most successful businesses don’t just “digital.” In fact, they use their full arsenal of capabilities and their full force to conquer the digital world. They build an entire network of e-commerce to directly shape the customer experience.

This trend is becoming more and more popular as the stats of US retail shows. Almost two-third of the US retail sales involve some

Here are 10 hidden secrets gathered from the most successful businesses out there which can boost your overall sales performance and help you grow like never before!

Define your vision and mission

The first hidden secret of skyrocketing your sales is to understand your business niche and define

your vision and mission to function smoothly. Define what you do best and how it can help you expand. Conduct thorough research on your prospects, their likes, dislikes and how much are they willing to pay. Also, decide which strategy is the best to approach and attract these prospects towards your products.

Divide your mission

into specific goals

Break your vision into several divisions each defining the specific goals that are to be attained. Write down all the activity goals that are under your control like proposals per month, referrals, etc. and set result goals to measure and keep a track of your overall progress. Mentioning specific goals focus your attention

and energize your action.

Sell to the customer needs

Customer is the king when it comes to selling your product. So treat him like one!

Always assume that your customer will buy only those products which he needs, think has some utility and he won’t settle for something ordinary.

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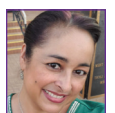
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SALES, FROM PAGE 1

kind of digital platforms and conduct online research every once in a while.

This trend is especially harnessed by sales leaders who use readily available PowerPoint templates to support their organization in its growth and expansion. Unlike small organizations, this trend is very popular among some of the most renowned organizations to establish themselves in the marketplace.

Sell on purpose

Knowing your purpose to sell is extremely important. Know both what you do and the reason for doing it at every step. Find answers to questions like who are you targeting, the reason of selling to that particular target audience, what are you going to tell them, what are you going to say to them, what will be the look of your proposal and how you will propose yourself in front of the target audience. If you are not sure at every step of the selling process, get some guidance or training to help you out.

Inspire trust and be authoritative

Sales are much more easy to make when your prospects trust you and this is the principle that every top salesperson follows. This principle is the reason why he is referred to as a top salesperson. Therefore approach every prospect of yours as a consultant ready

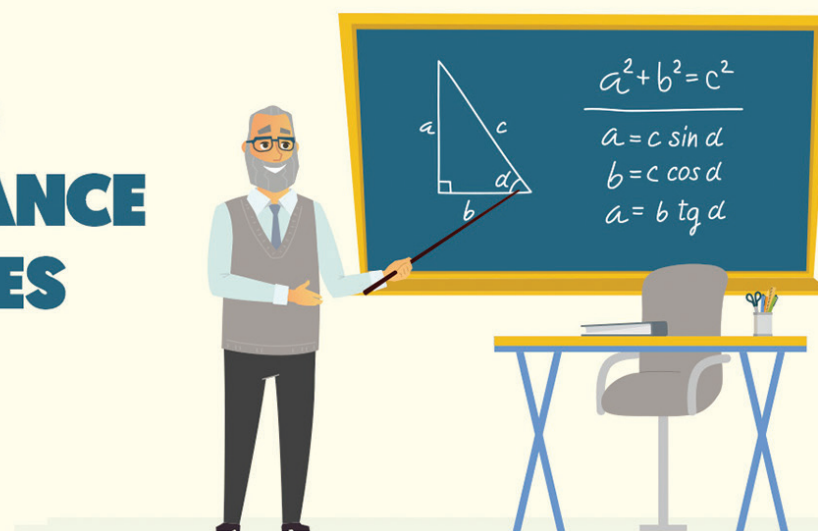
to serve your client and share your piece of knowledge with him rather than being a pushy salesman.

A top sales performer will also make use of his expertise to establish himself as an authority in his particular field. This can be done by commenting on a few relevant articles that your clients like to read and answering a few questionnaires as well as feedback forms to attract more and more prospects to your doorstep.

Overcome various objections in the sales

To a seasoned professional salesperson, having an objection is an opportunity goldmine since it shows that the customer is fully engaged and even considering his business proposal. However, overcoming various objections is the key to making sales.

THE TOP 10 PERFORMANCE TECHNIQUES TO KNOW



If there are a lot of objections on the part of the customer, he won't purchase the product which will ultimately affect the overall sales of the organization.

To overcome objections the salesperson should find the root reason and should be tenacious enough to rebuild his strategy which might not be that successful.

Build strong connections

In order to increase sales, it is important to build strong relationships with the customers which in turn encourages them to buy from you. This all comes down to developing soft skills with the right training.

Therefore, hire right and competent people from the start who can build strong relationships with the prospects and keep them

engaged. Direct communication is all necessary to strengthen these relationships and gain some loyal customers.

Harnessing advanced sales analytics

The trend of using advanced sales analytics is on the rise nowadays especially to bring in more profits. The value of harnessing advanced sales analytics is widespread as it helps in making better decisions, uncovering insights into sales, manage accounts and others that make it an important step to be taken. It also helps in deciding the best opportunities and mitigating various risks.

Push for a decision

The ultimate secret is to make a push at the right time to garner sales without being too pushy. The word "Maybe" is horrible and an awful place to be

for everybody including both your customer and you. You're left unsure and your customer is in turmoil whether to purchase the product or not.

In such a case, when you know the client has enough information to make their purchase decision, push them to make one there and then. Don't keep waiting for their answer, rather just ask them to make a decision and regardless of their decision, find out ways to serve them.

Conclusion

Sales leaders face a dizzying number of issues, often at unimaginable speed while garnering more sales and prospects. However, by imbibing these 10 hidden secrets and focusing on what really matters, they can break and build their own place away from their competitors.



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FROM OUR U.S. SENATOR

Wildfire Resources for New Mexicans

BY U.S. SENATOR MARTIN HEINRICH

The wildfires burning across our state have put so many New Mexico families in impossible situations. I've met personally with residents, local leaders, volunteers, and the heroic federal wildland firefighter crews who have been working on the frontlines of these fires. I cannot thank them enough for the sacrifice and resilience that they have demonstrated.

From calling the White House to the Chief of the United States Forest Service, I want you to know I am pulling every lever I can to get New Mexico the resources we need to respond to these fires and combat elevated wildfire risks going forward. I worked alongside our state's entire Congressional Delegation and Governor Lujan Grisham to secure President Biden's swift approval of a Major Disaster Declaration that will send sorely needed help to impacted communities in New Mexico.

If you or your family have been impacted by

these fires, I encourage you to please call 1-800-621-3362 or apply online at DisasterAssistance.Gov to begin the process of applying for assistance from the Federal Emergency Management Agency (FEMA).

In addition to securing the resources New Mexicans need to recover and rebuild from this wildfire season, I am also committed to addressing the root causes of New Mexico's increased wildfire risks. As part of the historic Infrastructure Investment and Jobs Act, I worked hard to pass major support for critical forest management and restoration programs that help to reduce severe wildfires and protect watersheds in New Mexico. The Infrastructure Law also included a substantial pay raise and new support programs for federal wildland firefighters.

There is no doubt that the climate crisis is fueling



SEN. HEINRICH

the extremely dry and windy conditions that have made our wildfire seasons much more dangerous. As a member of the Senate Appropriations Committee, I secured \$5.7 billion in the

annual government funding bill that we passed in March to help the U.S. Forest Service radically improve its forest restoration and fire risk reduction efforts and to increase year-round staffing to carry out this work. I have also focused on steering investments to important fire and climate research that will help our state adapt and respond to our new climate reality.

Finally, I also cosponsored new legislation to strengthen FEMA's wildfire preparedness and response efforts. The FIRE Act would update the Stafford Act that governs FEMA—which was written when the agency primarily focused on hurricanes, tornadoes, and floods—to

improve FEMA's response to wildfires. It would require FEMA to account for melted infrastructure and burned trees and allow FEMA to pre-deploy its emergency response assets during times of highest wildfire risk and red flag warnings.

For trusted information and the latest updates on wildfires in New Mexico, I encourage you to monitor NMFIREInfo.com. If you need support identifying shelter or other resources, you can call the State Wildfire Resource Hotline at 1-800-432-2080, Option #4. There are additional helpful resources and information

on how to best prepare your home for wildfire risks on the Wildfire Preparedness and Prevention Resource Center on my website: Heinrich.Senate.Gov.

In addition to assisting New Mexicans impacted by wildfires, my office also continues to help constituents on a one-on-one basis with federal agencies, including keeping our promise to our veterans and service members so they can access their VA benefits, helping small business owners navigate economic relief programs, and assisting seniors with their Social Security benefits. If there is

any way that I can be of assistance to you or your family, please call my Las Cruces office at 575-523-6561.

In the face of this devastating wildfire season, I know that New Mexicans will band together to support one another. So many New Mexicans from all over our state have sent what they can to impacted communities—and I can assure you every single bit of support is being felt on the ground. I will continue to do everything possible to support the effort to fight the wildfires burning today, rebuild in the aftermath, and mitigate future devastation.



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2022 Spaceport America Cup brought to you by Sierra Space

Sierra County, April 26, 2022- Spaceport America and the Experimental Sounding Rocket Association (ESRA) are pleased to announce that the 2022 Spaceport America Cup will return in-person June 21-25 in Southern New Mexico, with over 140 teams participating from over 20 countries across the globe.

The 2022 Spaceport America Cup is brought to you by Sierra Space as the Diamond Level supporter of the competition. Sierra Space is participating for the first time and will have representatives at the opening day ceremony on June 21 at the Las Cruces Convention Center as well as at the launch days held at Spaceport America June 22-25.

"We are honored to support the Spaceport America Cup," said Dr. Janet Kavandi, President

of Sierra Space and former NASA astronaut. "Our company's mission is to build a platform in space to benefit life on Earth, and we are so inspired by this year's participants. We know they will play a vital role in getting us there."

The Spaceport America Cup is the world's largest intercollegiate rocketry engineering contest (IREC) and has been held in New Mexico since 2017. Drawn by the opportunity to collaborate and compete at a world-class spaceport facility, student teams represent the best and brightest from more than 100 institutions located across the world.

The annual Spaceport America Cup was canceled in 2020 due to the global pandemic, however the event was held virtually in 2021 to accommodate the restrictions teams faced across the globe. This year,



A crew from Blue Origin, another Cup sponsor.

COURTESY PHOTOS

the 2022 Spaceport America Cup marks the return of an in-person competition.

"The Spaceport America Cup has become an exciting venue for student interaction and participating company employee recruiting," said Scott McLaughlin, Executive Director of Spaceport America. "ESRA and Spaceport America are especially thankful and proud to partner with Sierra Space to support this competition, and Sierra Space conveys exactly the entrepreneurial attitude this event embodies"

Over 2,000 participants are expected to attend the event in Southern New Mexico in June with a full

schedule that includes presentations and displays at the Las Cruces Convention Center on June 21, followed by three and a half days of launching at Spaceport America's vertical launch area, with the closing ceremony in the evening of June 25 at the Las Cruces Convention Center.

"Spaceport America Cup has grown to become a key engineering competition driving significant practical engineering learning, experience, and teamwork with teams from across the globe" said Cliff Olmsted, ESRA President and Chairperson. "We are extremely proud that Sierra Space is

supporting the competition for 2022. We greatly value their crucial support for this event."

There are no costs for admissions for visitors to attend the opening day at the Las Cruces Convention Center from 9.00am-5.00pm. Rather, this is a great opportunity to allow public school students and rocketry enthusiasts to see and meet the collegiate teams. Note that all following events at Spaceport America are closed to the general public.

Spaceport America and ESRA would also like to thank Gold Level sponsors including Blue Origin, Kansas City National

Security Campus managed by Honeywell, Virgin Galactic, Mountain View Hospital, and Fiore Industries Inc.

2022 Spaceport America Cup brought to you by Sierra Space is also supported by Solidworks, AIAA, and Fibreglast.

The Spaceport America Cup (<https://spaceportamericacup.com/>) is the world's largest intercollegiate rocket engineering competition.

Media Contact for Spaceport America/ access to 2022 Spaceport America Cup: Alice Carruth, Public Relations Coordinator, (575) 528-8227 media@spaceportamerica.com.



A crew from previous Cup retrieves its rocket.



Spaceport America Cup brings budding rocket scientists from all over the world to Las Cruces and our region.



A Successful 14th Annual Taste of Las Cruces

The 14th Taste of Las Cruces event held on May 12 was a great success. For the 14th year the event was supported by many of the community's favorite restaurants to benefit Casa de Peregrinos and their mission to end hunger.

Casa de Peregrinos' mission is to end hunger while mobilizing resources that build strong, diverse, and inclusive relationships and partnerships in the community.

A heartfelt thank you to all the local restaurants, attendees, and the Rotary Clubs for hosting the event.



COURTESY PHOTOS



Chefs and restaurants from throughout the Mesilla Valley came together May 12 for the 14th Annual Taste of Las Cruces event, an important fundraiser for Casa de Peregrinos.



Tips for taking surveys for maximum profit and higher income

BY ZOHAIB BARDAI

Online surveys are now the best way to boost income and make money online. If you too wants to make passive income from home then this article is useful for you.

Sitting at home during your spare time can be boring sometimes. Instead of watching paint dry, why not use that empty time for money-making? If you're curious to know how you can do that, online surveys are the answer! You can make a couple of bucks by just sitting in front of your computer and completing short surveys. And if you want to increase your earnings, you can definitely accomplish that by following specific steps. Read on and discover how to make extra money by taking paid surveys and maximizing your profit!

Top 11 Tips to Increase Your Profits with Online Surveys

There are tons of survey sites that pay you for your opinions. You just have to sign up, provide some basic information about yourself, and start taking surveys. Sure, you can take a couple of surveys and be done with it. But what if you want to earn more? You might want to renew your subscription to your favorite streaming channel or buy a loved one a special gift for their birthday.

Here's how:

1. Create an Email to Stay Organized

First and foremost, create a separate email account solely for survey invitations. By doing this, you'll be able to organize your survey opportunities easily and maximize profits. You won't waste your time sifting through your primary email account for survey requests. And you can avoid accidentally deleting important emails among the hundreds of other messages in your inbox.

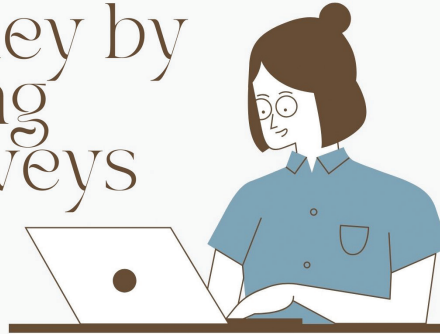
2. Choose High-Paying Surveys

Not all surveys are created equal. Some surveys offer more money than others. You want to focus on the surveys that pay more to maximize profits. There are a few ways to find high-paying surveys. One way is to check out different survey panels and compare their rewards. Another way is to read reviews of different survey sites. People often leave comments about how much they earned from taking a particular survey. You can also check out forums like Reddit to see what people are saying about different survey sites.

3. Choose One That Fits Your Profile and Interests

Research the different survey sites and choose those that fit your profile. Not all survey sites are created equal. There are

Make Money by Doing Surveys



those that only cater to specific demographics like teenagers, stay-at-home moms, or retired individuals. Some survey sites also focus on a certain niche like consumer goods, software, business products, or healthcare. You'll have a higher chance of qualifying for surveys if you choose a site that's a good match for your background and interests.

4. Sign Up for Multiple Survey Sites

Don't limit yourself to just one survey site. The more survey sites you're a member of, the more opportunities you'll have to take surveys and make money. Some survey takers sign up for as many as 20 different sites! But don't bite off more than you can chew. Start with a few survey sites and gradually add more to your list.

5. Check Your Email Regularly

Creating a separate email account for your surveys

is essential to keep things organized. But don't just create an account and then forget about it. You need to check your email regularly for survey invitations. The sooner you can take a survey, the better.

6. Join a Survey Site that Offers Bonuses

In addition to taking high-paying surveys, you can also join a survey site that offers bonuses. For example, some survey sites offer sign-up bonuses when you create an account. Some survey sites also offer bonuses for taking a certain number of surveys. The more surveys you take, the more money you can make.

7. Refer Your Friends

Another great way to make extra money is by referring your friends to join the survey site. Many survey sites offer referral bonuses when you get your friends to sign up. You can usually find your referral link in your account settings.

8. Check Survey Sites that Provide Unique Features

You'll want to check out survey sites that provide unique features. Some survey sites offer cashback for taking surveys through their mobile app or provide sweepstakes entries for completing surveys. Some sites offer you the chance to earn more by sharing your online shopping information like receipts and purchase history. The more unique features a survey site offers, the more opportunities you'll have to make money.

9. Take Surveys Regularly

The more surveys you take, the more money you can make. So it's essential to take surveys regularly. Some people take surveys every day, while others only take a few per week. It all depends on how much time you have and how many survey opportunities you come across. But don't burn yourself out. Make sure you're taking surveys that you're interested in, and that fit your profile. Otherwise, you'll get bored quickly and won't make as much money.

10. Update Your Profile Regularly

It's important to keep your profile up-to-date to get the most surveys that are a match for you. As your interests and lifestyle change, so will the types

of surveys you're invited to take. So make sure to update your profile regularly. Most survey sites will send you an email when it's time to update your profile. You can also check your account settings to see if there are any updates you need to make.

11. Be Honest in Your Answers

When you're taking a survey, it's important to be honest in your answers. The whole point of a survey is for companies to get accurate feedback about their products. If you're not honest, the survey results will be inaccurate, and companies won't be able to improve their products. Inaccurate survey results can also lead to less money for you in the long run. So make sure you're always honest when taking surveys. Start Taking Paid Surveys and Increase Your Income!

These are just a few of the many tips you can use to make money by taking paid surveys. By following these tips, you can be sure to maximize your profits by taking surveys!

Whatever your financial goal, there are a few ways you can boost your passive income by taking paid surveys. Survey sites are a great way to make some extra money, so be sure to check them out and start earning today. Thanks for reading, and good luck!

FROM THE LOS AMIGOS CHAIR

Southern New Mexico Giving Day was a huge success!

For a second year, the Southern New Mexico Giving Day event was held virtually on Friday, April 22, 2022. Nonprofit organizations and donors throughout Doña Ana County who participated in the event assisted in raising a little over \$60,000!

The event was designed to ignite giving across the region for 24 hours, to support causes in our community and to give matching funds to 48 nonprofit organizations. Donors were encouraged to give to their favorite nonprofit organizations to support causes in our community. Donors were engaged via social media and emails for weeks leading up to the event.

Every organization that successfully registered was eligible to receive matching funds offered by the Community Foundation of Southern New Mexico and United Way of Southwest New Mexico. In order to be eligible for the matching funds, organizations must have a 501c3 tax determination or be connected to an organization (as an affiliate



**AMANDA
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or as their fiscal sponsor) that has the 501c3 tax status. All donations made during the 24-hour time frame online via the Southern New Mexico Giving Day website were eligible for the matching funds. Donations were matched dollar for dollar up to \$500.

Through this event, we were able to promote philanthropy by using an online giving tool, GiveGab, and social media to engage new donors in our community. Nonprofit organizations were able to reach their fundraising goals, but also reach new donors and share messaging about their vital programming. 149 new donors were identified



COURTESY PHOTO

Leaders of local nonprofits gathered to celebrate the fruits of Southern New Mexico Giving Day, which raised more than \$60,000.

meaning that at least 36 of the participating organizations saw at least 1 new donor. Over 380 donors gave to 44 organizations during the event.

As an added incentive, prizes were implemented throughout the day to encourage organizations to promote Giving Day on social media. Several prizes ranging from \$200 to \$500 were awarded. Also new

to the event was a Leaderboard on the event website showcasing the nonprofits who had received the most donations. By the end of the 24-hour giving event, Jardin de los Ninos received the 'Organizational Impact Giving' award by raising the most funds.

Now looking forward, the event committee has big dreams to expand Southern New Mexico Giving Day

in 2023 by recruiting more organizations to participate in the event and expanding to the surround counties in Southwest New Mexico. The goal would be to engage more donors and business corporations in creative ways via multiple social media platforms, newsletters, other media outlets, email listservs and so much more!

The Southern New Mexico Giving Day steer-

ing committee includes: Community Foundation of Southern New Mexico, Jardin de los Ninos, Casa de Peregrinos, and United Way of Southwest New Mexico.

For more information about Southern New Mexico Giving Day, contact Amanda Morales at impact@uwswnm.org or 575-524-7561 or visit the event website at www.southern-newmexicogivingday.org.