



REACTION SEARCH
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Executive Search & Sales Recruiting Specialist

Newsletter 2017 Newsletter:

The Holiday Season: How to Get Ahead

November is here! That statement holds quite a few implications for business, and life in general. The first day of November means that we have less than a month before the craziness of the Holiday Season. Thanksgiving is just around the corner, and Christmas isn't far behind.

Everyone knows that the holiday season is one of low productivity in the business world. People take time off to be with their families and friends, and most everyone else accepts this as a part of the routine and easily dismisses the downtime as part of our culture that it is.

The best part about the slip in productivity is that those who like to take advantage of a situation revel in this time of year. This is the time when many don't make that extra call, or send that email by telling themselves "No one in working right now anyway"; This is when the true professionals dig in even deeper and go the extra mile.

Imagine how many leads a salesperson could get if the competition was cut by over 70% for a two-month period? If no one was calling on your targeted list of companies or people? What do you think your odds would be in getting through to that person, or landing a deal you've been chasing?

If you find it difficult to work over the next couple months, take heart that there are many people out there feeling the same way, and if you push ahead now, you could be seeing tremendous success by the year's end.

In the real world, you create your own luck, and one way to do that is to do the things that other people won't do, and make that phone ring when others would just let it be.