



www.thesalesadvice.com

20

25



JAN

1

2025

MON

TUE

WED

THU

FRI

SAT

SUN

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31



Once you understand the purpose of selling with the Buyer's Perspective, you will sell more and gain more loyal customers. Their success is your success.



FEB

2

2025

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		



If you are selling the same as your competitors, you can expect similar results. Stand out from the crowd by Selling with the Buyer's Perspective



MAR

3

2025

MON

TUE

WED

THU

FRI

SAT

SUN

3

4

5

6

7

1

2

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31



The Superheroes of tomorrow are the Trusted Advisors of today



APR

4

2025

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



When you are pressured on price by your customer, don't forget that
Strategic eats Tactical for breakfast !



MAY

5

2025

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Customers are not waiting for Salespeople to sell them stuff. Instead, they welcome Trusted Advisors who can help them make sense of what to do when the tough gets going



JUN

6

2025

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						



Most of the influencing happens when you are not there. Enable your change champions so they can do the influencing for you when it suits them



JUL

7

2025

MON

TUE

WED

THU

FRI

SAT

SUN

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31



One of the most underappreciated sales pipeline stoppers is the Hidden Competitor. Identify and get them onboard early



AUG

8

2025

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



Have you moved on from Solution Selling?



SEP

9

2025

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



Seeing procurement as part of the solution and not as part of the problem opens up a world of collaboration and win-win negotiations



OCT

10

2025

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Your business growth idea must change the buying room's perspective of their situation and challenges.



NOV

11

2025

MON

TUE

WED

THU

FRI

SAT

SUN

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30



3rd-party research is powerful in backing up your business growth idea. Customers tend to follow what credible research companies recommend. Use them to your advantage



DEC

12

2025

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



You will sell more if you can help your customers with business growth ideas and see a different perspective of their situation and challenges.