

Top Performer Journal: Your Sidekick To Sales Success

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Bristol-based entrepreneur Jen Wagstaff has just launched a new innovative product into the market to help ambitious salespeople and business owners develop into a Top Performer in sales.

“Being in sales can be tough. We have huge sales goals, yet no strategy of how to achieve them. We have endless to-do lists, yet no sales meetings in the diary. We work hard all day, yet get to the end and can't see what we've achieved.”- Jen Wagstaff

Jen, 33, who has spent the last 8 years training and coaching some of the best sales teams in the world is passionate about the people she works with,

“I believe that everyone has the potential to achieve great sales results, and do so in a way that feels good to both the seller and the buyer.” – Jen Wagstaff

In 2015 she set out on a three-year mission to find a solution that would transform the success and happiness of salespeople around the world. She read books, attended courses, coached top sales performers, found patterns and trailed prototypes with salespeople across Europe.

“I found that top sales performers all had three things in common that defined their success: a focused strategy, a powerful mindset, and great daily habits.” – Jen Wagstaff

And from this, the idea for the Top Performer Journal was born.

The Top Performer Journal is a powerful daily planner designed to help you achieve the right strategy, mindset, and habits to become a top performer in sales.

So how does it work? You start with your big picture plan. Here you break down your sales goal and create a prospecting strategy for ideal clients. You develop your mindset and motivation to achieve your goal, and you craft the right rituals for success.

Then you move to The Journal. Here you plan, prioritize, focus on the tasks that are going to make you the most money. You strengthen your mindset, track performance, reflect, grow and develop every day. And at the end of the journal, you celebrate your success and reward yourself by doing something that makes you feel great.

“The Top Performer Journal is different because it is all about YOU. Just like a great salesperson, it doesn't just sit there and tell you what to do... instead, it asks you the right questions so you create your own strategy, your own powerful mindset and your own daily habits for sales success.” – Jen Wagstaff

We trialed the journal on a group of 50 salespeople and business owners who have seen great results and huge impact on their sales success.

“Fantastic journal, with great and creative ideas, bringing professional and private life together. Helps you think out of the box, become structured and keep a much healthier balance.” Diana Zeller, Sales Management, FedEx

“This book was a great tool for improving myself and my technique; enabling myself to feel more confident, assertive and focused.”- Kate Falshaw, Sales Exec, NPW

“A great and helpful journal which empowers you and gives you the capability to perform at a much higher level.” Thomas Martens, Regional Sales Manager, GO!

“A must-have for salespersons from all types of businesses. It really focuses your mind, saves precious time, promotes great daily habits whilst giving you the ability to plan strategically.” Lauren Butler, Business Development Manager, ITEC Engineering

See more details here:

[https://www.kickstarter.com/projects/24059992/top-performer-journal-your-sidekick-to-sales-succe?ref=discovery&term=top%](https://www.kickstarter.com/projects/24059992/top-performer-journal-your-sidekick-to-sales-succe?ref=discovery&term=top%25)

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