



MAKING AFTERMARKET SALES A HABIT

Over the course of the next few issues, we will share tips with you about how your organization can make Aftermarket Sales "a Habit"

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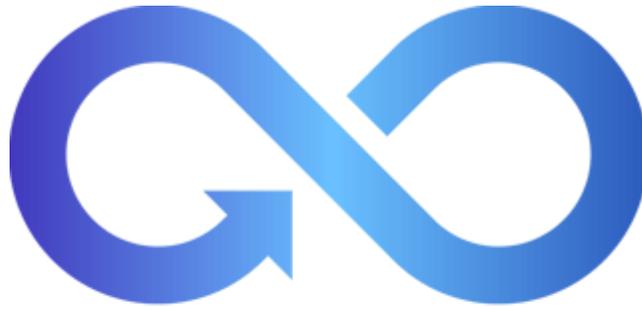
Monthly Tips #1

Small wins matter.
Small wins start big things.

We've made it our mission to Make Aftermarket a Habit, and over the course of the next few tip-sheets, we will share tips with you about how your organization can make Aftermarket Sales "a Habit" - and not an afterthought!

Habits are the cornerstone of successful organizations. We've always associated success with talent, strength and other "tangible" attributes. But research demonstrates that there are other intangibles that are responsible for success. One of these

intangibles is habits that successful individuals or organizations build into their daily routines.



Habits are defined by "loops": they typically start with a cue (also known as a trigger), that sets into motion a routine, which then moves the organization towards a goal or reward. Each of these elements is mandatory in forming and sustaining habits - both good and bad.

Forming or changing habits is hard, but it can be done if we "rewire" certain routines or procedures that will make change happen and stick. In essence - keep the cue and reward the same, but change the routine. This is easier said than done. A common mistake made is changing the reward - while this is important, changing the routine is even more important in making habit change happen.

So how can you make Aftermarket a habit? It depends if you are forming this habit for the first time, or changing ingrained habits. If we assume that you are in an organization that is in the Aftermarket business, but would like to change how you conduct this business, changing your routine might be the way to modify your existing habits.

TIP

This leads us to Tip:

Pick one routine or process that can offer you a small win. It could be something as simple as incorporating "Aftermarket Sales" in your daily reports, or ensuring that Marketing sends out at least one Aftermarket campaign every quarter. Small wins matter. Small wins start big things.

Learn how Entitlement Automation can help you make Aftermarket Sales a Habit at www.entytle.com.



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