Poor performance excuses from your sales / marketing staff? I submit the following “Reasons I Can’t Sell This Month.” If you find it difficult to lay all the blame on the weather, the economy, prices, the competition, the Republicans, the Democrats, the President, an election year, or the latest negative world event or fake news story of your choice isn’t enough to justify your downward performance, try these…

**January:** The climax of college football bowl season, the BCS Championship and the NFL playoffs are in high gear. There is some soccer league or cup being contested in every month of the year, so you might as well give up now. Toss out the first week since most people are still on holiday vacation or have a holiday hangover. While you’re at it, toss the second week as well since the people that were on vacation are just getting back to normalcy after the holiday season and need time to catch up on their backlog of duties. People have no money due to holiday shopping bills.

**February**: Too much snow… Add in the people waiting to see if Punxsuawney Phil sees his shadow on Groundhog Day and hoping there are NOT six more weeks of winter. Throw in Super Bowl Sunday, The Daytona 500, Ash Wednesday, Mardi Gras, Chinese New Year’s, Valentine’s Day, and the Oscar Awards as big events that consume my customer’s time. Toss in Black History month, Presidents’ Day, and the fact that it is a short month – it’s why no one is buying this month. Pitchers and catchers report to MLB camp. Things will pick up next month.

**March**: St. Patrick’s Day, Spring Vernal Equinox, and a few religious holidays possibly falling early and people will be traveling and not have time to see me. Many people have taken Spring Break vacations. Dare I mention March Madness.  We should get an early heat wave next month and business will pick up for sure.

**April**: April showers bring May flowers. And with the showers, the weather is a mess. The religious holidays that did not come early, came late this year. Earth Day has people in conservation mode. Who wants to focus on buying with spring in the air? Besides, it’s tax season and people busy getting ready for Uncle Sam and paying tax bills so they have no money. Opening day for Major League Baseball and people want to see how their team does out of the gate. NBA and NHL playoffs are in full swing and the NFL draft has people’s minds elsewhere.

**May**: The start of warmer temperatures and the promise of hot weather has arrived, and with it Cinco de Mayo. Mother’s Day and Memorial Day weekends have people traveling with no time to see me. The NBA and NHL playoffs are headed to the finals. People told me they spent their tax returns paying off credit card balances. The Kentucky Derby and Preakness have any leftover cash reserves being bet in hopes of a Triple Crown winner. Don't forget the Indy 500.There will be more opportunity next month.

**June**: The first dollars spent this month went to picking a Triple Crown winner or a longshot to upset the Derby and Preakness winner(s). NHL and NBA finals baby! In a FIFA World Cup year for 32 days in June and July, soccer reigns supreme. The kids are getting out of school and people are headed for vacation in droves. Flag Day, Father’s Day and the Summer Solstice cause people to lose focus and no one buys in this weather.  We'll have at it next month.

**July:** The hot weather we expected did not arrive. In a FIFA World Cup year, the finals are in July … must watch TV with no interruptions. With Independence Day this month, people took the week off. Most people are at their beach/shore, lake or mountain summer cottages, out on their boats, traveling in their RVs or hanging by the pool. I thought for sure this would be the best month of the year. We’ll see what happens next month.

**August:** In an Olympic year, people are glued to the tube chanting U.S.A. Plus, it’s too hot! Besides, most people are on vacation, and I am one of them. Buying clothes and school supplies to get the kids ready to go back to school has consumed any cash reserves left after my customers had to pay college tuition. With people returning from vacation, next month should be much better.

**September:**  Considering the long Labor Day weekend and the fact the many people take off the week before or after, no one has time to see me. MLB playoffs baby! The Autumn Equinox, Grandparents Day, and the start of the Jewish holiday season are gaining greater recognition each year. October is the beginning of heating season and fires will start happening.

**October**: Indian Summer, need I say more?  Don’t forget the Fall Classic – The World Series. Columbus' birthday: We don’t have the day off, but many people do and spend it with their kids. Toss in a couple more Jewish holidays. Halloween – my kids have their costume pageant/parade at school and I need to take them Trick or Treating. Plus, I am helping with the Jaycees Costume Party and The Lions' Club haunted house and hayride – it’s a four week commitment as part of my volunteer community service. I am going to work hard down the home stretch and finish the last two months of the year strong.

**November:** Work has slowed for many of my customers and many are skittish about their jobs. Some have gotten laid-off and others are experiencing a cash crunch due to holiday shopping. With Thanksgiving falling in the middle of the week, it kills that week.  Frozen pipes are coming especially when bitter cold gets here next month. Look on the bright side, if people are not buying from us, our competition is probably hurting too.

**December:** Isn’t it the start of college football bowl season? Where’s the cold weather? It’s going to be a Green Christmas for sure. Ah dang, we got snow early this year … can’t drive in this weather, it’s too dangerous. Between holiday parties, shopping and visiting with family and friends whose got time? Besides, with homes decorated for the holidays no one wants us in their home. More and more people seem like they are taking vacations in December. Since it is usually slow anyway we planned our family vacation for Disney. The two weeks leading up to Christmas and New Years are just brutal.

**Get a sales coach or consultant. You need to become a student of the game; study, practice and improve your craft every day. Note: Not every “idea” is applicable to the restoration industry, but the article is a great read (especially with my “add-ins).”**

**Provided as a courtesy by: Dick Wagner 419-202-6745**

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