



# THE SILVER FOX ADVISOR

*Silver Fox Advisors Monthly Newsletter*

## Stop Grinding, Start Winning: Is Your Sales Hustle Just Noise?

*By Mark Miller*

*A Silver Fox Advisor*

The numbers are in, and they're a wake-up call for anyone in the sales game. If you feel like you're running in place, you aren't alone—but you might be focusing on the wrong metrics.

### The Reality Check:

- **67% of losses** come down to a simple lack of “fit.”
- **43% of salespeople** are missing their quotas.
- **66% of a rep's time** is burnt on activities that don't actually produce revenue.

We know that persistence is the key to getting through the door—after all, 80% of prospects require five follow-ups, yet 44% of reps give up after just one. But there's a catch:

**Persistence without value is just noise.**

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## Silver Fox Advisors' History Corner

The Silver Fox Advisor organization is celebrating its 40<sup>th</sup> Anniversary this year, and over the course of the 2026 calendar year we will be sharing with you some of our history and memories in our Monthly Newsletter. Last month you learned about one of the Silver Fox Advisors' Signature Programs, its Lunch and Learn Program. This month we want to inform our readers of another great initiative, our Outreach Programs.

[READ MORE](#)

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## Leadership Training / Mentoring Corner

In August 2025 Newsletter, the Silver Fox Advisors started a series called “The Leadership/Mentoring Corner” in which we posed a thought-provoking situation for you to think about and put yourself into asking yourself – “What are your next steps”.

### April Leadership Situation Responses

Steve, team leader, is managing a group working on an important, time-sensitive project with a tight deadline. Two of the team’s strongest performers are in growing conflict over how to approach the work. One employee advocates for a fast, innovative strategy that could yield impressive results but carries some risk. The other prefers a careful, methodical process that minimizes errors but may slow progress.

[Read the full Situation and What Should Your Next Steps Be?](#)

### May Leadership Situation

William started a commercial equipment sales and maintenance business some 30 years ago and recently William’s son, Adam, joined the business as an Executive Vice-President and heir apparent to succeed his father. Adam graduated from a prestigious institution of higher learning with a degree in Government Studies. Adam’s ultimate goal in life is to run for public office and let the business run itself, only attending management meetings as needed and collecting a check each month as a management fee. Christopher is the Company’s CFO and has been with the business for 25 years.

[Read the Situation](#)

## Business Tips from the Editor

*By Dick Hendee, A Silver Fox Advisor*

### “The 80/20 Rule”

There are a number of 80/20 rules that float around the business world. Like 20% of your customers generate 80% of a business’ revenue. And, 20% of your problem customers consume 80% of your time. The one I am writing about here is that 20% of your customers will believe what you say about your business and 80% of what others say about your business.

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## Book of the Month



SEVERAL SILVER FOX ADVISORS HAVE WRITTEN BOOKS SHARING THEIR BUSINESS EXPERIENCES AND EXPERTISE. THESE BOOKS CONTAIN INFORMATION THAT YOU MAY FIND HELPFUL TO YOU AND YOUR BUSINESS.

[CLICK HERE FOR MORE INFORMATION](#)

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President and CEO  
Downtown Houston

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