



*Everything is impossible until it is done—
Lee Iaaccoca*

*If you are always staring at the sun, you will never
see the shadows—
Helen Keller*

*We become what we always think about—
Earl Nightingale*

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Ideas and Thoughts

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Every Excuse To *Not* Succeed

1.	15.
2.	16.
3.	17.
4.	18.
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8.	22.
9.	23.
10.	24.
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12.	26.
13.	27.
14.	28.

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SWOT TECHNIQUE

<u>Strengths</u>	<u>Weaknesses</u>	<u>Opportunities</u>	<u>Threats</u>

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Sales & Marketing –Skills Evaluation

Skill	Skill Description	Current Rating	Future Rating
Time Management	<ul style="list-style-type: none"> -I schedule face-to-face appointments with prospects and clients -I maintain a schedule with blocked appointments and activities -I confirm all my appointments -I am able to regularly handle the most important activities daily 		
Positioning & Prospecting	<ul style="list-style-type: none"> -I am well known in my market -I easily schedule appointments with prospects, customers & clients -I can communicate my unique value to prospects -I know how many appointments I must schedule to reach my production targets 		
Probing	<ul style="list-style-type: none"> -I prepare a written list of open-ended questions prior to each appointment -I listen attentively to each response -I take notes during each interview -I use my notes to develop and ask follow-up questions 		
Presenting	<ul style="list-style-type: none"> -I can effectively present to a large group -I am skilled at delivering a persuasive one-on-one presentation -I know my products and resources and can communicate them to my prospects -I always appear professional and prepared 		
Persisting	<ul style="list-style-type: none"> -I recognize objections and welcome them -I can effectively respond to the most common objections -I have a systematic marketing and sales plan to follow-through with pending prospects -I take a fairly long-term view of building business relationships 		
Partnering	<ul style="list-style-type: none"> -I consistently ask for business -I know from where my business comes -I develop and follow a specific plan for growing each long term client relationship 		

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Sales & Marketing—Personal Analysis

1. To what extent have I attained the goals which I established for 2009?

2. To what extent have I delivered service to the highest possible quality within the limits of my capabilities?

3. Have I permitted the habit of procrastination to decrease my effectiveness, and if so, to what extent? Are changes necessary?

4. Have I been consistently persistent in following my plans through to completion ?

5. Have I reached decisions quickly and definitely on all occasions?

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6. Have I been over-cautious or under-cautious? With what results?
7. What differentiates me from the competition?
8. In what ways have I improved my sales abilities in 2009?
9. Have I followed the habit of budgeting my time, my expenses and my resources?
10. Have I employed zero-based thinking?

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My Ideal Client

1. What is their attitude?
2. What kind of positive behaviors do they display around you?
3. How do you feel around them?
4. How do they treat you?
5. How do they feel about your commission?
6. What is your communication like with them?
7. How do they speak with other about you?
8. What are they committed to in your relationship?
9. How many transactions do they produce per month?
10. How many referrals do they send you?

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