

MY NOTE TAKING NERD

“Giving You The Edge”



**What My Note Taking Nerd Learned From
Ultimate Business Mastery**

Ultimate Business Mastery System

Invincible Leadership: The Secret to Explosive Growth

Peter Drucker, a business icon, believed that all business boiled down to innovation and marketing.

Bringing the best service to the market does no good for you if no one ever hears about it because your marketing sucks.

Tony believes that the primary reason a business declines after years, decades of crushing it is when the leadership falters. If you've got the right product and the WRONG people; people who don't know how to meet customers needs, people who aren't hungry and driven and if nothing shifts for the better you can destroy a great product and company with the wrong leader.

On the other hand, there are plenty examples of business who started out by kids who had almost no background or leadership training who through their passion, found a way to make the impossible, possible.

Individuals are how companies change.



The company changes when individuals find more ways to add value. Breakthroughs only come with a change in psychology. A change in someone's beliefs, their emotions.

Exercise:

At this time Tony asks that you stop the DVD, take 5-10 minutes and make a list of every change that you'd ideally like to make in your business; every improvement, every transformation, anything you'd like to master, ANYTHING. Sales, marketing, management, time management.

Write down any challenges that you're having with the business that need to be solved, any goals you want to achieve and specific things that need to be changed. Also note what it'd be worth to you emotionally, financially.

Tony asks you to get involved with this program and learn it the level like you were gonna teach it to a loved one.

Almost 50% of businesses die within their first year of existence. After 5 years it's 80% who've died off. In 10 years it's 96%. 500,000 businesses are started every year. At the end of 10 years there's only 20,000 of them left. And these are the numbers from the good times.

If leadership affects the business, what affects the leader?

Your ability to master yourself is the first level of you being to impact your business. Then what influences you tends to influence whoever you're leading which then tends to influence the business.

People don't execute because of state. If fear takes over, ALL your decisions change. If greed takes over and you think you can do no wrong and you just start coasting this will lead to challenges too.

If you want to influence someone as a leader, you have to know what's already influencing them. Business is a game of influence. If you can't influence your people they can't influence people who report to them or people they're supposed to be selling to.

2 Forces That Influence Our Decisions:



1. State – Moment to Moment

You've gotta learn how to manage your state of mind if you're ever gonna manage others.

2. Your Blueprint – Long Term

Your beliefs and your values and your rules of how life is supposed to be.

If your blueprint says you can't do something, you won't find a way. A faulty blueprint causes you to "Should" all over yourself because circumstances or people don't match your blueprint. You have to be able to affect people's state and help them change their blueprint.

What Creates a Business Breakthrough?

Decision making.

Decision making is the force that shifts destiny, personal or professional. Most people don't have the guts to make the tough decisions because they want to make the right decision.

There's 3 decisions that making in your life and in your business moment to moment...

#1. What should I focus on... ^{1st}

Whatever you focus on, you're gonna feel. If someone focuses on their needs over the needs of the customer is that gonna affect the business? Completely.

Some people focus on what they CAN'T control everyday. This leads to being overwhelmed, depressed, frustrated.

There's a pattern of focus. Focus on increasing sales doesn't always lead to increasing profits. At different stages of business you have to change your focus. There's a life cycle of a business. **If you're gonna make effective decisions, you've gotta know where you are on that cycle.** Leaders make

decisions. That what makes a leader; they have the guts to make the difficult decisions no one else has the guts to make. And they know they're gonna make wrong decisions. Then what?

They know what they want, they see it's not working and they make another decision to change what they're doing and keep cycling through this process UNTIL they get their desired result.

Focusing on you what you want, instead of what the customers want gives you a job. Not having an exit strategy means you have a job. This has to be a part of your focus from the start.

The Second You Make a Decision, You're Gonna Feel It: Focus = Feeling

So if you focus on, "Oh my god, people aren't buying from me and my industry is going away because the economy's gone to shit because people aren't spending money," this will affect your state which will affect your decisions.

Now should you lie to yourself and pretend there aren't challenges? No. What you need to focus on instead is What You're Gonna Do.

In any marketplace there's ALWAYS people buying.

#2. What Does This Mean?

2nd

When the market hits bottom, is this the end... or the beginning?

If you think this is the end of your business, the end of opportunity, the end of our economy, are you gonna feel differently and act differently than if you thought it was the beginning?

The difference between Joe Kennedy with \$4 million bucks in 1929, and Joe Kennedy with \$180+ millions of dollars in 1932... that big of jump... different focus, different meaning. When everyone else was throwing in the towel, he was focused on the opportunity and taking market share and the meaning for him was that this was the greatest opportunity of a lifetime and there'd never be another like this for him. In just those 3 years, he made enough to take care of all his heirs for decades to come. Different focus, different meaning.

Think about an intimate relationship. If you think it's the end instead of the beginning, are you gonna treat that person differently? In the beginning of a relationship you'll do ANYTHING for that person you love. In the beginning someone asks you to take out the trash and you do it with glee. In the end, they ask you to take out the trash and you almost bite their head off for thinking you're their janitor.

Treat people at the end of the relationship like it's the beginning and there won't be an end.

What if you fell more in love with your customers/clients more than your product? More than your company? If you're entire purpose for being in business is about meeting their needs you would do ANYTHING for them.

Guess what? They're gonna love you. Most people love their customers as long as they're buying from them or doing what they want or respond to them. If you want clients/customers for life, fall in love with them. This is a different focus. Different meaning which leads to different decisions being made.

Is your business being punished by god? Or, are you being challenged? Or, is this actually a gift, what I'm facing right now?

Whatever meaning you give controls what you feel and what you feel controls your 3rd decision...

#3. What Are You Gonna Do?

3rd

The whole economy is driven by this, "Oh shit, this depression is gonna go on forever, I better not spend my money, better not take chances.

Decision making is your power. If you want to change your business, think about what's changed your business in the past. I guarantee you what changed it was some decisions you've made. Decisions about people, product, marketing, location, etc.



80% of success is Why-To, 20% is How-To

If you're gonna become a great business person, you've gotta become a great practical psychologist. You've gotta know people. How to influence yourself and others.

What was one of the worst decisions you ever made, one of the biggest failures of your business career? What did you learn from it?

When Tony asked the room if their wrong decision had to do with a partner/person, most of the room raised their hand. Next most, was a decision people made within themselves. So this is why Tony emphasizes so much the fact of becoming a practical psychologist.

What was one of the best decisions you've ever made, one of the greatest successes of your career so far in your business career? What did you learn from it?

When asked if a breakthrough, learning something they'd never known before, maybe even after doing something wrong and seeing the right way to do it was responsible for this, most of the room raised their hand.

This means it's our mission as a leader to extract value out of every problem. Every problem truly becomes a gift.

If you don't do this, you start wishing for less problems.

What's the purpose of a business? It's a mission to answer the question of "How Do We Add More Value to other people's lives that they've never received before from anyone else?"

Whoever can add the most value in the eyes of the customer, wins. The most successful companies engender some values. They get people to think a different way.

There's only force that allows for this... LEADERSHIP

Leaders make decisions that either add value or take it away.

Great leaders add value AND profit. You can add lots of value and still go broke. Even a non-profit has to bring in profit to stay alive.

What's the Leader's Job? It's 2 things...

1. They solve problems

The only reason a business isn't going anywhere is because something's stopping. The leader solves problems. And...

2. They maximize resources

All Businesses Have Problems. Some Just Have a Higher Quality Problems.

Right now write down one or two decisions that you could make right now before we do anything else, that would change your business immediately.

A decision that you know you should make, maybe something that you're no longer gonna do, something you've been thinking about for a long time, something that you're gonna begin doing, a change in personnel, change in the way you run your time or yourself.

Pick one that's small that you know would have a big impact. For the second one, what's a tough decision you could make that you know would make a sizable shift in your business.

Write down what the decision is specifically, what you do to act on it and how it will affect your business.

You can completely shift your business with a decision.

What will affect the decision you make is your state. Whether you follow through on your decision or not doesn't matter if the decision is viable or not, whether or not the company or you needs it. It's come down to your psychology as a leader.

None of the strategies and tactics to come won't matter unless you master you.

YES YOU CAN!

Your state, your blueprint, your ability to make decisions, your ability to manage resources, but to get here you've gotta understand the training effect.

The Path of the Dabbler:



When most people have taken *training or trained others* you have a period of time where results go up for a while and then they drop back down.

Results skyrocket at first and then you hit a plateau. People who dabble in life can go from learning nothing about a subject to achieving 30% mastery very quickly. Then they hit the plateau where they're putting forth the same amount of effort and not getting the same amount of reward, not making the same amount of progress.

People don't like this.

If you discontinue training, results drop off after time. This is where dabblers quit. They come to a conclusion that this is the wrong _____ for me. Plug in whatever endeavor they've taken on.

If we used a sports example, this is where a person might drop tennis and pick up racket ball. Then the cycle repeats itself and they start at zero and rapidly make progress which feels really good.

Dabblers by their nature are unhappy.

Think about this... Even with all the economic challenges that exist, most people in North America for sure, have a better quality of life than 95% of the planet. 95% of the planet is living on \$2.00 a day. Your worst nightmare is most of the planet's greatest dream. That's the truth.

We have more opportunity, more freedom, more choices at any other time in history. And most people aren't happy. Dabblers are people you want to stay away from and keep off of your team because they're gonna quit anyway.

It takes the same time and energy to train a dabbler as it does to train a platinum player.

Here's another path: The Stressor



Stressors never quit. They just stress the fuck out telling themselves they're gonna find a way to overcome their plateau when they eventually do hit it and eventually they break through.

These people continue breaking through plateaus that show up but by the time they get to where they want to be, they're so stressed out that they can't enjoy it.

The majority of people who achieve are stressors.

Stressors don't like problems. They want all achievements. This is never possible so it always leads to disappointment.

The Third Path: The Path of The Master



The only difference between the person who's a master and the person who's a dabbler or the stressor is this person expects the problems to show up. They're not surprised when it happens. They go, "Oh, plateau, Daniel Son, to be expected."

Why would you stress out about something you could expect?

Masters don't quit or fight. They seek the secrets or the pathway that takes them to the next level most efficiently so that I can enjoy the experience and help others enjoy it too. They look for someone who's already achieved the result that they want. They know these people have a pathway to power.

They learn from these people rather than trying to learn by trial and error.

Modeling

Success leaves clues.

If someone is successful at something consistently they have a strategy. If you take the same steps, the same actions, you plant the same seeds, you can reap the same rewards.

The brilliant metaphor used in the seminar is asking the crowd if they've ever had the humiliating experience of having their ass whipped by a kid on a video game. There's a huge response of yeses' from the audience.

Why does this happen? Is it because the kid's smarter? Faster? No. **It's because they've played this game before. They know the road ahead.**

If you know the road ahead, you have the power of anticipation; not reaction. Anticipation is one of the ultimate powers in life and business. Reaction will kill your business.

Kids who've played a video game a thousand times know where all the problems are gonna be and they can solve the problem before it arrives.

Then, you find a master and have them look at what you're doing and they spot a flaw and show you how to correct it and then what happens? You get worse. This is where a dabbler bails. A stressor goes back to what they feel in control of.

The master keeps painting the fence and washing on, washing off because some part of them trusts that they know what their mentor is talking about. So they try and try and try and it doesn't work, doesn't work and out nowhere you start crushing it and your game explodes.

As it rises and rises, you eventually hit another plateau. This happens in every business, every relationship, every new skill set you take on. Then you find a master that's beyond that level and the cycle starts over and you get worse and then surge.

This means that when you're training someone else in your company you realize that an initial training's gonna get someone to 30% competency and then after awhile, they'll drop to 20%.

Now when you start again, you're at 20% and you can grow to 60-70% then the plateau, they drop to 50%, then more training, more repetition. What results from this is that their bottoms are higher than most people's peak.

This is important because when your business is small you can almost do everything. As it grows you need to start depending on people who you don't know to well who might not have the same skill sets you have. If you're gonna take things to the next level, you've gotta know what causes things to fail.

Have you ever failed to achieve a goal? Have you ever had someone that worked for you fail to achieve a goal?

When people fail to achieve their goal, what's the reason that they give?



Not enough time is usually the first answer given. Here's the paradox: Work always expands to meet the time you have for it. Sometimes people will say they have lousy employees. And if can be flipped around by employees into... we have lousy management. Markets gone bad. No money. We don't know the right people.

If you want to succeed you have to become a student of patterns, recognition and utilization. The reoccurring theme in excuses people give for failing to reach their goals is a lack of resources.

How many times have you seen someone who didn't have all the resources beat someone who had all the resources?

If you look at history, resources were never the problem. These leaders didn't have the resources but they got them. They were RESOURCEFUL. That's how they got the resources they didn't have.

The Ultimate Resource is Resourcefulness

Every human being has this within themselves. It's only a matter of whether you access it or not.

The King Daddy of All Resources is Human Emotion

You can know what to do and not do it because you're not accessing empowering emotions.

If you're committed and determined enough can you find the people to help you? Yes. It doesn't matter what it is that you want, you can get it if you're resourceful. If you want to become a master of business, you've got to become a master of human emotion, your own first.

There is no limitation outside of the one you're creating in yourself!!!

The Only 3 Ways to Grow Your Bidniz – How to Create Geometric Growth

Trying to have a 5 year business plan in these days is a joke. Everything is shifting more rapidly than any other time in history. All of the information that we've ever accumulated in the history of mankind over thousands of years now gets doubled every three years. Now it's happening faster and faster.

So today to think you know what it's gonna be like five years from now is ridiculous. What we need is a map. A map that can answer questions for you that will lead to you growing my business by the only 3 ways possible...no matter what business you're in.

BUT FIRST...

Have ever not taken action on a skill that you wanted to but didn't because you were overwhelmed?

You have? Ok. You're normal.

Learning one simple skill can help you overcome this. It's a skill you already have but that you might not be using to it's maximum capability.

This skill is called **CHUNKING**.

Chunking is the understanding that when you're first learning something, that something feels like many things. Think about if you had to learn how to drive... on a stick shift. Today, years down the road, driving is one chunk of information... drive. All the complexities of driving have been repeated so much that it's all just boiled down to "Driving".

The first time you drive though it ends up being all kinds of activities you're focusing intently on. You're supposed to have a feel for the gas, the brake, watch to your back, to your front, both sides, steer AND then work the clutch and gear shifter simultaneously! SCARY SHIT!!!

But after a while, it all just becomes "Driving". Haven't you ever had the experience of coasting along in the car and your mind starts wandering for a bit and after you've traveled a ways you snap back to an wonder, "Who the hells been driving?"

Who's been driving is your subconscious mind. The part of you that pumps your heart perfectly, that breaks your food down, operates the cellular miracles that keep you alive despite you trying to kill yourself with cigarettes, whiskey, cheeseburgers and diet coke.

Most people when they get past 3 chunks, they get overwhelmed.

So when we put together a to-do list that's just flooded with individual items we have to do, your conscious mind says, "DOES NOT COMPUTE" and self sabotages.

When you clump activities together that achieve a similar outcome, you can a list of 12 individual items and break them down to 3 groups. Marketing, Sales, Personal Influence.

As your business grows, it only becomes more complex. But when you chunk things down, you can make the complex, simple.

Here's How To Grow Your Business by 33%

If you're gonna grow a business of any sort, there's really only 3 things you can do to grow a business...

The first thing you do to grow your business is get more customers (Clients)...

The Second thing you can do is get those same clients to buy more each time they buy from you (Increase the average transaction value)...

If you're innovating you should be looking for more ways to meet your clients needs which inevitably leads to you having more to sell them.

The third thing you can do it get them to buy more often (Increase the frequency of repurchase)

THESE ARE THE ONLY 3 WAYS TO GROW A BUSINESS. NO MATTER WHAT INDUSTRY YOU'RE IN.

Let's say you have a 1,000 customers and the average transaction is \$100. and they repurchase from you twice. This equals - \$200,000

Let's say you have a 10% increase in customers (1100), 10% increase in average dollars per sale (\$110) 10% increase in frequency (2.2). This would equal 33.1% growth and would equal \$266, 000

The formula here is simply increasing each segment by 10% can help you grow your business by 1/3.

How many clients do you currently have? X

What's the average value per sale? X

How often do they buy back from you? X

= What's the size of your business?

You've gotta know the answers to these questions. They're the core foundation of your business. Apply this formula to your business.

(10% increase in your customers) x (10% increase in average dollars per sale) X (10% increase in Repurchase Frequency) = YOUR TOTAL

REMEMBER THAT YOUR PRODUCT IS NOT WHAT YOU FALL IN LOVE WITH. RESOURCEFULNESS IS. YOUR PRODUCT IS GOING TO GROW STALE AND NEED TO

BE REPLACED. YOUR CLIENTS ARE SHINY OBJECT ORIENTED. FALL IN LOVE WITH MEETING THEIR EMOTIONAL NEEDS.

One way to make sure that you install what you've read here and are able to retrieve it easier is something that Tony's always done since his days back when he first learned NLP.

At the end of those training days he'd sit and make a list with two columns. One column had the question at the top of, **“What distinctions, principles, or stories did I learn so far that can absolutely change my business forever?”**

And the second column had this question up top... **“What actions can I take to implement these ideas?”**

Do yourself a favor and answer these questions after going through these notes. You'll be so much better off for having done so.

Strategic Innovation: 5 Actions That Will Give You An Unfair Advantage

All business is, is marketing and innovation.

Innovation is the reason for someone to do business with you over anyone else because what you provide is new, fresh, provides more value. Sony, back in the 90's used to have a 4-4 ½ year market cycle where they could build a discman and stay competitive in a market.

Today, the market cycle in this business is 6 months and then they have to replace it. They know that if they're gonna hang on to a customer they have 6 months before they have to take their product to the next level.

Sony used to be an Apple. Now, Apple kicks their ass all over when it comes to innovation.

Strategic Innovation means training everyone in your organization to think, “We have two jobs, doesn't matter if you work in the stock room, answering the phone or in sales, we innovate and we market. ANYTHING you can figure out or bring to the table that can help us make our product or service better in some way to meet the consumers needs, we need to bring forth if we're gonna survive.”

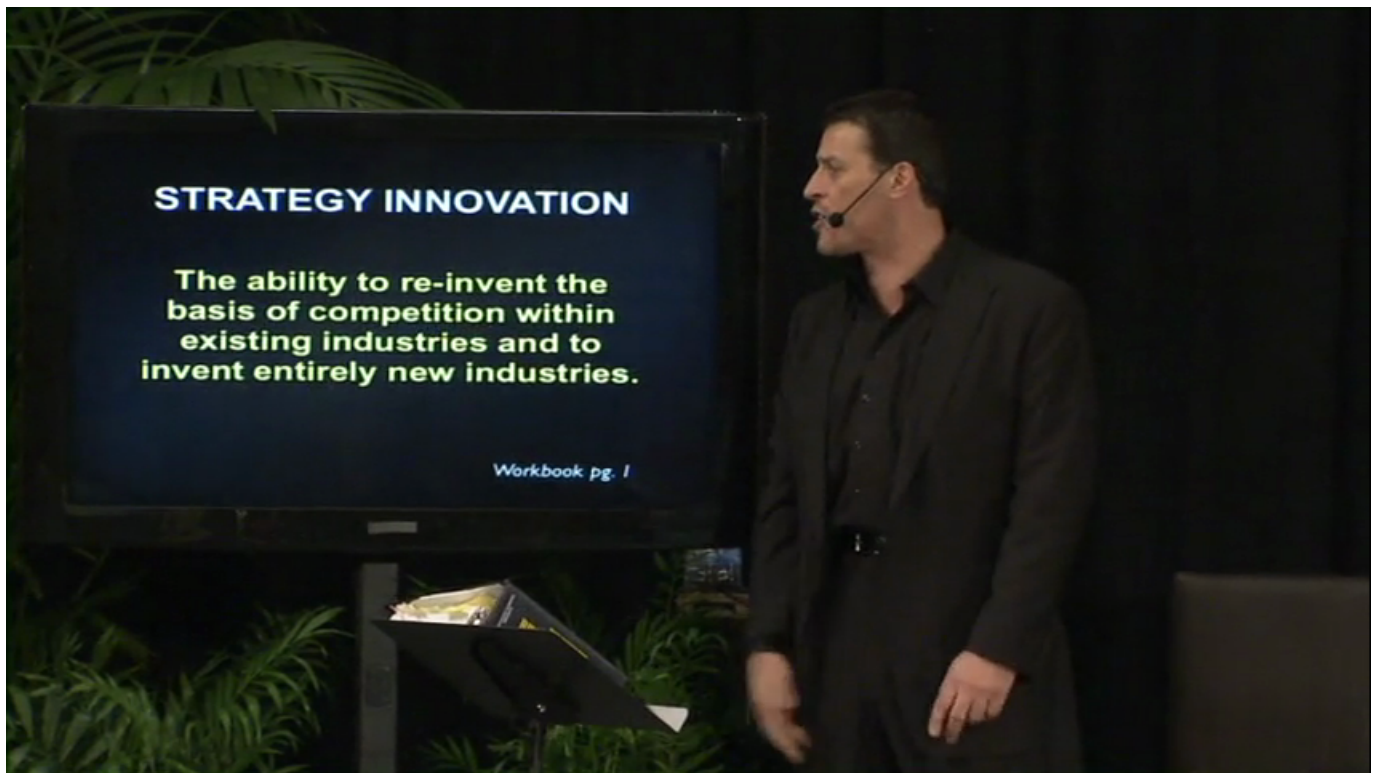


You need to reward these ideas.

Strategic Innovation is different than just Constant And Never-ending Improvement. CANI is very important because if you're not improving, you're definitely gonna be passed up by your competition. Strategic Innovation is about re-writing the rules for how people compete with you.

When you change how people compete, when you change the rules, you take over that industry. Tony did this with speaking. No one when he started was doing 50 hour seminars. At max they were doing 3 hour events. He changed the game and how everyone competed with him.

What this resulted in is now he can walk down the street almost anywhere on the planet and have people tell him, “YOU CHANGED MY LIFE!” (I’m one of those people) This is different than people walking up and saying “I like your product.”



Strategic Innovation Should Be a By-Product of You Being Obsessed With Meeting The Needs Of Your Clients

When Sony came out with the Walkman, the focus of the industry was on BIGGER. Bigger speakers, bigger sound.

Morita, the founder of Sony said, “Wouldn’t it be nice if you could have the sound of your music while you walked around. He didn’t get this from a focus group. He went inside and figured out what people need that they didn’t even know they needed. If you can’t do this, you’re just an extension of everything else.

So if you’re gonna be really effective, don’t just improve, change the rules of the game.

Starbuck completely changed the rules of what a “Coffeshop” is. “Coffeshop” before Starbucks was a place you got just coffee and you also got served bacon and eggs and sausage, pancakes, etc.

A great definition of Starbucks is a place to go between work and home; to decompress before dealing with what’s going on at home. Schultz, the founder of Starbucks didn’t even think of the idea himself. He saw that they had these little café’s in Italy and thought it’d be cool to have them.

He beat everyone to the idea and grabbed a hold of the customers hearts and minds. In 1998, they had 100 stores. Last year they hit 15,000 stores. **This is what happens when you strategically innovate.**

Your worst nightmare, is, if you find a way to use it, demands that you strategically innovate. Here's How Harley Davidson Did This...

At the end of world war 2 all the G.I's were coming back and they didn't want to come back and be 'normal' again. They wanted to stay connected to the identity of being a bad ass.

This meant Harley could kick ass without hardly trying. Then, in the eighties, the Japanese started building lighter, faster, cheaper, stronger bikes. And Harley started tanking. They were on the verge of bankruptcy.

What turned them around? Strategic Innovation.

Someone came in asked them and asked them to really hone down what business they were in. This is a way to innovate. If times are tough for you and you keep limiting yourself to what business you're really in, you'll never look at the broader version of what could be.

Harley started looking at who their customers really were and asking what do they really buy from us. Is it metal and leather? NO!!!

They're buying an icon. They're buying an identity. They're buying legacy. These aren't just bikes, they're legends.

Gradually they came to realize, after being around so long, that what they're selling is a heritage. They're selling a lifestyle. They're selling nostalgia.

Guess who buys the most Harley's? Baby boomers, age 38-50. Guys who say they're still a bad ass even though they're old.

So being that they figured out 80% of people buying we're in this segment they decided to focus on them and not only that but they decided that they're not in the motorcycle business.

They're in the business of Nostalgia and Identity.

This is how they can get a half a million people with their motorcycles together in South Dakota at the Sturgis rally every year.

How Well Do You Know Who Pays Your Bills?

Steve Wynn of Wynn Casino's in Las Vegas, who built the Wynn for 2.3 BILLION dollars and then the Wynn Encore for \$2.7 BILLION dollars found out that 80% of his money was being made in Baccarat.

There's 50,000 players in the world that will make him 80% of his profit. Everything that comes in outside of the money these big whales bring in to the casino is tiny. Soooo, he built the most exclusive place for these guys/gals to come play their favorite game.

When he built Wynn, he not only made the decision based on who his customer was but who he wanted them be. Maybe the customers you have now aren't the ones you'd like to attract in the future.

3 Points to Focus On When Thinking About Strategic Innovation

1st You ideally want to be in a position, if possible, where you're slightly ahead of the curve/trend. But don't pioneer. Pioneers are the guys with the arrows in their back

When you're first with a trend, you become branded and if you do your job the stature that comes from this is hard to lose. Harvard, Coke and Hertz rental cars were all the first in their industry and they still are today. Let everyone else fight for 2nd and 3rd position.

You can try to sell everyone or you have it set up to when people think of wanting the best, they think of you.

Now it's not always to know if a new trend is for real or not so if at all possible, you don't want to be the pioneer.

2nd You want to ensure that there are infinite upsides

You don't want to invest a bunch of your resources into something that has limited upside. So you look for a trend that has legs, and you look for infinite growth or upside.

How do you do this?

3rd Employ the 5 steps to innovate a company

If you do even a couple of these 5 steps, innovation will happen for you. But your goal is to have an organization that continually innovates instead of just depending on you to make it happen. This is where it's important to implement a system so that the environment can change, people in your organization can change but the system still hums like a champ.

1. New Voices

When the turn around expert, Gertner walked into IBM at the time when no one thought they would survive, he asked "How many people do we have under the age of 40 who are based on the West coast in Northern California on our core team?"

The answer was none.

He then told IBM that they would fail. He told them that 85% of the innovation that's happening in our industry is coming out of silicon valley, by people under the age of 40.

He made sure they understood that they needed new voices. People with a completely different life experience. They will naturally cause us to innovate. We can't do this by visiting them once in a while. Proximity is power.

Whenever you're around something day in, day out, it's gonna have an effect on you.

2. New Questions/New Conversations

New questions give you new answers.

A lot of times we ask questions that have a built in pre-supposition of failure attached to them like, "How am I supposed to do this if it's impossible?" What a fucked question. This question guarantees that you won't find an answer.

The quality of question you ask determines the quality of the answers you get.

What controls your focus more than anything else is questions. Even if you don't want to answer the question, if someone keeps asking it, just to understand what they're saying you have to go inside and change what you focus on.

As humans we all tend to have a primary question. One question you ask more than any other question on earth. You're asking it subconsciously all the time.

This is why some people start making new changes in their life or their business and then sabotage it down the road. Their primary question might be... "Why do I always screw things up? Or "How come I can never have lasting success?" Or "How can I make everyone happy all the time?" And it's unconscious.

If you change what you focus on, you can change your life.

For instance if you changed to focusing on asking, "How can I right now appreciate even more all the gifts god's giving me and more?" This question allows you to walk around in gratitude subconsciously... all the time.

Whenever you see someone who successful and they came up with a new answer, it's because they asked a new empowering question.

Bill Gates didn't ask of himself and his team, "How can we build better software." He asked, "How can we become the intelligence that runs all computers world wide?" Different question. Different answer. Different results. Billion dollar results you could say.

This is also why he's getting his ass kicked on the internet. The internet's not about being controlled.

3. New Perspectives

New perspective only happens when we get ourselves in a new environment.

Before the Iphone, Nokia was dominating the cell phone market. At one point in time they were trying to figure out what customers wanted by talking to engineers in their home office in Finland.

They weren't doing so well.

Then someone wised up and found that while they kept making technological innovations, hardly anyone was using it all. So, they determined that they wanted their customers to be leading edge people because people today don't just want a phone, they want an identity.

So they sent their engineers to Kingscross, Australia, the East of London and Venice California. Their orders were to interact with as many customers as possible and then come back 6 months later and we're gonna redesign our phones.

They all came back with the answer to what would be the most important change they could make to the phone was COLOR.

Proximity to the customer in a radically different environment lead to new answers and innovations.

4. New Passions

When you're passionate, don't you tend to innovate naturally?

While doing something you love, something you're excited about, you get a completely different result. A great example of this is Richard Branson of Virgin. Most of what Virgin has ventured into was a result of Richard being dissatisfied with an experience he had and passionately looking for a way to improve it.

From creating a place where you hang out and play pool and swim during your lay over for your flights in the airport, to having a bar on the plane have all been innovations that came out of thinking of something that if he had it, it'd light him up like a Christmas tree.

5. New Experiments

Keep your core business but on the side, create a couple a projects.

This is where the Mac came from. At one point in time, Apple poured the majority of their resources into the Lisa and had a little group go off on their own and experiment.

At Google, employees have about 25% of their day that they can devote to skunk works projects.

Here's 9 Question That You Need to Be Asking...

1. What business are you really in?
2. Why are you really successful?
3. Who is your customer, really?
4. What does your customer really need now and in the next 5 years?
5. If we were to start your business today from scratch and maximize your impact, leverage, and profitability, what would you do?
6. What distribution channels are you not using or maximizing?
7. What technology are you not using or maximizing?
8. What identity do you want people to associate to your business? Who do they become by doing business with you?
9. If you were going to create another industry, what would it be?



The Power of Influence – Solve Problems & Win

What's the single most powerful constraint in relation to whether your business is going to grow or not. You. The business owner.

When Tony asked the crowd what words came up for them when they thought of the word "Salesman" they came up with... liar, greasy, scumbag, deceptive.

Then he asked how many people in the room were salesmen. Next he said if you're a business owner, you better be raising your hand. If you're a parent, you better be raising your hand.

Because selling has a negative connotation he chooses to use the word Influence.

Leaders are masters of influence

The only way to change a company is leadership.

If you're gonna shift a company your job is to take leaders to a new level or bring in new leaders with different voices/perspectives/skill sets. Leaders solve problems and maximize resources.

If you're gonna solve problems you can't do it yourself or it would've already been solved. You have to get others to help you do it. This requires influence.

If you're gonna get people to maximize resources, that's gonna require influence. If you're gonna get people to partner with you, that's gonna require influence. Capital, suppliers, anything, requires influence.

There is no more important skill in leadership than influence.

If you master influence in yourself and you can turn others into influencers, now whatever you have a vision about can be turned into a reality.

Forget about trying to influence without integrity these days; there are no secrets with the internet. Privacy is dead.

There is no phone call that is made that isn't recorded. They can search by word, by day, by phone, by voice. Everything you've ever put on the internet is there forever and people can search it. The way you write is searchable; you could use someone's email address and the way you write, the way you structure tells on you.

The good news about this is that manipulation as an ongoing tool is over but adding value will never go out of style. Truth will never go out of style.

So influencing with integrity is the secret.

What really influences people? Do facts and figures influence? No. Human emotion does.

The big game here is emotion. You have to influence emotion. You have to influence your people. It's not about resources, it's about resourcefulness. If you're creative enough, if you're playful enough, if you're determined enough, if you're focused enough, if you're generous enough, if you're honest enough, courageous enough, you will find people to help you, you will find a way to access resources.

And it's all in the ability to influence because that's what affects our intellect.

So as leaders we can never forget that leaders are emotional creatures including ourselves. And to influence people, we have to know what already influences them.

To influence someone, you already have to be influenced. To move someone you better be moved. You can't touch someone about your product or service or company or opportunity if you're not touched. You can't give someone else what you don't have.

What kills this is the law of familiarity.

The law of familiarity says if you're around something enough, you take it for granted. And it's not that you don't care. It's that you get used to it. And with the variety of it not being so new, you give it less significance. Even if in your heart you know it's significant. It becomes something you intellectualize instead of something you feel inside your body with a passion.

It's not a matter of time. It's that most people don't understand that this emotion, this intensity, this passion, has to be constantly reinforced every single day and like any muscle, if you don't use it, you lose it.

You have the base understanding of why you do what you do but you've lost the energy that keeps it alive. This means we've got to get ourselves and others into the emotions that inspire action.

This has to be ongoing or everything you're thinking about taking action on in this program will die. There's gotta be a level emotion and hunger in you that keeps it alive, an energy that when you share it with people, you're able to influence them to follow through.

This is where the whole game is won or lost.

So we have to look at us first.

If you're the leader, you don't have the choice of whether or not you feel like talking to people today. We have to be able to master the state of our own organization. We start with ourselves and when we figure out how to influence ourselves we show everyone else.

Because innovation means change, and people are usually afraid of change, you have to employ some muthafuckin' here on a HIGH level.

So to change people's states is with their physiology, the way you move your body. Trying to change someone's mind is hard, change their body and they'll go. This is why alcohol is so powerful. I don't care who you are, this will change you.

It affects your biochemistry. This is why people take drugs. This is why people eat when they don't need food. When they go eat, there's a biochemical change in their body. But you can this same shift in biochemistry just through movement.

As a leader you need to develop an ongoing discipline because we are our rituals. If you wanna know why your life is the way it is today, look at your rituals. When we wake up, we go straight to email or to work out or to breakfast.

If you wanna know what someone's about, look at their rituals.

Take anyone's clothes off and you'll know their rituals. If your ritual is to drop in to starbucks every morning and load up with a mocha and a muffin, it's not hard to know what you're gonna be like before and at 10:30 in the morning. More likely than not, you'll be tensed and snap at people or situations you usually wouldn't and then when you high wears off your energy goes into the floor.

It's predictable based on your rituals. This kind of ritual helps you see that this person is gonna be fat and/or tired.

Your relationships today are a result of your rituals.

Most people end up having rituals that kill relationships and lead you guys being good friends or roommates.

You need to setup rituals that make your mind and body strong. First you need a ritual that feeds your mind. Especially in times of crisis. You're doing this now. Get new answers, new environments, new voices, new perspectives, new questions.

Your Physiology 5



5 minutes of every hour you need to be shifting your physiology out of a vegetable position.

Next, you want to condition your body.

Your body is gonna give you the strength to follow through. There's no one reading this that can't afford to do that. It might be walking, but whatever it is, it's something that's pushing you beyond your comfort zone so that when you get beyond your comfort zone in your mind there's already a reservoir there.

Next, become a master of influence by asking the right questions.

Questions are the answer.

If you're not getting through to someone the answer is not to talk more, but to ask more. To influence people you go deep. You've got to understand what already influences them. If I tell you something, you can doubt it but if you tell me by my asking you questions, and you telling me how it is, it's true.

This is the basis of influence. This is fastest way to influence; through questions. Questions are the answer.

If you want to give someone a gift, ask them the right question. We don't experience life. We experience our association to whatever we're stimulated by. If I start telling you a story about my senior year in high school and this girl I had a crush on, you're not experiencing my story. You're going back to your high school as soon as I start to tell it.

You're experiencing someone you were interested in. You're going for a reference point you can relate to.

If I want you to think about your mother, all I've gotta do is talk about mine because the only the way you understand things is by references. And questions cause you to go inside and reference things.

The Six Human Needs: Once you know human beings needs and you can ask the right questions, you can connect them to any new life experience that you want.

1. Certainty –

Certainty that you have pleasure and avoid pain. Certainty that you can be ok. It's fundamental comfort.

If you're in a high rise building and you're 15 floors up and you have no certainty that the floor's gonna hold you up, you aren't gonna be paying attention to these notes now.

2. Uncertainty –

Everyone has a need for variety. The feeling that there's a surprise in our life. We all like surprises that we want. The ones we don't like are "Problems".

3. Significance –

The need to feel unique, special and important. If you help people meet that need, the world is yours. Steve Wynn knows this and that's why he builds a place for people who want to be seen as the best.

4. Connection/love –

Everyone needs this. In fact we get the idea in our head that if we're significant enough, people will love us. If I'm rich enough, beautiful enough, strong enough, smart enough, something enough... then I'll be loved.

Everyone finds a way to meet these first 4 needs, even if it's destructive.

5. Growth -

Progress means happiness. If you don't grow, you feel like you're dying.

You can use fear to motivate people or you can use incentives and both of those will work for awhile. The only that makes people feel alive long term is feeling happy because they're expanding who they are.

6. Contribution -

The feeling that what you're doing has a meaning beyond yourself.

We all tend to have two of these that we value above all the others. These are the driving force. Knowing what these are for someone you're attempting to influence can mean the difference between success and failure.

Telling people what you're about to do is nowhere near as powerful as me asking you to tell me how us making a change in the company is going to meet your core needs.

If I tell you the way it is, it's me persuading you. But if I ask you a question and you tell me, then you own it.

Zappos.com does this when they hire. They put all new hires through a week's training and then at the end of the training, they offer people \$2,000 to quit now. If a person talks themselves out of the 2 grand,

then they've sold themselves on being on board 100%. Zappos didn't have to do all kinds of convincing about how great they are.

When you influence people, you want to know what you want to take them towards. Critical. As a leader, I've gotta know where I'm going to take you. If you're a parent and your kid is leading you, you aren't much of a parent.

Utilization is the skill/mindset of seeing everything that shows up as an asset. Only a matter of time before I find out how I can use it to my benefit. At this place everything in life plays to you.

You must ask so that people know that it's right for them inside, not because of your personality. The power of your personality will go away. You want it be set up to where if you go away or aren't there, the person still owns it.

You've got to start with what people the other person values, not what you value. There's a huge difference between bribing people and influencing them. Most people bribe or intimidate. When being afraid or being bribed gets old the effect will wear off.

You've got to ask yourself quality questions...

You've gotta do this consistently and with certainty.

Sometimes it's good to ask yourself a question that points out that what you see as a challenge today would've been something you would've dreamed of having in the past. Example: having to spend \$950 on tires for your BMW. To have a foreground, you've got to have a background.

If someone ever tells you, "I have a problem with that!" ask them "What's your question?" Whenever someone has a problem, they have a question that hasn't been answered. Problems are really questions that haven't been answered.

But when you don't state them as a question, you have a problem that you get to hang on to, you get to label it 'My fucking problem', you get to show people your problem, you get to talk about your problem but nothing ever changes until you get an answer to what's really going on.

It's a problem because you haven't formed it as a question.

If you've got the question and you keep asking it with enough certainty, creativity, you ask it of the right people of enough people, ask and you shall receive. Seek and you shall find.

And you've got to remember that if you ask a lousy question, you get a lousy answer.

Problems only get solved when you adopt this philosophy: **No more than 5% of my time on the problem. 95% of my time on the solution.**

It's always better if you come up with the answer because there's a little part of you that's annoyed that someone else had the answer and you didn't. First you're happy to have the answer, then later on you're a little pissy because you say to yourself, "I could've thought of that answer."

Some people have their problem and hold onto it even though they have answers all around them because they want to be the one to solve it. Remember that human needs drive everything. If your need to be significant drives you, even a radical transformation you made will be cheapened in your eyes and you might go back and start indulging in your problem behavior again. Yo-yo weight loss and relapsing drug/alcohol abuse are two examples of this. Most of the time when people get help with these problems they get help from a group like Jenny Craig or Alcoholics Anonymous.

Not everyone's like this. But if you do this, you get to own the problem at your core...

3 Steps To Problem Solving:

AMAZING!

Step 1:

Describe the problem/request with precision. Describe with precision in 1-2 sentences the problem/request. If it's longer than 2 sentences, it's too long. Needs to be crystal clear so anyone could understand it.

Step 2:

Provide a solution. What are 3 cost-effective, viable and intelligent solutions you believe could be implemented to solve this problem? Which of the 3 is your favorite? What resources of time, energy and money would be required to implement this?

Why 3?

One choice, is no choice. Two choices is a dilemma. Until you have three choices, you're not at choice. There's always at least 3 choices. This helps you become a problem solver. If you solve people's problems they're just gonna bring you another.

Step 3:

Respond. (1) Accept; (2) modify or reject, with reasons why; (3) provide new alternative solutions.

Problem-Solving Questions

- 1. What can I learn from this?**
- 2. What's great about this problem?**

At first your brain's probably gonna say nothing. Especially if you're in a bad state. But the best question to ask is the one everyone else thinks is absurd. The way everyone else thinks is what keeps them stuck.

If you can't come up with answer, change your state and then ask it.

This whole system is built to answer the question of “What’s great about this economy we’re in?” Now you have the ultimate advantage when you can look forward to recession. When you have multiple answers to this question, you become the master.

3. What’s not perfect yet?

What does this question pre-suppose? That it has potential to be perfect in your eyes. Language creates emotion.

Write all this stuff down. In your head, you can go in circles. When you write it, it forces you into clarity.

4. What am I willing to do to make it the way I want it?

People who are willing to do anything to make it the way they want it, will find a way.

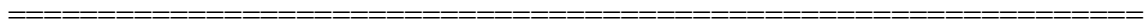
If you’re willing to write down a list of bunch of stuff that you wouldn’t want to do because they scare the shit out of you and you can look yourself in the eyes and say that you’re willing to do them, that’s when change happens. AND you’ll probably only have to do 10% of what’s on that list to get what you want.

But most of us never look at what we’re afraid of and we never do anything that’s necessary to get what we want.

5. What am I not willing to do to make it the way I want it?

Are you not willing to become a defeated person during this process? Are you not willing to live in fear and depression? Are you not willing to let this problem make you feel sorry for yourself everyday?

6. How can I enjoy the process?



If these questions are to serve you...

YOU MUST ASK THESE QUESTIONS IN A GOOD STATE OF MIND, FROM A PLACE OF CERTAINTY. YOU MUST HAVE MULTIPLE ANSWERS. YOU MUST WRITE THEM DOWN.

If you stack all of these together, you’ll own it.

Morning Ritual of a Leader:

#1: You've gotta be influenced before you can influence anyone else. To touch someone else you must be touched. To move someone else, you must be moved.

How do you do this? Start by feeding your mind. Feed yourself something that makes you strong, a consistent ritual that feeds your mind. If you let what's going on that's buzzing in your pocket, on your computer screen, flashing on the T.V. you all that stuff isn't gonna empower you.

That's not to say you shouldn't pay attention, but you can't make that the primary mental diet and have it support you emotionally, psychologically and financially.

Through biographies, solution-oriented material, and spend 95% of your time with that stuff and 5% of your time on stuff that keeps you updated.

#2: You must condition your physical body

What affects the body affects the mind.

#3 Ask Quality Questions

Morning Questions:

- 1. What am I happy about in my life right now? What about that makes me happy? How does that make me feel?**
- 2. What am I excited about in my life right now? What about that makes me excited? How does that make me feel?**
- 3. What am I proud of in my life right now? What about that makes me proud? How does that make me feel?**
- 4. What am I grateful for in my life right now? What about that makes me grateful? How does that make me feel?**
- 5. What am I enjoying in my life right now? What about that do I enjoy? How does that make me feel?**
- 6. What am I committed to in my life right now? What about that makes me committed? How does that make me feel?**
- 7. Whom do I love? Who loves me? What about them makes me loving? How does that make me feel?**

The Football Field Communication Model

If you're ever charged with getting up in front of the room to influence or trying to influence in mass instead of one on one, this a format Tony uses as a guideline to help him not just get applause from a group he's in front of but to influence them to action.

One thing that Tony talks about is how he isn't a speaker. He's a communicator, an influencer. He won't talk on stage about stuff he isn't passionate about; stuff that isn't him.

Tony uses the metaphor of the football field and driving from one end of it to the other with the outcome of scoring a touchdown, a touchdown being taking an action. You start at zero and you're working your way to the other end. Each step equals a certain amount of yards you're covering.

You can be flexible with this model and by using this structure as the foundation of your message, you'll give yourself the best chance to get your desired outcome out of your communications.

STEP 1: IDENTIFICATION (40 YARDS)

The first step is the most important part of any quality communication. The outcome for cultivating identification is to get your audience to identify and relate to you and your message upfront. The goal is for them to be thinking "Me too" as they process your message instead of saying "So what." Your audience should be unconsciously thinking "Yes, yes, yes..." as you're communicating.

STEP 2: LOGIC & REASON (10 YARDS)

Logic and reason mean giving your audience just enough facts and details to justify an emotional decision. Remember, people make decisions for emotional reasons, but they need to always be able to justify them with logic. In this stage you are giving them the logic they need in order to create this justification. This also gives them the certainty that you can provide the solution and that you're a credible source for doing this.

STEP 3: ATTACK & CONFESS (25 YARDS)

In this step, you will do two things. First, anticipate and articulate the possible objections your audience could have. Then tell them that they'd be insane not to have those objections and attack yourself for having been dumb in the PAST by having them before you realized _____. In this part of the communication, your outcome is for them to realize the "Hell if you don't" – in other words, what the consequences are for them if they don't follow through. You accomplish this by relating to the consequences this created for you before you took action.

If you bring up the objection and THEN I attack it, you feel like I'm attacking you. Defuse the bomb BEFORE it goes off on you. You can do this by telling your own story or by confessing for someone else who's overcome the problem but put off addressing it with a certain objection so the experienced hell until they finally moved forward.

STEP 4: SOLUTION (24.9 YARDS)

At this point, you want to give your audience the solution to the challenges you have already laid out. Your outcome in this step is to get the audience to think "Heaven if you do." In other words, help them associate with all the positive benefits if they follow through and take action as well as the negative consequences for them personally if they don't follow through. The tempo of the communication should pick up pace at this point as well so that you have momentum going into the final step.

STEP 5: ASK FOR THE ACTION (0.1 YARD)

Finally, you have to ask for the action. By this point, your audience should be sold on the power of following through. You don't however want to take for granted that they will. You need to ask them to follow through by asking for a specific commitment.

This is the sequence all of your speeches or sales presentations should move forward in.

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

Anthony Robbins

The Rapid Planning Method – 3 Master Steps To Take Immediate Control Of Your Time and Your Life

Because what we focus on controls our life, and there's stuff constantly trying to get our focus, if you don't take control of it, someone else will.

So, if you're gonna take control of this, you're more likely than not gonna ask yourself, “What do I need to do?” When you ask this question the answer that comes up ends up being what's most pressing on you in that moment.

What tends to press us is either something that's gonna lead to pain if we don't do it. Or something that leads to pleasure. Or it could be your own sense of vision. This one is usually the last place we go.

So in the moment people are usually coming up to ask you stuff in the moment and they're asking you for the most precious thing you possess... time. Focus is the single most important component. Most of us aren't good at this. The culture has conditioned us to respond to the environment, not necessarily what you need to do push you towards your mission.

Wherever focus goes, energy goes.

If you wanna control your focus, one of the best ways to do this is with questions. “What do I need to do?” is a painful question. If you ask the same questions as everyone else, you end up with the same answers.

“How do we become the intelligence that controls all computers worldwide?” Bill Gates

If that's your outcome, you end up with a different result than if your focus is on how to build the best software. That's why he's one of the richest men on earth. Change your question, change your life.

When it comes to planning your life, there's three main questions you want to be asking yourself...

**RESULT: You want to ask “What do I want? What’s my outcome? What’s my result I’m after?”
The Result you’re after is the “R” in RPM.**

If you know exactly what it is that you want, what you desire, the more clear you are on what you want the faster your brain can help you get there. If your request to the universe are general, like I want more money, here’s a dollar, get out of here.

You have to be specific.

Your brain acts as a heat seeking missile following whatever you ask it to pursue. This way of planning takes longer initially but once your brain starts thinking this way, you’ll take less time to do it than if you were to just write a basic to do list. If, at the start of the week you were to just sit down and write out the Outcomes you wanted for your business this week, not the actions, just the outcomes, you’d be ahead of the game.

Focus on outcomes, not activities. Most people mistake movement for achievement.

Even before you call someone, you think of this. When you sit down to have a meeting, you do this, ask what’s the outcome of the meeting is. Knowing the outcome in these instances can get them both finished quick.

PURPOSE: You must know why you are doing what you are doing. This is the Purpose – the “P” in RPM.

This is about having enough emotional juice to keep pursuing when things don’t work out.

Shit happens. “Why” is more important than “How”. Purpose is more powerful than objective.

Anyone you see who’s on fire, has a powerful “Why”? You have to why you’re doing this RIGHT NOW. Not back when you wrote a mission statement years ago. You might have a why but it’s not active.

80% of success is “Why”, 20% is “How”. Get a big enough “Why” and you’ll figure out the “How”. And the why has to matter most to YOU because if you don’t move, no one else will. THEN you have to make sure it touches you’re people’s needs.

MASSIVE ACTION PLAN: When you know the exact result you are committed to achieving, as well as why you must achieve it, the purpose – what it will give you emotionally, physically, psychologically – you’re now in the state of mind to start creating an action plan by asking yourself what you must do in order to achieve this specific result.

Now you brainstorm on all the how’s you can think of. Then you narrow it all down to 20% that makes the 80% difference. Then you find out you don’t have to do the whole to-do list.

Using This System of Thinking Changes the Sorting Device Of Your Focus 34:30

Organizing Principles – How To Create An Extraordinary Quality of Life

1. This system taps the power of focus

What you consistently focus on shows up at your door. When you consistently remind yourself to focus on the RESULT you end up finding other ways to achieve what you're after even in the face of obstacles.

2. RPM planning prevents you from falling into the trap of mistaking movement for achievement

Just because you've crossed items off of a to-do list, doesn't mean that you're moving towards what you really want in life. This is because activity without definite purpose is a kryptonite to a life of fulfillment.

3. RPM planning taps the power of synergy

With this system of thinking you can connect relationships between tasks and give yourself the opportunity to get multiple things done simultaneously. This maximizes your effectiveness.

4. The RPM Management System taps the power of anticipation

By asking...

“What are the most important results I need to achieve?”

“Why do I want to accomplish these tasks – what will it give me?”

“What actions must I take in order to achieve this result?”

...you allow yourself to anticipate ideas that may never might've never made it onto your to-do list.

5. RPM planning reduces stress: It prevents you from feeling overwhelmed while creating a sense of certainty

This system allows you to turn your 35-40 item to-do list into 4-5 results that you can focus on and use to direct your focus.

The 7 Principles of Power

Here's the 7 things you must know to master RPM thinking...

1. The Power of Language: The principle of passion

What are some words or phrases that can juice up your life?

What are some words or phrases that can juice up SPECIFIC AREAS of your life?

- 2. The Power of Results-Focus: Having a laser-like focus on a specific outcome**
- 3. The Power of Purpose: Motive does matter**
- 4. The Power of MAPping: A strategy to achieve your outcome which you are flexible enough to change as needed**
- 5. The Power of Chunking: The principle of making more less**

CHUNKING: Grouping together information into ideally sized pieces so that they can be used effectively to produce the results you want without stress or being overwhelmed.

Most people can only focus on a limited number of things at one time. When most people are learning they usually only remember things that are grouped into three's. Our brains tend to think anything more than 3 is too many to remember and we get overwhelmed. The process of getting good at something is learning to take a whole bunch of tasks and turning them into only one or two chunks.

For instance, you Personal Life can be chunked down to as little as 6 chunks; Career, Physical, Emotional, Financial, Family, Spiritual.

Your Professional Life may break down to as little as 6 chunks also; Maximized Skills , Empowered Teams & Teammates, Extraordinary Identity & Relationships, Delivery of Core “Must Results”, Strategic Planning, Cost/Expense Management

AREAS OF MANAGEMENT: The Masterful Management of Your Life

One of the first things we want to do if we want to make our life work is get rid of to-do planners and start focusing on a life planner. Robbins has a core belief that in order to manage your life, there are specific areas of life to be managed. For 95% of the population there are two areas of management: professional and personal . These are the areas you could classify as your categories of improvement.

Now take a few moments now to brainstorm the areas of your personal life that you must constantly improve in order to be fulfilled and successful...

Then take a few minutes to brainstorm the areas of your professional life on which you must constantly improve in order to be fulfilled and successful...

Next take a few minutes to think of all the areas of your company/organization that you must constantly focus on to improve so that you can be fulfilled and successful in that area of your life. Since you'll probably be working on these with others in your company it might be a good idea to brainstorm these categories as a team. One of the keys to success here is to have specific individual own each category. Remember that if more than one person owns something, no one owns it all...

- 6. The Power of Turning Dreams Into Reality: Project management (The 5 Master Steps of Planning)**

Questions To Ask In Creating & Celebrating Your Project RPM...

ULTIMATE RESULT OF THE PROJECT

1. **Ultimate Result:**

What's the result I want to produce.

2. **Ultimate Purpose:**

Why do I want to do this? What will I get when I accomplish this? How will this accomplishment make me feel?

3. **Key Results:**

What results need to happen in order to achieve this ultimate outcome? What are the "Key Results"? These might become their own RPM blocks.

CAPTURE: Ideas, Wants, and Needs

4. **Brainstorm:** What are the most important outcomes/results I must produce to get this project successfully completed?

CREATE: Your RPM Plan RPM BLOCKS OF PROJECT

5. **Result/outcome:** What's the first Key Result that I must complete in order to achieve my Ultimate Result? You take these from the Key Results you completed in Step 3 above.
6. **Purpose:** Why do I want this? Who or what am I supporting? What's my real purpose? What will I really get out of this (emotionally)? How will that make me feel?
7. **MAP or Action Plan:** What are the most important outcomes/results I must produce in order to complete this project successfully?
8. Which of these actions are absolute musts for me? Put a star or asterisk the 10% that make 80% of the difference.
9. How long will each of these items take? (Then you add up these times to find out how long the entire RPM Block will take to complete.)
10. Which of these sections could I leverage to someone else?
11. What is the second Key Result that I must complete so that I can achieve my ultimate outcome? Start the process over all again.

Repeat questions 5-11 until you've created a RPM Block for each of your key results.

COMMIT: To Block Time & Resolve Your "Musts"

12. When do I want to commit my time to do this? What days will I work on Each of these outcomes? How many hours/minutes do I want to commit?

SCHEDULE IT: Imagine & Anticipate the Results & Rewards

13. When is the exact time that I will work on this Result block or action item? (Schedule the items that must happen by a specific time first.) This needs to be scheduled on your Daily Planner.

Complete, Measure & CELEBRATE THE RESULTS

14. Did you achieve you ultimate outcome or result for this project? Or, am I track to achieve my ultimate outcome?
15. What did you learn from doing this project? What did you achieve that you're proud of? (Make sure that you capture and celebrate you wins and any important distinctions you made in your journal.
16. Is this project now a "Pathway to Power" that I can utilize to achieve other goals?

THE 6 STAGES FO IMPLEMENTATION FOR AN ORGANIZATION

1. **You are consistently utilizing RPM as a system of thinking. You're asking and answering the 3 questions of RPM consistently.**

a. What's the result I want? What's the result I'm committed to?

b. Why do I want it? What's my purpose?

c. What specific actions do I need to take? What is my Massive Action Plan (MAP)?

2. **You are consistently utilizing the mechanics of RPM**

- a. You have set up your ultimate vision and purpose
- b. You've created categories of improvement for your personal and professional life
- c. You are creating and utilizing projects to achieve results
- d. You are consistently completing your weekly planning process

3. **Your organization is using Categories of Improvement and has set specific objectives/ results for the quarter and the year**

- a. Your team sets its quarterly and annual results based on your Categories of Improvement.
- b. Your team meetings are run and managed by outcomes and Categories of Improvement so that you're consistently making progress in all areas of the business
- c. Your team conducts quarterly and annual review to measure your progress and set new result commitments or objectives

4. **The people in your organization understand and utilize the RPM system of thinking**

- a. People are focused on results and are associated with the reasons why they are doing what they're doing.
- b. People are consistently asking each other to clarify the results and reasons

5. The people in your organization understand and consistently create RPM blocks to help them achieve results

- a. People consistently complete RPM blocks and plans to achieve results
- b. People are monitoring progress on a weekly basis

6. The people in your organization create and utilize RPM projects to achieve results

- a. Your team understands and uses the team project process
- b. Your team creates and utilizes projects at the department level.
- c. People are beginning to use the mechanics of RPM in their personal and professional life

7. Your Hour of Power: The weekly planning process



This is time you'd take to plan your week out. You invest an hour to save hours of un-productivity.

Integration: The 5 Keys to Wealth & Happiness

Our ability to maximize is what leads to success or failure. Leaders are what transform organizations. Leader's not better than anyone else. They just have a higher standard that they hold themselves to.

1. Raise Your Standards

Becoming a leader means raising your expectations, not for others, but for yourself. This is the step that separates the champion from everyone else. This is the ONLY thing that creates lasting change.

This means taking what you've learned in the notes and making them the standard within your business, not just a fad that burns out. This is where you turn your "Shoulds" into "Musts" and surround yourself with people who challenge and inspire you to grow.

You find a way to get your "Musts" or your "Standards."

Our bodies are a reflection of our physical standards. They're not a reflection of our desires. We don't get our desires. We get our musts.

Your musts show up in your rituals. You do things in a certain manner if you "Must" have your body a certain way than you should, or would like to.

Most of us base our standards on our environment. Who you spend time with is who you tend to become. If everyone around you is tired, or gaining weight, after a while, even if you have high energy or a bangin' body you don't want to tease them or make them feel bad and gradually, subconsciously you lower your standards just a bit. This little bit is the old metaphor of putting the frog in pot of water. You put the frog in when the water room temperature turn the heat up gradually and he'll boil to death vs. he'll immediately jump out if you toss him into boiling water. This is most people's lives. Who you spend time with is who you become.

This means that if you want to grow, you get around people who are better. Just being around them forces you to raise your game.

“My competition is with the best I can be.” Michael Jordan

People will often say, “Yeah, I’m working 9-6” and Tony asks “What’re you doing between 8 P.M. & 2 A.M.? It’s what you practice in private that you’ll be rewarded for in public.

Your income right now is a result of your standards. It’s not the industry and it’s not the economy. Once you reach a level to where you can pay someone else to clean your toilets, you’ll never go back. You’ll joyfully pay someone who loves doing it handsomely.

Everyone reading this is earning what you must earn, not a dime more. It’s not about money. It’s about growing.

2. Change Your Limiting Beliefs

When you believe something is impossible, you only see what is stopping you. But when you start to believe that something can happen, you notice new possibilities and opportunities.

Everyone has limiting beliefs. You need to become aware of them and destroy them. As you believe, so is it done to you.

Whatever you’re certain about, you find a way to support it. Out of your need for certainty, you’ll change things to meet a belief.

3. Model What Works

You don’t have to re-create the wheel. Find someone who has already accomplished what you want to do, and model their success.

4. Increase Your Intensity

Utilize whatever comes your way and turn it into an asset. Find a way to move forward no matter what, and commit to make it happen.

5. Step Up! Give More Than You Expect To Receive

The ultimate transformation happens when you stop trying to get and start looking for ways to give.

Give more than anyone could expect. **Whenever you’re at your best you’re giving.**

The Success Cycle

Potential → Action → Results → Belief/Attitude →

Here's why the rich get rich and the poor get poorer.

This cycle runs in clockwise fashion.

You ever notice how happier people tend to get happier? And depressed people tend to get more depressed? This is through the power of momentum and this cycle.

The potential of any human being is unlimited. But do most people's results reflect that potential? NO.

Why? Because most people aren't taking enough action. But is it possible to take a lot of action and still get lousy results? Yes.

It's not enough to take enough action because when we believe it's not gonna work, or we're un-certain, does that affect how much of our potential we tap? Yep. If you don't think it's gonna work, you aren't gonna put out a bunch of your energy if you think it's gonna fail.

And when you're not sure it's gonna work, do you take Massive Action or little action?

Now when you take little potential and little action, what kind of results do you get? Little, lousy results. And when you get little lousy results, what does that do to your belief? Makes it easy to say to yourself, "See, I told you it wasn't gonna work! Told you it was a waste of time!"

When you have lot's of belief how much of your potential do you tap, more or less? More. Does this lead to more or less action? More. And what happens to your results, do they get worse or better? Better. And what does this do for your belief? Reinforces you're doing good.

You get to create your economy. Your economy doesn't need to be the economy.

7 Steps for Integrating Business Mastery

- 1. Get Associated and put yourself in state**
- 2. Acknowledge and reassure your team**
- 3. Engage your team in the process**
- 4. Create a frame of reference for change**
- 5. Lead by example: go first and be real**
- 6. Address any people issues**
- 7. Focus your team on the most important outcomes**

Integration: Setting Yourself Up For Success

1. What are the 5 most important resolutions/decisions/actions you're committed to implementing within your business over the next 90-120 days? What is the dollar value of each of these decisions for your business?
2. Write down the 5 biggest realizations you had while going through these notes so far. What made you smile? Laugh? What touched your heart? What moved you emotionally or made you think about your life or business in a new way?
3. Where were you in terms of your mindset about your business when you started these notes?
4. How do feel about your business now, after going through as much as the notes as you have?
5. What does this mean to you? What did you get from these notes and what are you going to do with it? What are you committed to do as a result of your experience? Why is it a "Must" for you to follow through.

Pathway To Profits – How We Went From Zero to a Billion in the Home Building Business – CEO Gerardo de Nicolas Gutierrez

ATTENTION!

For this video, Tony brought Gerardo de Nicolas Gutierrez on stage and interviewed him. It was quick, a little over 25 minutes. And yet there were some gems within. Here's what I pulled out.

This guy took the home-building company, Homex, in Mexico from building 140 homes in a year to today building 200 HOMES A DAY!!! And his company only has 8% of the market in Mexico. Revenue has grown 2000% since 2001.

Gerardo credits all of his success to doubting that they couldn't succeed because no one else had done what his company had done.

They build not only in Mexico but also in India, Brazil and Egypt. Homex, at the time of this video was the 6th most traded Mexican stock on the New York Stock Exchange and of the top 6 were the only company who weren't a monopoly or have any connection with the government.

Gerardo feels he's the main constraint in light of whether the company grows or not. He takes full responsibility.

How Do You Implement Changes In a Huge Organization?

Tons of people were resistant to the changes that Chet Holmes and Robbins brought in. He also saw this as his responsibility. He recognized that if people saw the change as possible and convenient they'll adopt it with ease. If they see it as impossible and inconvenient, they'll resist.

So any change he puts forth has to be framed as Possible and convenient.

What is work to you?

This man believes work is a game and he likes to play games. When Tony asked him what the purpose of the game is, he said, “To love. To love is to give. Living is giving.”

Integration: The Ultimate Formula For Creating Lasting Change With Gene McNaughton

(I’m actually kind of embarrassed. This was a 56:34 video and only through 28 minutes of it, did I realize that I was watching a covert, ninja, core story (taught by Chet in this program), sales presentation that was meant to get members of the audience to bring in Chet and his company to implement all this stuff for you.

This was a classic, “Useful but incomplete information” pitch. These 8 steps are everything you need to do and no details of how to do them, outside of a few paragraphs. What was abundant here was a preponderance of proof of what they did for the Homex business.

And I have to say it was one of the finest sales presentations I’ve ever witnessed. Chet has found a sales beast in Gene. He got me. He got me good.

He even got the crowd good. They gave him a standing ovation. Hahaha The only reason I’ve even included my notes here is because they aren’t a complete waste. The steps are solid. And you can rest assured the how to is covered in detail in the other part of the seminar. So if you want to skip this, be my guest and if you read it, just realize you’re reading a brilliant sales script.)

Everything you learned here will mean nothing if don’t do anything with it. This is the step that shows you how to take everything here and implement it into your company. Here’s the 8 steps of integration you have to about and no, you can’t leave any of them out...

1. Know the X-Factor

Dr. Carlon Colker – trainer of 23 world champions, has found that one of the things that he found in common with the super star athletes he trained was a love of criticism.

These people spend 90% of their time around people who kiss their ass and tell them how wonderful they are. So, they love when someone gives them new ideas, ie criticism. They’re always on the hunt for the edge and that doesn’t come from people telling you how perfect you are.

Then, most importantly, they take action on the feedback.

As the CEO or founder of your company, you’ve gotta have this same X-Factor. When Chet and his crew dug deep into all the areas of Homex’s business and were ready to unveil the report of findings that showed all the holes in the business, Chet told Gerardo de Nicolas Gutierrez that he didn’t know if he wanted to do it front of all of his employees.

Gerarado looked Chet in the eye and told him, “I don’t want to look good; I want to be good.” This is what it takes to win.

2. Get clear on where you really are

You've gotta be completely honest about where you are.

Audit everything in your organization. Beware of the "Emperor's New Clothes Syndrome". This happens when you get feedback from people who work for you. People who don't necessarily want to shit where they eat so to speak. You want the right information; honest information.

Best to have a third party do this. Someone who has no agenda but you growing your business. Be open to and crave the feedback.

It should be cool for you employees to do this. They're the ones dealing with the customers and management staff everyday. But if they can't feel welcomed bringing up issues they'll never tell the truth. Letting them do this anonymously helps. Also taking action on fixing what's broken will make a huge difference. They'll see that you actually are open to their opinion and will want to help more.

3. Have a clearly defined strategy

Know where you want to go and have an action plan.

An action plan must have:

- Key Tactics
- Timelines
- Owners- Who's gonna do what and when are they gonna do it?
- Clear accountability
- Constant oversight of detail -

These are places where business falls through the gaps.

4. Have a "Best Buyer" strategy

This allows you to have the fastest geometric growth possible.

The question that gets you to this is asking, "Where can you go to get a lot more sales with exact same effort." It takes just as long for you to sit and pitch one person who can buy what you have as it does to sit with someone who can buy 1,000 for his company.

The sales cycle might be longer but the same process applies.

Commit to this strategic outcome. Think through every step, every turn in advance. Plan it. Document it. Communicate it. Execute with precision. The real key here is the diligence and the details. If you aren't diligent about it'll come across to you and everyone else who works for you as fad. We all seek certainty and comfort.

5. Hire and Keep Superstars

Training and tracking is critical here.

Every dollar you waste through inefficiency is 100% profit. Every dollar brought in is dependent on your margins, so every \$100 in is \$20-25 to you, whatever your number is after your costs. So, every dollar lost through inefficiency is 100% profit.

Chet's hiring process and all of these other points will be covered in much more detail here.

6. Develop "World Class" trainings

Mysteriously there was no more than 1 minute spent on this topic in Gene's masterful and covert pitch from the stage.

7. Fanatically measure results

You've gotta dig and dig and dig.

Here he gave an example of crunching data from the call center. He found that when they ran their radio ads, they didn't let the call center know when they ran and there ended up being 800 calls that didn't get answered because the call center didn't have enough asses in the seats.

You gotta crunch the data.

8. Over communicate

You need a complete update on every project, where it is, what's happening, what's working, what's not working.

Not a series of 200 im's or emails. It's one meeting, one hour a week. If you aren't getting this from your staff train them to do it.

Management Reports:

What are your top outcomes?

What are your top accomplishments for the last week?

What are your top outcomes for next week?

What are the challenges that need attention from me as the owner?

What other decisions or comments do you have?

Train your staff to communicate with you so that you can make effective decisions.

They advise you always stack rank in public where all of your sales people are in comparison to each other. Make sure everyone in the company knows who's doing what. This alone will raise your sales if you have sales people.

And you should always personally recognize the top guys on the list.

BEGIN TODAY
CONGRATULATIONS!

Becoming a Marketing Master – Secrets of the Super Strategist and How To Build a Core Story

If you master the material covered here, you will be among the top .01 percent of marketers and business executives today.

Chet calls “**The Clutter Factor**” your single greatest marketing challenge today!!! Just as consumers, we’re bombarded with over 30,000 marketing messages a year. And if you own a business, this number is even higher because vendors are always trying to sell you shit too. This section covers the single most effective way to rise out of the clutter.

“The Clutter Factor has actually tripled the cost of marketing.”

Since 1989 the cost of advertising has tripled and the effectiveness has dropped. Back then it took on average, 4 attempts to get the attention of the buyer. Now it takes 8.4 attempts to get the same attention.

It’s costing you three times more to get half the results.

Strategy vs. Tactics

The Tactical response to this problem is the work harder. The strategic approach is to work smarter. There’s three types of executives...

The Strategic Executive: This represents .8 percent, not even 1% of the population. These people are big thinkers who aren’t interested in the details.

The Tactical Executive: This represents 99% of the population of executives. This executive is really running most companies. An example of a tactical solution to “The Clutter Factor” is to have salespeople call twice as much.

The ULTIMATE: Strategic & Tactical Executive: This is the .02% of the population. The combination of the two; the strategist who comes up with the big ideas and the tactician who implements with precision. This is where this program is designed to take you.

What’s a Tactic?

Ads, a sales call, your website, email to prospects or clients, a trade show, an article written about you for PR purposes, your brochure, customer service, etc. These are all tactics.

What's a Strategy?

The long-range goal, the overall impact you want to have. It's the ultimate accomplishment, or ultimate position you want in the market. It's the ultimate perception you would like your clients to have about your company.

Just by contemplating these outcomes for your company will force your tactics to change. Most people will never go through the exercise of asking how they can do this.

Take 2 minutes now and answer the two questions below...

What is the ultimate accomplishment, or ultimate position you want in the market? (Focused on you)

What is the ultimate perception you would like your clients to have about your company? (Focused on them)

How do your tactical efforts support and help you accomplish that position?

What are the strategic objectives of each tactical effort?

How many strategic objectives can you accomplish per tactic? Wouldn't it be nice to get 9 times the results from tactics you're already deploying? Keep paying attention...



If you were asked What's the strategic outcome you want to achieve in a sales call? A sale? Is that it? What about these...

What would make you more trusted?

Respected?

Have deep credibility?

Be perceived as an expert?

Get more brand loyalty?

Pre-emptive positioning? (Not buy from anyone else)

Pricing comparison dealt with?

Referrals?

Motivate action now?

Will thinking through on how to achieve all these outcomes, improve your sales call or your ads? Yes. The strategist says, “How can I maximize every single resource at my disposal?”

Sell Your Company

What could you say about your company every time you interact with a client?

Your salespeople can do this by asking the question of “Is this your first time _____ with us?” And even if they answer “No”, they still can give a brief history of the company, why you’re experts in the industry and maybe your USP inserted in a sentence.

Take a minute and answer this question and the following...

Where would you put that in your communication process?

The Stadium Pitch

Stadium Pitch: If you could gather 50,000 of your clients and potential clients you have in a stadium and you had the opportunity to present to all of them at once, what would you say?

What would you want to accomplish?

What would be your strategic objectives for an opportunity like this?

LIVE WORKSHOP: Write the title of your stadium pitch, “Ladies and Gentleman, today I’m here to talk about _____...”

- The title of your stadium pitch should be focused on THEM, not you
- It should be something that rivets their attention

Define Your Audience

At any given time, there’s gonna be 3% of your audience who’s buying now. 7% are open to the idea of buying in the near future. 30% aren’t thinking about buying. 30% think they aren’t interested. 30% are definitely not interested.

The majority of your ideal prospects/clients don’t feel like they need what you have to offer. So, the strategic thing to do here is to think of a title you could write that would even suck in a person who categorized themselves as definitely not interested?

Now if someone told the audience, right before you walked on stage, that they had to come but that they don’t have to stay? What could you offer that would keep everyone in the room?

Again, this needs to be focused on THEM, not you.

Education-Based Marketing - People will come to you way faster and stay longer to learn something (of value to them) than they will ever come to you to be sold to.”

Your title can never imply that you’re showing up to take something from me.

This is a strategy for both attracting clients faster and in greater numbers and keeping their attention longer. It’s also highly effective in many other strategic objectives.

LIVE WORKSHOP: What business are you in?



In 1907 the four wealthiest companies in America were railroad companies. In the same year Henry Ford built the first 700 trucks. Anyone of those companies could’ve bought every truck he had but they thought they were in the railroad business instead of the transportation business.

Back then 80% of shipping was done by rail. Today 80% is done by truck. Kinda missed the opportunity, eh?

Define your business in the broadest possible sense. What could be the ultimate benefit from doing business with you.

Basic:

Example: Sell Exercise Equipment – These guys run the radio ad that blares on about how such and such piece is 30% of today. They're only appealing to 3% of their audience.

Strategic:

Example: Exercise consultant – This gives you more power because it gives you opportunity to teach me things I don't know. This guy might offer a free report about how the 5 best reasons to exercise.

Broadest Possible View:

Example: Health & Fitness Expert – Much broader scope. This guy offers the free report that tells you the one thing you can do everyday to slash any chance of getting a disease in half.

To get to this, take your basic expression and ask, “What’s the benefit of that?”, “What’s the Benefit of that?”, What’s the benefit of that?”

Your Core Story

Whatever you do with someone in the stadium should be done with someone one on one.

It's called a core story because off of the core of what you offer will spin off all these other ideas of how to make your clients experience with you better. The stadium exercise is meant to get to think strategically, before you act tactically.

Here's two more questions to ask yourself...



What market factors support your strategic position? (Find the trends that motivate buyers)

What market conditions support the need for your company?

Motivation comes from two factors: Problems and Solutions Which do you think is more motivating? Problems are the huge motivator because if you don't perceive that you have a problem, then you don't need a solution.

Market data is waaay more motivational than product data

Only 2-5% of the room could say they had a clearly defined USP (Unique Selling Proposition). This is bare minimum you should have to give you an edge over your competition. Market data one ups this premise. Pay close attention.

Whatever you sell, market data will sell more product/service for you with less effort and resistance. It's also way more interesting than features about your product.

Do You Have Customers Or Clients?



The dictionary definition of a **customer** is a person who buys a product or a service.

A **client** is defined as someone who under the care, protection, and guidance of an expert in a particular field.

This is one of the most powerful strategic objectives you should have. If you think of yourself, not as having customers but having clients and they're under your care, guidance and protection, then you have a moral obligation to become stronger. Don't you?

You need to know more so you can be a much more education oriented marketer. You must be an expert on everything around your product or your service. The market, the trends and so on.

Becoming smarter at the beginning might be harder but the results will be profound and after you've put in all the beginners learning curve, it's all just maintenance from there out.

You do this so that you can take on the ability to make your clients more successful in and around your product or service area.

LIVE WORKSHOP: Help your clients succeed

What could you do to help your clients be more successful?

EXAMPLE: Teach them the 6 most important things they should know before buying a product like yours. What can you offer that potential clients are at the very least gonna say, "Let me check that out before I do buy."

Quick genius display of market data that kicks some fuckin' ass...

Chet did some work with a commercial roofer one time. These are the guys that put roofs on Walmart, malls, convention centers, etc. The traditional pitch with these guys was to call up the building managers and say, “Hi, we’re blank roofing company and we’d like to come in and talk to you about your roofing service.”

Well only 3% of people are buying so 3 out of a 100 would say sure, come in, I hate my roofing maintenance company. Then you come in and all he’s gonna care about is price.

So Chet created a program called “The 5 Most Important Building Trends Facing Business Owners”. They would call the building owners and say, you know, we’re with xyz roofing company and we’d like to talk to you about making your building a lot safer. Would you be interested?

The owner would come back and say, “Oh, you’re a roofing company, I’m sorry I’m not interested. Talk to the building manager.”

Their comeback would be, “Well your building manager is probably not serving you as well as he could. And it’s because they’re gonna be required to do a little more work than they’re used to and they’re not gonna know the things we’re gonna teach you and the things we’re gonna teach you will show you how to reduce your costs dramatically, how to avoid litigation. By the way did you know that the average mold remediation now is \$11 million dollars? Did you know that 85% of roofs are replaced unnecessarily because the new company brought in didn’t understand the old system and if the roof costs \$25 million dollars do you think that’d be worth 30 minutes of your time so you can make sure that won’t happen to you? You will be able to manage your building manager way more effectively by getting this information. Let me just ask you a question Mr. Building Owner, would it be worth 30 minutes of your time to potentially save you \$25 million dollars? And by the way 95% of all problems in all buildings start with the roof. Does that make sense? Oh, and did you know that when your insulation gets wet, and something like 40% of roofs, randomly checked all have holes in them and are leaking into the building, and when your insulation gets wet, it acts as a conductor of energy instead of an insulator. So in the winter, instead of the insulation keeping the heat in, it gets wet and freezes which causes your heating bill to go up 58%. And did you know that 83% of all roofing companies go out of business every 3 years? Which is one of the 11 reasons that makes your warranty worthless. There are 66 different roofing systems and most companies don’t understand even 11 of them. This is why you’re gonna be told to replace your roof when in fact, it can be prepared.”

You can see that by arming even a telemarketer with market data, you allow the potential client to witness you protecting their \$25 million dollar asset.

Now do the exercise 😊



LIVE WORKSHOP: Write some educational offers

Knowing that you might have to get some research to be highly effective at this strategy:
Write some education-based offers...

Market Data Can Build a Serious Case For Almost Any Product BEFORE You Even Try to Sell It

You want to find the “Market Data” that supports the NEED for your product or service:
The best people Chet knows who are trained to find this data and put it together in a compelling presentation is www.empireresearchgroup.com

You want the smoking gun. The piece of evidence that CANNOT be denied.

This positions you as an authority, shifts the power of the relationship between you and the prospect, increases interest far beyond product data so it captures buyers far easier.

You’re gonna get far more appointments selling an education than by selling your products. The core story makes it far easier to get the top decision makers in a room together.

What does USP mean?

Madison avenue called it: Unique Selling Proposition

Chet calls it your “Ultimate Strategic Position”

LIVE WORKSHOP: Shift the criteria

What’s the current criteria and what SHOULD it be?

Current:

New:

LIVE WORKSHOP: Develop your slogan

- A slogan should describe the product or service (unless the name describes the product or service)
- A slogan should contain a benefit
- A slogan positions your company above the competition
- Ideally, a slogan sets up buying criteria in which your product or service is the most logical choice.

LIVE WORKSHOP: Develop your core story or stadium pitch. Even if you don't present this, you need to build one of these as a training tool in your industry.

1. **Begin with a great promise (what's the title?)**
2. **Areas covered (Pre-sells the heck out of the education) You do NOT sell the product or the service.**
3. **Start with big picture market info (Write down some things you want to have researched) You want to know the size of your market, annual billings, how has it changed over the last 10, 20, 30 years**
4. **Massive pain. More items you want to have researched – failure rate, competitive landscape: What's scary to your clients? Research things over time. Don't necessarily have to do directly with what you sell. But they still inspire your prospect to take action with you.**
5. **Set buying criteria with more data – (What do you want to be teaching them?) NO SELLING**
6. **The five things to look for in your type of product or service (STILL NO SELLING.)**
7. **Now what would you say about your product or service? It's always presented as I have like 3 minutes of stuff here about our company, our sponsor. Do you want to see this? Never had anyone tell him or any of his clients no.**
8. **Put your slogan here.**

The ultimate outcome here is to put together a presentation so compelling that you could actually charge money for it.

LIVE SUMMARY WORKSHOPS:

- 1. How can you heighten the interest and importance of your product? (Market data will do this.)**
- 2. How can you motivate your buyers to purchase more or more often?**
- 3. How can you pre-empt or dis-empower the competition at every turn?**
- 4. How can you create massive brand loyalty? What are your “Strategic Objectives” to make sure they never want to buy from anyone but you?**
- 5. How can you become the most respected?**
- 6. How can you become the most popular?**
- 7. How can you become the most sought out for information?**
- 8. How can you become the most educational?**
- 9. How can you become the best resource in your industry?**
- 10. How can you generate referrals?**
- 11. Motivate action now?**
- 12. How can you get more leads into the pipeline faster or faster appointments?**
- 13. Superior Access Vehicle: An approach that gives you superior access to you accounts.**

What’s FREE, and easier to sell?

What educational tools for YOUR clients can you use?

What could you sell that would be easier to sell as an entry-point?

BONUS WORKSHOP: Create three to five reasons why a client should buy from your company over one of your competitors.

BONUS WORKSHOP: Features tell, benefits sell

Describe your company in a way that has a benefit for the client.

Now take a few minutes and write down as many additional benefits of dealing with you as you can. NOT features... benefits.

Core Story Elements

Here you want to name at least 5 pain points that would motivate your buyers to become more interested in you products or services.

Remember that this isn't the step where you're trying to get to buy your service or product but to buy the idea of giving you their attention. That's next.

This is the step that forces you to comb your market data for the pain points that really GRAB the attention of your ideal buyers.

A) List more pain points/research items that might really grab the attention of your buyers

- 1.
- 2.
- 3.
- 4.
- 5.

What measureable data, facts, comparisons, illustrations, construction, performance levels and buying criteria do you want/need to know and include? Where will you get it, i.e., research, vendors, analyzing the interwebz, etc.

B) Name at least five pain points that would really motivate your buyers to buy faster. (The first exercise centered around ways to “Grab attention”) Now that you have their attention, how do you motivate them to take action faster?

- 1.
- 2.
- 3.
- 4.
- 5.

Describe, define, name the problem, challenge, question or issue for which your company, product, or service is the only viable solution. Explain why you alone can do it for them.

C) Name at least five pain points that would motivate your buyers to buy more (this is different than faster)

- 1.
- 2.
- 3.
- 4.
- 5.

D) Name five pleasures the prospect/client should want to attain, achieve, experience or get from your product, service or company.

- 1.
- 2.
- 3.

4.

5.

E) Future pace – What will it be like when they have your product device transactionally performing in your client’s life or business. List at least five expectations.

1.

2.

3.

4.

5.

F) Name at least 10 more things you want to (or already have) researched in order to support the previous sections.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

G) Now write a compelling title for your core story

H) Now outline the sections in your core story (No more than five).

1.

2.

3.

4.

5.

Complete these sentences:

Write 12 headlines for your product/service/company that explains the biggest single payoff, benefit or result for your product, service or company. Go at it from every angle.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

Write five ways your product/service adds specific, measurable benefit or value to your client.

1.

2.

3.

4.

5.

Write ten advantages you have over your competition, tangible or intangible.

BREAKTHROUGH

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Make a list of all the specific, direct and indirect competition you have for the problem your product/service/company solves.

I) Now tell the five things everyone should look for in a product or service like yours (without directly referencing your product or service. You're setting the market's buying criteria here, so there should be things you do that your competition doesn't or that they haven't talked about before.

1.

2.

3.

4.

5.

Provide five metaphors or similes that analyze or illustrate what else having your product or service in their life is like.

1.

2.

3.

4.

5.



Stadium Pitch: If you could gather all of your customers in a stadium and you had the opportunity to present to all of them at once, what would you say? You can begin to see how much stronger your stadium pitch will be when you have hard data that can rivet the attention of your audience from the start. Outline your stadium pitch. This should be much stronger now that you've done all the previous exercises:

Now say it in a single sentence. This is your slogan/strategic position, the statement that goes under you logo every time.

LIST OF BASIC RESEARCH SITES ONLINE FOR DEVELOPING CORE STORIES

This is a compilation of great sites that share information on various market data and facts to help supplement your research in developing your Core Story. The best way to search for other more specific research sites that can give you valuable information for your specific industry is to test different key words and phrases on your favorite search engine. The type of key word you use can make all the difference as to the quality of info you end up finding.

www.ABCNews.com

Go to the various subheadings that are listed on the front page as you scroll down. There are archives of information you can choose from.

www.findarticles.com

Where to look for what you need: 1,000's of articles available that pull from different news stations and programs.

www.census.gov

Census Bureau: For resources and information on Census and U.S. census bureau

www.dol.gov

Department of labor

www.bls.gov

Bureau of labor and statistics

www.shrm.org

Society for HR Management: Information on labor, healthcare, executive backgrounds and compensation, government, employer practices, etc.

www.washingtonpost.com

www.give.org

For info on various charities and their reputations.

www.CNN.com

Go to the various subheadings listed

www.forbes.com

Home page for the World's Business Leaders

www.MSNBC.com

www.absolutefacts.com

Information about autos, auto industry, computers, software.

www.debtsmart.com

Great site for Bankruptcies, statistics, etc.

www.business.com

The search engine for managing and growing your business. Business facts and information.

How to Build a Complete, Turnkey, Virtual Sales Organization on Straight Commission

Chet says that even if you don't think you wanna do this, you're wrong. You will.

Radio Ads

ALL the radio spots they use are education based.

They ALL teach something or start with a statistic that makes you say, "WOW."

The Virtual Call Center

They have technology now that takes leads coming from radio and routes them to a salesforce working from their home. Chet used about 53 of these guys to put people into this seminar and I imagine, sell the box version of this program.

You can monitor and track EVERYTHING a call center can... how many calls they took, on what day, at what time, from what number, from what ad, etc. The ads are coded by different phone number according to the ad and the radio station. You can even listen to the salespeople as they're taking the calls. This is the way you make sure people are dicking around your script.

Dude, the caller ID technology automatically uses public information sources to snag your phone number, your address, just from you calling in. You pay for this service by the minute and it's cheap. You should hope that you have a big bill.

They know it takes 11-14 minutes to make a sale from the time you call in and they talk to you about jumping into one of our webinars. They're actually charging people to attend their core story presentation.

If you're interested in having a virtual call center there's two ways I know of...



1. You can call them directly at: 888-550-2438 or go to www.takeitvirtual@chetholmes.com The second option is set up to help companies manage and transition the whole process.

LIVE WORKSHOP: Script Ideas

1. Get their data first. (Give them a reason to give it to you). Write down a few questions you would ask every prospect to get their attention.

They call in to get the free report, you get their email first and tell them you're sending the information now so that you stay congruent with why they called in. No disconnect like someone feeling like they've been duped.

2. What can you say to give them a reason to talk about their pain?

Then they ask, "To make sure that I send you the right report, what kind of business do you have? Well, that will eliminate a bunch of reports to send. I've got reports on pretty much any kind of business but could you help me even further by telling me what's your biggest challenge in your business right now?"

3. Write down the ways your company builds rapport.
4. How will you convert the prospect to a webinar?

Even though the reports that they send are killer, through tracking, they can tell who's downloaded them and they've found that most people don't even get that far. They don't even read the info. So if no one talks to the leads live, there's like .6% chance of a person taking any further action. WOW!!!

Knowing this, they then say, "The reports are on their way. It sounds to me that

Their first webinars we're free, and they never used radio to put people into them. At the time they couldn't justify building a salesforce and so they used affiliate marketing. This put thousands of people into a free webinar.

Here's what happened...

Half the people who signed up for the webinar didn't show up for the webinar. Guess which half? The buyers.

CHARGING FOR THE WEBINAR CHANGED THEIR WHOLE WORLD

This is what he means when he talks about how if your core story is good enough, you can charge for it. You can do this. Then you'll have a self funded growth strategy.

They charged \$39. for the webinar and gave \$30 to the salesperson. Not many people even made 5 sales a day. Then they charged \$99 for the webinar and paid \$84 to the salesperson. He found that it cost him \$15 to take that \$99, credit card

company, the operation center for the websites, customer service, they pay a percentage of revenue to these guys.

Here's their offer, "You attend free. I'm gonna take your credit card to hold your spot but you don't pay until after the call and if you think it's worth it, we'll put the number right on the screen and say "My name is John Smith I attended the webinar and it wasn't worth it." And Mr. Smith, your card is never charged. Does that seem fair? Great. What credit card would you like to use to reserve your spot?" **FUCKING AWESOME.**

They started charging \$199. and now the sales rep gets \$120.

This is Chet's basic income structure for selling a home study course like this:

Rep takes 120 calls over ten days, converts 20% (24 calls) at \$120 = \$2880.
\$300 bonus when someone goes on to buy our program
Convert 20% like ringing a bell. So five more sales at \$300 = Another \$1500
Pay for two weeks, \$4,380
\$8,000 to \$9,000 per month – from home

Can you get decent talent with these kinds of numbers? YES!!!

RECRUITING SECRETS: Career Path

Web presenters can earn serious money. A top presenter can earn \$40,000 per month – from home. What kind of talent can you get by paying that kind of money? 9's and 10's right.

That's a recruiting secret: Find a way to pay for the best talent in the world and you'll have it.

The churn and burn: You're gonna have a lot of people coming and going. It's gonna happen.

Be ready for turn-over

They pay a recruiter an override on all sales

A trainer an override on all sales

Operations is on commission

Presenters are on commission



This entire model costs him absolutely NOTHING. Not unless it's making him money, which in this case, he doesn't mind. His only cost is for radio.

They have sales meetings once per month to tune the crew up. Focus on improvement by playing calls of how a great pitch goes.

They know that their ideal customer won't read the report AND does not want to spend 11 minutes on the phone with a salesperson. So instead of whining about how it's unfair, they train like hell to help the salesperson win this prospect over by getting them to shut up and listen and get them onto the webinar because they know if they can do that, they'll want to buy everything they have to offer.

He's more than open to giving away his webinar all day to sell their back end services but when they gave it away, they couldn't get the right people to show up. And the more money they charged, the higher the show up ratio went. And the closing ratio was the same because they made it risk free.

At the end of the webinar, he puts people through an exercise where he asks the attendees what they think this is worth? They come up with an answer. Then Chet's guys ask them and he gets people telling him \$50,000 - \$10,000 - \$250,000 and then the slide after that just says "Who wants a refund?" Nobody takes it.

WORKSHOP: Basic Income Structure

It cost six times more to get a new client than it does to sell something else to an existing client. Six times? So this begs the question of "What else can you sell?"

Below is an example of what they've transformed just this training into. The top two left boxes are the way they drove leads, the rest is all the stuff they'll sell you with this program. With all of that, they could almost give this program away for free, but they don't because I imagine they always come back to the premise that people don't value free.

How many offers can you give off the back end of your product?

Session 3 - Best Buyer Strategy: The Fastest, Least-Expensive Method To Double Sales

This is the part where they cover the low cost, high-reward method for gaining clients... The nitty-gritty of getting the BEST clients, step-by-step... Time to build an actual attack

Here's "Best Buyer Strategy" in a nutshell...

"There's always a smaller number of better buyers than there are all buyers."

This strategy is highly applicable for Business to Business or Business to Consumer.

For a specialized paint company in England, Chet put together a core story and targeted the largest manufacturers in there. Their first letter to these guys offered a "Free Report". They got a 7% response rate on this letter. That's huge.

There's a transition put in place here that's very important. If you'd put in that letter, "I'd like to come and do a presentation to you and your team management, here's what's covered, I need an hour of your time" and tell them everything you want to do, you wouldn't get one single response.

The tactician might do this.

But because the letter said that they'd like to offer them a free report, then when the guys would call in, the operator would route them to the sales person in that area and he would tell the owner, "Let me tell you how we deliver the report. It's \$3 Million dollars worth of research, 700 pages of data," by the way, your core story will start off with this much data and be worth something like this because of the cost of all the studies added together.

Then they said, "We know you're not gonna read 700 pages of research, so we reduced this down to a fast paced, stream-lined, graphically illustrated, fantastic – **Key Term Here...** "Executive Briefing" that we can deliver to you in 32 minutes, right in the comfort of your own office. As a matter of fact, I have a tour going on right now and I'm gonna be seeing all the other manufacturers just like you and I'm going to be in your area showing this information and would like to get you set up with that."

Well after the initial salesletter went out, they had to have salesman bang the phone to follow up and set up appointments with these CEO's. For the first 5 months, the role plays that Chet went through with the sales guys were horrible. They were stuck in the "Wanting to just sell paint" mindset.

The Single Greatest Secret to Success in Any Company and With Any Initiative

The most important trait of a high producing CEO at any company or owner is pigheaded discipline and determination.

After six months of doing “weekly role-playing training” with those guys, it was hard to find any who couldn’t do a pretty great job with it. If you fail at this concept that’s going to be revealed here it will be for lack of pigheaded discipline.

You have to go after “Dream 100” buyers/affiliate groups with a vengeance. Who are affiliates who have some credibility who can give you easy access to the clients you already want to reach.

For his book, “The Ultimate Sales Machine” he found 100 famous authors to give away a total of \$10,000 worth of training if you bought it. On the day it came out it 450,000 on the best seller list. Two days later it was number one. The following week, it was the NY Times best seller. It’s been one of the top ten sales books on Amazon for two years now.

“There’s nobody you can’t get to if you’re committed and pigheaded”

He worked the CEO of Merrill Lynch, \$200 Billion dollar company at the time, after hitting him once a week for 6 months straight and got him as a client.

He called Jay Abraham every single week for **2 Solid Years**. He knew he had a solid list that acted on everything he recommended so it was totally worth it being that he made him about \$15 million dollars.

It only took him 2 days to get the CEO of Warner Brothers on the phone. 9 days to get the CEO of Men’s Warehouse, George Zimmer, on the phone. Only 1 day to get the CEO of Wells Fargo on the phone and by the way, every trick he knows of how to accomplish this, is covered in this seminar.

Tony Robbins took **17 years**. But, here they are. This stuff works.

To make this happen you have to run a “Campaign.” You orchestrate it like a concert where every note is spelled out IN ADVANCE. He’s found that you’ve gotta plan out at least 6 months in advance.

If you don’t, it’s very easy to get sidetracked.

More Best-Buyer Strategies

Going after the same types of companies all at once, helps others look at you, i.e.; all the hair salons, all the car lot owners, all the restaurants owners etc.

Consumer marketing?

If you're a chiropractor, dentist, plastic surgeon, financial advisor, own a retail store, restaurant, etc... then you apply what's called "The Best Neighborhood Strategy". The best/wealthiest consumers usually live in the best neighborhoods. You want to do something special for these guys.

A Mercedes dealership he works with hands out a big fat envelope full of coupons from high end services to people who buy their cars... Free day on a boat, 5 star restaurant dinners, Spa gifts, etc. All of those people ride on the back of Mercedes into the mind of what's more likely than not, their best buyer, at least financially.

You can go to www.zapdata.com, owned by the Wall Street Journal, and you can type in that you want to find people who make a quarter million dollars or more, and give the zip code you want and it'll give you a list and you can download the names for almost nothing.

LIVE WORKSHOP: So Who are Your Best Buyers?

1. Who are the 100 (or whatever the number is) ideal prospects for building your business? In some cases, this "Dream 100" could be the partners, lead sources or strategic alliances that could get you large windfalls of profit. In this case, 100 may be far too many. Maybe there's ten or twenty. Let's do a profile of your Dream 100:

Who are they? Affiliates- people who sell related or un-related stuff to your best buyers. You can go onto the web and type in keywords related to what you do and cruise through the list and you'll have plenty of people you could work with?

Size of prospect? (How large a company, how many employees, and how many clients do they have, etc? How do you define the size of the company that makes them a DREAM sale?)

Assembling the list. Who is going to do it and when will it be done?

Dream 100 Letter, With Stop Watch Example

“Dear Larry Flynt,

Every second that you do not get our free Executive Briefing (*The Five Most Critical Insights in Pornography Today*) you are losing money.

This Executive Briefing has more than \$3 million in research; boiled down to a bullet style, fast paced outstanding education on how to increase business in this scary period of rising competition and other pain point (fill in yours here)_____.

Call for your free Executive Briefing today. The clock is ticking and you’re losing money.”

Some people will call you thinking it’s a free ink and paper report. It sounds like it but the Executive Briefing is actually live and delivered by you.

Mailings and Promotional Gifts

You mail to prospects every two weeks, something that gets their attention, which is the most difficult thing to do in this day and age.

Chet recommends that his clients send clever promo pieces, each with a grabber with them and all offering something for free.

Example from his telecom client...

They sent out 20,000 pieces and didn’t get a single response.

They then sent out 500 Rubik’s Cubes and got a phone call which resulted in a \$344,000 telephone deal. Then, with follow up phone calls, secured another 15 appointments with only one week of cold calling behind that letter.

Rules on the gifts:



Should be cute; not expensive. Expensive gifts come off like you’re trying to bribe them. Some people will send them back. Should be something useful, that they will want to keep or play with – or take home to their child, etc. The goal is to stand out. To breed an awareness for your company which is the beginning of brand loyalty.

Even if people don’t take you up on your offers, your effort still dramatically raises your visibility in a cluttered marketing arena.

Standing Out In The Crowd

This strategy is meant to soften the market before a sales person calls. They might not call you but when you call them, they'll be a helluva lot more open than if you just barged in, unannounced.

It's works best when you do it over and over and over again.

Let's talk cost

This is very inexpensive marketing.

Since by design, the gifts have to be inexpensive, you can buy most of the things I use for 100 pieces for \$40 dollars. So if you target is 100 companies in five categories, you're talking about spending a few thousand dollars in marketing per month and you'll guarantee yourself more visibility with this approach than anything else you could do.

And every single letter will offer something free, and 90% of them will offer free expert guidance in some way. Meaning your marketing should make a specific offer.

LIVE WORKSHOP: Headline for each gift item (grabber)

If you want help sourcing promotional items go to: www.Dream100Promotions.com or www.orientaltrading.com . You get a 20% discount if you spend over a \$1,000.00 – this is another reason to plan your marketing calendar in advance.

1. Magnifying glass

Headline:

Phone call after, who's going to do that and when will it happen?

2. Calculator

Headline:

Phone call after, who's going to do that and when will it happen?

3. Toolkits

Headline:

Phone call after, who's going to do that and when will it happen?

4. Paddleball

Headline:

Phone call after, who's going to do that and when will it happen?

5. Gllider

Headline:

Phone call after, who's going to do that and when will it happen?

6. Rubik's Cube

Headline:

Phone call after, who's going to do that and when will it happen?

7. Metal Whistle

Headline:

Phone call after, who's going to do that and when will it happen?

8. Wild multi-colored pencils

Headline:

Phone call after, who's going to do that and when will it happen?

9. 100 Plastic Dinosaurs

Headline:

Phone call after, who's going to do that and when will it happen?

10. Two Inch Medal With Three Lines of Copy, 20 characters per line

Headline:

What are your three lines of copy? Twenty characters each...

Phone call after, who's going to do that and when will it happen?

Dream 100 Effort is Forever...

How do you go from:

I've never heard of this company, to...

Who's this company I've been hearing about, to...

I think I've heard of that company, to...

Yes, I've heard of that company, to, ultimately...

Yes, I do business with that company.



It's a matter of staying in their face and in their case, in their place, in their space.

His experience has been that if you don't plan this stuff out 6 months in advance, you'll peter out somewhere in the middle.

You want make sure that your core story is ready... that you know how you're going to present it; brochure, mail, live, webinar... know that you have sales reps that can present like champion.

LIVE WORKSHOP: Mark Your Marketing Calendar

How are you going to present your core story?

Brochure: When are you going to use them? Tradeshows? If so when and where?

Live: Who's going to present? What are the best venues to be presenting in? When?

Webinar: Who's going to present? How are you going to get attendees? Who's going to book the attendees Who's in charge of attendee follow-up?

Mailers?

LIVE WORKSHOP: Two-Tier Strategy – “Dream 100 as well as “Ordinary Clients”

Who will your targets be? (Always make sure you’re meeting with the person who can say “Yes” without checking with anyone else. Be that the group or individual.)

Who will do the follow up?

Is there a two tier strategy for you?

Bonus Workshops and Material

Workshop: What is the lifetime value of YOUR best buyers?

What is an initial purchase?

How often will they buy from you?

How long will the buyer buy from you?

How much will they spend each time?

What does that add up to?

What is a client worth to you over the next 20 years?

Write down three additional products or services that you will offer to your current clients.

WORKSHOP: Piggyback & Fusion Marketing

Who can you deal with right now? Brainstorm for fusion and piggyback marketing possibilities.

WORKSHOP: Database Power

What are the essential pieces of information for your database?

What additional information would make your database even more valuable?

BONUS WORKSHOP: Making sales starts with building rapport and this strategy serves as a vehicle that breeds rapport.

- 1) First offer/approach? What will be the first thing you do to introduce yourself to this valuable group? Suggestions might include offering a free education? Something free? Something that makes them want to talk to you or interact with you. What will that be? If you have a core story that is highly educational, that could be your first offer.

Phone call before. Who is going to do that and when will it happen? What will they say?

Phone call before. Who is going to do that and when will it happen? What will they say?

- 2) Second offer or promo. After the first offer, now you're going to look to really capture their attention. A good way to do this might be incentives. Each incentive should go with a clever letter that capitulates on the incentive. And the effort should be focused on THEM, not on you. For example, if you send a flashlight, a bad headline might be: ***"We shine the light on better employee benefit customer service"*** A much better approach would be: ***"Don't be in the dark about dangerous employer trends; we bring light for free."*** Subhead: "Free executive briefing for the asking."

Write your own headline using a flashlight, now...

Phone call before. Who is going to do that and when will it happen? What will they say?

Phone call before. Who is going to do that and when will it happen? What will they say?

Summary

- Dream 100 or best buyer strategy is the fastest, easiest way to build any company
- It requires pigheaded discipline
- Plan it advance – get the gifts all at once. They're cheaper that way and you'll commit yourself to using them.
- Go after the list with a vengeance

SESSION FOUR

CREATE THE ULTIMATE COMPETITIVE ADVANTAGE:

How to Go From Zero to \$100 Million... Or a Billion

Areas covered here:

- The power and impact of training and causing constant improvement in your business
- Management Secrets Billionaires
- How to get an entire organization functioning at full capacity... and get it to stay that way.
- Secrets you need to know for each level of growth from a one person army to the billion dollar conglomerates

95% of companies will never reach \$1 Million in Annual sales.

Only .08 will ever reach \$5 Million.

Only 1.5% of them will ever get to \$10 Million

Only 1 in 25 companies will make it to their 10 year birthday.

Why is this so?

What's the difference when you go forward 20 years, with two guys who get into the same business and 20 years later, one has a job and the other has a self-sustaining business that isn't entirely dependent on him showing up or not?

Skills. Most of us can't work 10 times more harder but we can become 10 times more proficient than we are now.

Impact Areas



One of the keys to working smarter, not harder, is to focus on impact areas with great intensity than you focus on everything else.

Education marketing, cultivating a core story, “Dream 100” are all skills. Honing these skills to effectiveness will take pigheaded discipline. How does one become a master of anything?

“Becoming a master is NOT about doing 4,000 things, it’s about doing 12 things 4000 times.”

It’s all about taking the same core concepts and doing them again and again and again.

Make a minimal commitment but forever. At least 1 hour per week is devoted to building skill or perfecting some area of your business. For you this may be 1 hour a week devoted to improving company or personal productivity, sales motivation, sales performance, marketing strategies, and marketing and sales effectiveness.

Could you devote an hour a week to each one of those things? Yes. 52 weeks from now, you can’t imagine where you’ll be if you adhere to this.

Self-study, one-on-one training, and team training

Everything taught in this session can be done one-on-one or, even by yourself.

More is usually better though even if it’s just a coach. Two minds often end up contributing to a third mind effect that brings for something that never would’ve been had the thoughts not been coming from two or more people.

Most companies have the tribal form of training



This is just current employees telling new members what they prefer doing today. This is horrible.

The better you’re trained, the better you’re everything. When offered the choice between the trial and error method of training and the training and trial method, employees will unanimously take the training and trial method.

Consistently delivering training radically improves the employees understanding of company objectives. Major benefit. Training also helps set standards for performance. In Chet’s companies the minimum required standards for every single person.

Have you set standards with training?

If you want the finest performance possible you must have constant and consistent training.

- Are all call-ins and/or walk-ins handled with great, consistent care?
- Is employee activity intermittent, moody, or maybe even indifferent or rude because you have not set standards through training?
- What's the ideal procedure for initial contact with a client? Is there one that you train?
- What are the six questions you will ask every client?
- What are the ten follow-up procedures that you absolutely insist upon?

The more proactive the training, the better the everything.

How Fast Can You Grow?

Chet's company hires between 18-50 people a week.



The first of the critical skills to which any serious business owners must be devoted: The Three P's

Studies show that the most successful businesses are constantly focusing on the Planning, Procedures and Policies. **Most important skills to have unless you want a job instead of a business.** The more you utilize these three P's, the better the business runs without you.

This skill overlays on everything covered in this program.

With a foreign idea like the "Core Story Strategy", you want to plan what you want to test. Test it with a current client and a new one using your best person and THEN once it worked, we started putting in the procedures and then you put in the policies by which the company is gonna set the standard.

One of the biggest mistakes people make when they get a program like this is to immediately run out and tell the employees about things they learned in it and tell them to check it out and use it to increase sales.

Then you've got 10 people selling differently than they've ever done before and it's not hard to guess that the sales drop. All of these strategies work and need to be tested first, **with your best people** and then refined through training.

The Best Way to Manage ANY Company



The Large Company Model:

Break the company down into manageable pieces, Impact Areas.

Work on improving each of these each week.

One Person Army Model:

The same, but instead of guiding staff to improve these areas, you'll have to work on these areas yourself.

LIVE WORKSHOP: What are the impact areas in your company?

You want to break your company down into impact areas. You want to be working ON the business most of the time, improving some aspect of it, and the rest of the time working IN it. **Businesses get stuck when they stop working ON the business.** Some of the areas below may only get 15 minutes of attention a week and the important ones should get at least an hour. This is improving any of these areas so they can have a positive and profitable impact on the company.

Example:

1. Outside sales
2. Inside telemarketing team
3. Marketing activities
4. Customer service
5. CRM (Customer Relationship Management)
6. Purchasing and suppliers
7. Shipping and receiving
8. Inventory control
9. Accounts receivable
10. Personnel
11. Technology
12. Partner relations/vendors
13. Export sales
14. Initiative to attack a new market

List your areas of impact:

Leading a Group Workshop

Lets say you focus on 6 areas. So, you hold six meetings per week. Chet tells his staff that they have to be dead or dying to miss those meetings.



He tells the staff to plan everything else around that hour and if you make the meeting you're going to make major progress every meeting. The goal in the meetings is to cause *constant* and *incremental* improvement.

You always make sure that your meetings end on time, no matter what. You never want people to feel they're being sucked into a black hole. And if you're a store that has hours you always do it before you open, before you know you'll have to deal with customers.

On a white board you'd put up an objective like, "List 3 ways you think we improve rapport with our clients." You'll get ideas. If you're dealing with a lot of people, section them off into work groups. Then you get a chair person, someone who isn't shy, who'll wrangle the group into focusing.

Then, when time is up, you call on each chair person and put their ideas down on the whiteboard and number them. Don't accept duplicates and by the time you've hit 5-6 groups you'll see that everything's covered.

This helps you lead the workshop and have controlled focus on something that's productive. Compliment courage and ideas brought up. If you don't want ideas, talk shit to people who bring them up or put them on the spot. Embarrassing people won't access resourcefulness in your group. Make sure that you put a set time to your exercise and prompt them, "you've got 3 minutes left,".

Now some of the ideas brought up are gonna need to be turned into procedures. And then they get tested THEN they're turned into policies. One example of this in Chet's company was them doubling the price of something they sell. He took his best salesperson and made them swear they would tell anyone about their special mission and sent him out to test. His closing ratio stayed the same. WIN!!! Then, they took one more person and tested. This allows him to parade a group of top producers in front of the group and let THEM tell you how awesome this new policy is instead of a leader who's never used it telling them.



Never think you alone have to solve the problem.

Chet tells his executives, "The only thing you need to bring to the meeting is your judgment and the ability to make decisions (Number 1 most important trait in leaders-decisiveness)."

Let your street-team help you. They're in the thick of it everyday. Let them help you.

If you have trouble getting stuff implemented, make that the subject of your next workshop, “I want 3 ideas of how to this idea implemented.” It’s hard not to have buy-in for something you helped create.

For small groups of 4 or less, let everyone go think about it on their own for 5 minutes, then come back to the table with your ideas.

What if you’re people are spread all over the country working virtually for you?

wwwfreeconferenecall.com and all of it’s spin offs, allow you to all get on the telephone and have a meeting. This is how Chet runs sales meetings for clients all over the world. And just like with the whiteboard idea, you have everyone write down the ideas you come up with.

Another format he uses with his telemarketers is he hot seats them. He dissects their calls and goes into detail about how they can improve.

You can also use www.gotomeeting.com which for \$50.00 a month or something like that allows you to show people on your computer documents or videos that you want them to see that help the training along.

One-person Army Workshop

Same procedure. Put something at the top of a piece of paper that you want to improve.

Spend several minutes jotting down ideas on how to improve it.

Then look to install the three P’s... What’s your plan? What procedures are you going to test? And what’s the policy going to be?

The more you install the three P’s the better the company runs without you.

The Art of the Workshop

The real power of workshops is just in stopping everything to work ON your challenges with the deliberate intention to cause improvement.

The first workshop he does with every client is this...

LIVE WORKSHOP: Making your company grow faster and run better

What is standing in the way of making your company grow faster and run better?

You just created a list of things to work on. Now you have a list of items to whiteboard. Also, make sure that you only focus on one thing. You want to insist on having incremental improvement on that one thing.

Another benefit of these meeting is that they force internal communication. The best ideas now become shared instead of only implemented by the one person who thought of the idea. If someone's outselling everyone else 5-1, don't count on people asking him on their own, what he's doing. Chet has also found that this achiever type person loves to share. They're not greedy. They want to show off.

These workshops promote harmony in your workforce or in your thinking.

Some managers think that training interferes with work because they always attended shit meetings where nothing gets done. If you had to cut wood for 10 hours, it'd be wise to sharpen the axe for 4 of those hours. If you're not working ON the business, you'll always be smaller than you could be.

Training Saves Money

- Consistent quality training...
- Saves clients...
- Saves sales...
- Improves sales effort...
- Speeds the sales process...
- Improves client relations...
- Reduces employee turnover...
- Training reduces stress...
- Sets clear path for performance...

Obtaining Master Level Skills

All skill requires repetition in order to reach master levels.



Most people have “Average” levels of skill. The only way to get above average skills is with boring repetition.

Number One Essential of Victory

“He will win whose army is animated with the same spirit throughout all his rank”
Sun Tzu – Art of War

Q: How can you get all of your troops animated with the same spirit and your message to the market?

A: Standardize core communication tools. The most powerful thing you can do to unite your troops is to build the Core Story. And, you need to develop the Three P’s, strategies, and skills to be repeated again, and again, until all your people rise to their master level skill.

The Lowest Level of Learning is Memorization

He creates pop quizzes for his people to help drill the core fundamentals deep.

The highest level of learning is Synthesis, where it becomes a part of how you think and act. This only comes through role-play and actually applying it in the real world and getting to know it inside out. ROLE PLAY IS HUGE FOR THIS.

First Impressions Are Everything

CAUTION!

A new employee’s first impression is the most powerful: Lasts the entire tenure.

What kind of first impression are you making on your employee’s? Are you setting a tone of excellence? Are you stressing the importance of the client?

Have rules of how new employees are treated.

First Impressions; New Employee

Here is the orientation process you’ll go through.

This is what you will learn and how much time you will spend learning it.

Nearly all conceivable questions or concerns will be addressed.

Notes to Supervisor

Be prepared, be sharp, be in control

Explain ongoing training

Have other employees introduce themselves, in a friendly and helpful manner

Remember, first impressions guide an employee for their entire term of employment. You cannot do too much to make a good impression.

WORKSHOP: List the 3 things, if perfected, would have a massive impact on your business.

- 1.
- 2.
- 3.

WORKSHOP: Select one of the smaller challenges you wrote down in the previous pages. Something easier to fix and write it below.

Now go back and create possible solutions for the above challenge.

Next pick the best solution to implement them.

- Prioritize the steps to implement
- Look at the pain of NOT fixing it, write those down
- Create the tasks required to fix
- Define requirements for the tasks if needed
- Assign ownership of all the tasks
- Set deadlines for tests/trials
- Test your solution
- Monitor everything
- Create formal procedures
- Continue to monitor

Now do this exercise for every challenge you have.

Summary

- **Training will help your company run better, smarter, faster**
- **Take time to sharpen skills and improve knowledge in every possible area.**
- **The company conducting the best training will own the future.**
- **Train or be de-railed.**
- **Make training fun**
- **Master level skills come only from repetition of the same material but people will get bored if you teach it the same way, so create many different ways to teach the same stuff**
- **Train constantly**
- **Train with enthusiasm**
- **Train and Entertain**
- **Train or feel the pain**

TIME AND RESULTS MANAGEMENT:

Secrets of Billionaires

Session Five

This process is 5 minutes a day, but it's discipline ALL day.

Most of us are "Got-a-Minute" managers. We don't manage our time, nor do we insist on the same from our staff. Thus, most managers are in **reactive** mode all day long. These managers have to work a lot of extra **unnecessary** hours.

No one speaks to Chet without an appointment.

If you want to help all the great people who you work with, you'll help them much more if you force them and yourself to plan your meetings rather than have them on the fly.

The Epiphany Chet Picked Up While Working For The Billionaire, Charlie Munger

He noted that:

- He had to set an appointment
- He had to have a tight agenda
- The meeting was fast paced and highly productive

Charlie always started the meeting by asking the question, "What would you like to accomplish with this meeting?"

And when Chet was running 9 divisions of this company he finally got fried and had his billionaire epiphany, he put this memo on his office door...

"No longer come to my door and ask if I have a minute. The answer will be "No." Unless urgent, hold all thoughts until the weekly division meeting. Below is a list of when these meetings are and who will attend.

Otherwise I will post two times per day when I will take "got-a-minute meetings."

The Proactive Office

The manager sets their schedule each day, with specific times for miscellaneous meetings and interruptions.

The manager has a formal meeting each week with the goal to improve some aspect of their department or organization.

Agendas

Employees are expected to meet weekly, and to have specific agendas at that time.

Unless urgent, employees keep a running tally of discussion items “**With Boss**” to be covered in scheduled meetings.

Proactive Mode

Weekly department meetings are held without fail

Staff is asked to hold ideas (i.e. anything that doesn't need an answer on the spot can be held) until the weekly meeting.

Ideas are discussed in weekly meetings

The manager always has an agenda (proactive) for this meeting

Tasks, deliverables and strictly enforced deadlines are assigned.

Manager allocates an hour per day in which he or she will take “got-a-minute” meetings. Manager continually addresses strategic solutions to problems.

Six Steps To Getting Everyone On Board With This So That You Can Transform Your Company

1. Touch It Once

The average office worker spends ONE MONTH per year re-reading the same information without taking action.

The way to change this is that if you touch it, you deal with it. As for computers, Chet sets everything up to where he's no more than 5 clicks away from anything.

Example:

- Client name
- Presentations
- Promo pieces
- Direct mail
- Work in progress

- Workshops

The same is true for email folders as well.

It's your job to make sure that the next move isn't yours because an inferior move done by a subordinate today is far superior than a superior move done by you never. LET SOMEONE ELSE DO IT!

Email can be the death of productivity.



He makes sure that people know they've gotta have fantastic subject lines for the emails because if not, he won't open it because he knows he has to deal with it. Also when the subject changes, so does the subject line.

Email is there for your convenience, not to rule your life and boy will it try to do this. Kill the fuckin' dinging sound that puts you into reactive mode every time an email hits your inbox. You can tell when someone is in reactive mode.

Concentration is like a muscle and it gets strengthened by doing more and more of it. Constant interruption weakens your concentration. Dilutes it.

Set a fixed amount of time to go into email. If you only have a half an hour, you'll amaze yourself at how much you accomplish. If you leave it open, you could be there for 3 hours.

2. You Want To Make Lists

Lists keep you on track. Many people make lists as a way to keep organized. He says you only want to have 6 things on your daily list. You have more than 6 things on the list but **Stick to the SIX most important things.**

If you don't do this, it's easy to favor the easy things and keep pushing off the tough stuff. There's a great psychological impact to getting those 6 things done too.

3. Plan How Much Time You Will Allocate To Each Task

Write down how much time you'll devote to each activity. Remember, as you're writing that a lot of other things are going to be happening in that day. Don't plan a day you can't do or else you'll be setting yourself up to lose.

4. Now Plan When You're Gonna Do It

Every person in the company should be required to do these steps! Unless their role is strictly reactive, for example, customer service.

5. Prioritize and Do The Most Important Things First

These also tend to be the hardest. That's why they're easy to push to the end. Chet wrote his book in one hour a week, over a year. Tuesday from 5-6.

Keep the big things on your schedule in small chunks at a time.

6. Will It Hurt Me To Throw This Away

Some people, like me, keep everything. Chet's email automatically deletes everything after 30 days.

80% of all information that is filed is never referred to again.

A salesperson should spend at least 2.5 hours a day prospecting for new business. If they're brand new, it should be 4.

If you're the one person army and you're not spending 2.5 hours finding new clients, Everyday, don't be surprised if you go out of business.

HIRING AND TALENT

The Key That Makes (Or Costs) You Millions

Session Six

Note to all people who hire:

Even if you aren't hiring salespeople, this module has core techniques inside that are very effective for weeding out overachievers from people who "appear" to be overachievers.

Just make sure to customize the concepts for your individual needs.

Areas Covered: Traits of people who will be good at keeping business and winning business

- 1. Recognizing Superstars:** People who set fire to anything you put into their hands
- 2. Designing the perfect ad to attract them**
- 3. How to screen through the hay to find the needle**
- 4. The only way to interview for superstars**



Superstars are:

Relentless, clever, entertaining, persuasive, compelling, highly communicative and a pleasure to deal with... for the client. And a pain in the ass for you to manage.

Within months, they outsell the people who have been your best for years. They perform well even when put in bad situations with poor tools.

They learn quickly and soon put innovative improvements on everything.

What Drives Them?

Empathy:

A sincere interest in helping the client to succeed. They bond. They like other people and it comes across. A superstar needs to bond with others so they should be very open in an interview. One word answers don't display the bonding trait. They adapt to every situation. They find something to like in everyone. It's hard not to like someone who sees your best side. And a person with tons of empathy will not succeed in sales if they don't have this other balancing trait...

Ego (Sense of Self)

A person of pure empathy just takes no's without contest. A person with a strong sense of self who believes that you aren't fully recognizing how good it will be for you to take action, will say, "Have you considered that..." and now they're trying again from another angle.

You can train this but it's really great when it's part of their personality.

It's a salesman's job to help people make decisions because people don't like doing it. If you have too much ego strength you chump out on the close because you don't want to feel the emotional rejection from that. It's too traumatic. When you see someone who won't close that's weak ego strength.

Too much empathy. That's great for customer service but not for closing. Trump is probably way to far on the ego side. Steven Spielberg, just right.

Empathy Can Work Against a Superstar In An Interview

Superstars irritate some interviewers by seeming overly eager to please. But these same people will ally themselves loyally to your product or service. If you believe in a product you have two obligations... To make me feel it and to make sure that you get it. That's empathy and ego in balance.

Ego/Strong Sense of Self

A super star never gives up because now it's about their performance. You can put them in a bad situation and they bring their own ambition to the job. They become even more determined when shown a challenge.

But too much ego equals a person who's difficult and doesn't play well with others. But for some environments, those types are perfect, like virtual team members who don't have to play well with others.

Five Traits of the Best of the Best Star Salespeople

Empathy – Sincere interest in helping clients succeed.

Ego Strength (rejection armor)/Ego Drive (Ambition) – These people don't get blown out for the day just because you turned them down. These people have to achieve. It's about you.

Superior Skills Set (Highly productive) – They write a great letter, they manage their time, they're on top of it.



Market Knowledge – Most people want to be knowledgeable beyond product knowledge. Core stories make this easy for them to adapt to your way of doing business. They love that you've done this for them.

Training – Constant personal and business improvement. You cannot check a superstars ipod or trunk and not find some kind of extra curricular training they're going through at the moment.

Because he knows this, one of the questions asked in an interview is, "What's the latest personal development or business training have you gone through?"

Beyond The Resume

You really can't hire a superstar from a resume. He used the example of Gary Vaynerchuk and all of his wild experience that looks like shit on a traditional resume of an employee but in actuality, you put him in front of something he believes in, like wine, and that muthafucker is gonna crush it.

Age and background are almost irrelevant. He's had a nineteen year olds tear shit up before and a 73 year old who was fantastic.

Psychological profile is everything.

Chet only got into sales after someone told him he would probably be good in sales. At the time he was a movie film projectionist. He started with a furniture store while he had a weeks worth of vacation. The quota for the month was \$20 K. He sold \$18,000.00 worth of furniture in one week. Super star.

What about the 52 year old milkshake machine salesman Ray Kroc, the man who founded McDonalds?

Background isn't relevant. It's who they are, more than what they've done.

Get them while you can...

These people are often frustrated in most companies so they go out and form their own company and become extremely successful. Most people don't understand them, recognize their brilliance, won't give them room to swing the bat, they won't give them enough room to blossom in their environment.

**A VALUABLE
RESOURCE**

You want to learn to shop for salespeople

You're strolling through the grocery store, the mall, out to eat and you spot these people whose life you can change through giving them the opportunity to maximize their natural talents/personality/make up.

Get them while they're young and keep challenging them and paying them and you can keep them a LONG time. Chet has a dozen level 10 salesmen working for him because of what he's teaching here.

The Ad That Attracts These People To You...

The ad must challenge them. It must scare away the unsure. Weeds them out. It does not ask for resumes. None of Chet's ads ask for resumes.

Example: Mock Print Ad

Superstars Only, \$50K to \$250K

Average will earn \$50K, stars will earn \$250K. *(For this line you have to put the varying range because the 19 year old projectionist might not be able to grasp on to the idea of hauling in \$250K and just not respond to the ad. And it allows you to snag the guys who've already made that kind of money before)*

Don't even call unless you are truly awesome salesperson. *(Only superstars and dreamers feel bold enough to respond to an ad that begins this way)* You have a burning desire to succeed, are extremely client oriented, highly motivated and never say die. You develop deep and meaningful rapport with your clients, and communicate with piercing persuasiveness. You believe you can be the best at almost everything you do, and can prove it. Don't call unless you fit this bill. Excellent salary and commission structure, and great opportunity for upward mobility. Build an empire within our fine progressive company. *(Type of business here)* *(This is a great line because it appeals to the part of superstars that loves challenge)* We don't hire backgrounds, we hire top producers. *(A lot of superstars don't fit into the traditional background. If you want to hire someone who's really stable, hire an accountant. The average accountant holds onto a job for 9.5 years. This won't be the case with salespeople. Especially superstars who don't fit in.)*

Call Susan Marktin at (Phone number)

Call only between (You may want to limit the hours)

Beware: In addition to superstars, this ad can attract weirdos with clown fetishes.

Personally Phone Screen All Applicants

At this point in the process forget resumes. They line up all the candidates to do them all at once – 5 minutes a piece. This is made possible by including the line in the ad of “Call between such and such time”.

This is the process of deciding who you DON'T want to interview. He gets on the phone and says, "Look, we've got 50 candidates, why do we want to interview you?" 9 out of 10 people will tell him, "Well, can you tell me a little about the job?" He says, "That's a long conversation. The ad said don't even call if you aren't the best, so why do we even want to interview you?" Chet is obnoxious. Then you get 9 out of 10 who will say, "Well let's see, I like people, my mom says I'm good at selling, and if I believe in it, I believe I can sell it." And no matter what they say he always comes back with, "I'm really not hearing top producer." "You're not?" "No." "Well, well, okay." "OK" "Guess you would know." "Yeah, I do." "Well, thanks." "Thanks" "Bye." "Bye."



In a HR friendly environment, you would've hired that guy and Chet can predict what would happen to him the first time he got rejected.

He's also had someone respond to "I'm not really hearing top producer," with, "Well maybe you're deaf." And then he starts rolling into what results he's produced with other companies. Top producers will come back at you. Why? Because now *they're* the product. Their sense of self won't allow you to tell them, they can't do the job.

Phone Screening Techniques

In the very first call:

Act busy, be gruff and to the point. Ask, "So tell me why you think you're a superstar?" Make them sell you. Remember, you can't intimidate the self esteem of a superstar.

If you can chew them up and spit them out over the phone; Don't even bother interviewing them. If they can't talk their way into an interview, what makes you think they'll be able to talk their way into an appointment with prospects?

DETERMINE DEDICATION AND DESIRE FOR IMPROVEMENT

The best are always trying to get better, to improve themselves. Ask...

1. What was the last self help book you read? Or tape you listened to? Or the last seminar you went to? (Look for people trained by Tony Robbins, Jay Abraham, Jim Rohn, and other superstars)
2. Of all the people in the world today (past or present) who do you admire the most?

After you've bonded and got rapport with them, ask about their resume history.

1. Why did you leave each of the last 3 positions?
2. Why were you looking? What was bad about it?

3. If you've left, were you unhappy? Why?
4. What are your top 3 personal goals? What are you doing right now to achieve them?

DETERMINING CONFIDENCE, PERSEVERANCE, AND JUDGEMENT

1. Tell me about a disappointment or disagreement with a boss and what happened? Then what? And then?
2. Name 2 weak points of your previous boss? How did you deal with this?
3. How do you handle stress? What is your technique, give me some recent examples.

(You're looking for how they think and you can ask deeper questions to clarify)

PROBE ON HOW THEY THINK

1. Name two times when a boss criticized you and why?
2. What was the result? How did you deal with it?

Important: don't react to their answer in anyway. If you react negatively to anything said, they won't tell you any more and clam up. You must encourage them to tell you more.

ATTACK

This separates the men and women from the boys and the girls. You may find someone you think is...

1. Top communicator/producer
2. Likeable
3. Has a good sense of self
4. Has good rapport skills

But when attacked, they go psycho on you. Good riddens.



LIVE WORKSHOP: List at least three initiatives that you would love to put someone on in which the reward could be great if they did a great job for you...

1.

2.

3.

BONUS MATERIAL (Review often before hiring)

Research of hundreds of top sales people in all fields show that they have the ability to bond and be friends with almost anyone. They have the drive, the passion and self-confidence to “go-for-the-jugular”, to close the sale and get the order without being fazed by rejection or obstacles along the way.

The two main personality traits that drive superstars are...

1. Empathy
2. Ego

RULES FOR HIRING SUPERSTARS

Look beyond a resume. You can't hire a superstar from a resume. Age and experience don't matter. The psychological profile is everything!!

Personally screen all inquirers. When they call act busy, sound gruff and be to the point, “So tell me, why do you think you're a superstar?”

Tell them your story and ask them to tell you why they should be hired. Make them sell you, they can't be intimidated!!! If you can “Chew them up and spit them out” they aren't worth interviewing. They must be able to take this treatment well if they're going to sell like champions, because it's part of sales.

“Don't interview them.” Instead use the “Probe, relax, attack” technique.

CANDIDATES MUST BE:

Able to talk their way into an interview.

Don't be put off by a little arrogance – top producers know they're good.

Confident when confronted with the third degree!

Most superstars will intimidate you to some degree and may even appear a little dick-headish. That's because they know they're really good. Don't discount a person because of this confidence. Put them to the test.

IF YOU DECIDE TO INTERVIEW:

Ask them to write down 5 questions they'd like to be asked during the interview!

1. Tell them they'll be judged by the quality of their questions and that you want questions that will show their best sides. The questions will tell you a lot about them.
2. Tell them to bring a resume to the interview.

THE INTERVIEW: RELAX, PROBE AND ATTACK!

Relax. Be super friendly, relax them totally. Let them see you really like them. Let the candidate show their best side. Try to understand the candidates psyche and who they really are!!!

TELL THE CANDIDATE...

“Don't give me the standard answers; you don't know what I'm looking for so the best thing for you is to...

1. Be honest, so we can discover if you'll be happy here. You want to ask “Would you agree that it's more important to know “Who” you are than what you've done?” Then you say, “Well then do I have your permission to really understand who you are, what shaped you? How you became who you are?” According to HR law it's illegal to ask someone how old they are, if they're married, if they have kids and so if they agree to this and they tell that stuff on their own, you're off the hook. But of course, make sure and check with your attorney on this in your specific instance because I'm not an attorney and none of the stupid shit I say should ever be construed as advice.
2. **Understanding all of this is waaaay more important than hearing what they tell you about their last job.**



PROBE:

Seek deep understanding about their psyche and background. Start with their earliest memory.

1. **If they feel uncomfortable answering questions about their background and themselves, they lack empathy. Top producers live to bond with others.**
2. Find if someone in their background gave them confidence (usually their mother)
Ask... “How would your mother describe you?”
3. If you were 5 years old and told your mother you want to be an actor, what would your mother/father say to you?
 - Don't do it
 - Do it, but train for a job
 - Do it – you'll be successful at whatever you do!!!

What is relevant is the parent's belief in the child's ability to accomplish his or her goals. Top producers were found to often have parents that were wildly encouraging to them.

Determine: If the candidate's background contributed to their present levels of confidence.

Ask Questions Like:



1. What types of things in your childhood shaped who you are? How were you raised?
2. Tell me about some of your biggest challenges in your life? (Not necessarily work related) and how you dealt with them.
3. Tell me about the toughest sale you ever made? (Ask a lot of specifics, what they said, details of the process, what was the 'crunch', how they closed it, etc.)

LOOK FOR OTHER AREAS OF ACCOMPLISHMENT

Top producers usually have some other area of discipline, physical skill or accomplishment!!!

Ask questions like:

1. Tell me about the 3 or 4 things of which you are most proud? What are you most proud of? Why?
2. Tell me about a time in your life when you surmounted difficult odds.
3. Have you practiced or overachieved in any other area of discipline, like sports, music, specialized knowledge, etc.?
4. Can you give me any other examples where your personal determination took you through to winning?

DETERMINE THEIR ABILITY TO BOND WITH OTHERS

Top producers are eager to please and bond with others. Their life is an open book. You can ask them anything and they'll tell you.

Ask questions like:

1. How would your best friend describe you?
2. Of all the people you know, who has the most faith in you? Why?
3. What are some of your best memories?

DETERMINE CONFIDENCE

Ask them to rate themselves in these 10 areas

1. Ambition
2. Confidence
3. Ability to face rejection
4. Empathy
5. Time Management
6. Presentation Skills
7. Strategic Thinking
8. Market Knowledge
9. Self-Improvement
10. Getting around gatekeepers

More Questions: Find out how the candidate measures themselves against the best...

1. Who's the best salesperson you've ever met? Why?
2. If they named themselves – offer them the job.
3. If not, ask what's the difference between them and you?

ASK THEM TO RATE THEMSELVES IN THEIR ABILITY

Ask them to rate themselves on a 1-10 scale in the below listed areas to making a sale. 10 being the best salesperson they've ever known. Superstars will rate themselves very highly.

1. Develop rapport
2. Qualifying – finding need
3. Build value
4. Create Desire
5. Overcome objections
6. Closing skills
7. Follow up skills
8. Presentation skills
9. Cold calling skills
10. Cold calling discipline

Chet believes that you have to attack a person to qualify whether they're a superstar or not. This really tells you if they believe in themselves and it's a pre-requisite for a top producer!!! If they can't take rejection and come back even stronger, they'll never be able to close the sale.

Ask them to rate themselves on a scale of 1-10 for superstar traits.

1. Ambition
2. Confidence
3. Ability to face rejection
4. Empathy – establishing rapport
5. Time Management
6. Presentation Skills
7. Strategic Thinking
8. Market Knowledge
9. Self-improvement
10. Getting around gatekeepers



THE ULTIMATE INTERVIEW TEST

Tactfully tell the candidate you don't think they have the right stuff. Say...

"You seem like a nice person , but I only have one opening and I need a real superstar. While I'm sure you'd do well in many other endeavors, this is a very competitive business and I doubt your particular skills and personality would hold up in this business!!!"

Look directly at them and watch them crumble.

The Attack Will Amaze You

1. A number of candidates who looked great a minute ago will crumble when you act like you doubt them. A top producer will NEVER crumble.
2. A top producer will convince you that he or she can do any job even when you “attack” and express doubts.

The Attack Phase May Be Hard To Do

1. You may feel mean and hard to “attack” the candidate’s ability.
2. If you can convince them they don’t have what it takes, they are not a top producer.

HR people Hate This Concept

It’s usually hard for the interviewer to do this. You feel like you’re being mean but in reality, you’re saving BOTH of you a shit load of grief in the future. You have to make it clear to the candidate during this attack phase that you don’t think they have what it takes.

Really act like you don’t believe in them. If you’ve done your job in the rapport building stage this will be even more effective in selling it.

Sincerely Doubt Them

You have to be sincere when delivering the line of not believing they’re a top producer. The only positive statement you can make is... “While I personally and can see how you’d do very well in many other situations, this situation is very competitive.” Or, “You’d need more seasoning to do this... How do you feel when I say this?”

The Attack is Everything

ALERT!

Wouldn’t you rather find out in the interview that they have weak ego strength vs. putting them through training and having them burn clients that should be doing business with you?

You really find what someone’s made out of in this step.

Very Important: Test Their Presentation Skills

Chet’s had instances where he’s found a great candidate, they pass all these other tests, he’s hired them, they’ll be great at scoring appointments and in the end, they CANNOT PRESENT to save their soul.

So TEST them BEFORE you hire them. Let them go into a room and practice and come back and present just a few panels of your core story.

Once You've Hired Superstars, Can You Keep Them?

Top producers are original, intelligent, sure of themselves, generally frustrated in most organizations, and end up starting their own successful company.

Sometimes what it takes to keep a top producer is making them a partner in your business. To keep superstars, you can't cramp their style. Never say no to a superstar when they bring you an idea that could possibly have legs to it. Tell them something like, "You know what, if you make 5 more sales a month I'll let you do it." You want to push their ego and give them a few hurdles to jump but never just tell them to do their job and shut up.

Kick Ass Environment For Top Producers...

Killer opportunity, tremendous freedom, pay them quick, reward top producer behavior with all the best leads. In some organizations he'd worked in, the guys who doled out the leads would give the easy sales to the lazy and weak sales people because Chet was gonna sell no matter what leads he had. In Chet's company, only the strong survive.

He also believes in letting salespeople have a draw but never a salary. Everything is on performance. He always gets his money back.

The Seven “Musts” of Marketing

Session Seven

What is the ultimate goal of marketing?

To establish top of mind, which means when someone’s thinking of buying a product or service, who comes to mind first.

There was a study done over 5 years that revealed the seven marketing weapons, over something like 400 industries, use that kept businesses like Johnson and Johnson, Ford, and Coca Cola at the top of the mind of the market.

Here they are...

1. Personal contact (Your sales people)

This is the most potent form of marketing.

None of your marketing efforts will have as much impact on your client as contact with salespeople or client service.

Sales, the most powerful weapon

This is a huge area of upside impact, so much so that this area has it’s own speakers, workshops and education.

Forms of Personal Contact...

Sales calls...

Seminars...

Telephone...

Free consultations...

Webinars...

Trade shows, where applicable...

Even customer service...

All these efforts should constantly mirror your USP.



TOOLS

Your salespeople need tools...

Fantastic presentation materials...

Great sales promo's on at least a dozen sales points, for every sales point about what you sell, you should have a piece where that point leads as a header across the top of the page and sales presentation on it. Also want one of these for objections

A great brochure that acts as a mini-core story

Great tools to get in the door

Great titles. **Never should a sales person have the word "Sales" in their title.** He uses the term "Client Relations Managers" for his guys. Or, "Director of something" let's clients feel they're dealing with an important person. Client service directors – Higher level.

Managing These Mavericks

Like everything else, sales activity works best with a plan. Everyone of your salespeople should have a plan. Help them create one if you don't have one. The more organized the better.

It's also good to know how many prospects they have and how often they're going after them and what the procedure to do so is. Most organizations leave these up to the salespeople which is retarded.

Sales needs it's own weekly meeting to hone and polish skills and to drill down into the process constantly. And of course, sales is another marketing weapon designed to work in concert with other marketing weapons.

People Respect What You Inspect

You need to have controls in place to inspect. Here's an example...

Month/Day	1/22	1/23	1/24	1/25	Totals
Dials	41	27	77	69	214
Presentations:					
CEO/President	8	4	9	5	26
COO	3	1	3	3	10
Controller	1	0	2	2	5
Human Resources	10	5	10	4	29
VM Invites:					
Orientations Scheduled	24	19	43	32	118
Interested Call Back				4	4
Interested Call Back	7	6	10	12	35
Hung Up/Not Int./Happy	5	2	6	5	21
Gate Keeper	5	3	5	3	16
Actively Looking					
Just Changed Broker	2	1	3	2	8
Insurance Meeting				4	4
P/BI Interview					
Subsidiary	4	3	7	3	17
Sales Force Updates:					
Direct #	22	14	19	13	68
E-mail	11	4	18	5	38
Fax	8	3			11
CEO	19	8	32	24	83
COO	7	4	9	6	26
Controller	3	1	2	3	9
HR Director	15	14	25	19	73
Insurance Meeting		1		4	5
2nd Appointment					
3rd Appointment					
Summary:					
Renewal date	6	2	8	7	23
Broker Relationship	9	5	10	8	32
Follow-Up Actions:					
E-mail Confirm Q. Int.	2			4	6
Fax Confirm Q. Int.					
Fax Not Interested					
Fax Call Back			2	1	3
Fax Hung Up					
Fax John Smith					
Fax Delegated					
E-Mail Promotion	3	3	2	1	9
Fax Promotion	2	1		1	4



You can see how many dials they made, who they're getting a hold of, and what happened as a result of the dials. If your salesforce is on the phone you want to track every inch of what they're doing.

If you look the bottom of the form, you'll see boxes for "Fax/not interested" and "Fax/hung up". These are people who hung up or people that told him not interested and hung up. They have letters they fax to the persons office saying, "Here's why you should be interested..." and "Here's why you shouldn't have hung up..." and so even if someone hangs up on you, you've started a connection.

You need to have a follow up confirmation to all the people you get to ask for action.

If someone's on your "Dream 100" and they tell you they're not interested, you're just getting started. They'll be annoyed at first that you keep calling but in the end they'll respect your effort.

If the top guy refers you to someone else, Chet always asks him/her... "Do you trust him? Because I'm gonna be sending some important information and I just want to make sure that you trust this person." You do. Okay, I'm gonna send this over to you and ask you to pass it on to him and I'll give him a call tomorrow." Now the guy's taking this seriously.

What is your salesperson's dream 100 approach?

What things can you add to your marketing calendar to support them?

Mailings, newsletters, surveys (Let the salespeople do these and not get into selling while doing them), PR, Trade show programs, etc.

2. Direct Mail

3. **The Internet** – The newest and most formidable. Amazon.com took a billion in market share from somebody. It took Barnes & Noble 28 years to reach a billion. Amazon.com only took 4 years. You must be on the web.

So what's your web strategy?

HowToDoubleSales.com Audio Playing - Please turn on your speakers!

Your **best** resource for killer concepts for causing dramatic increases in sales.

Watch live videos of business growth expert, Chet Holmes, sharing four incredible concepts. EACH will double your sales in the next twelve months and only takes up to five minutes to learn.

The four concepts in a nutshell:

1. Best buyer strategy: Do you have special efforts focused on your perfect buyers?
2. Educational based marketing: How would you like to pull 900% greater response from your marketing?
3. Super star strategy: How to get an army of people selling your products or services for you for free.
4. Zero to \$100 million: An analysis of the type of person who grows a company to \$100 million and what everyone can learn from that mindset.

To enter a brave new world of breakthrough business building concepts type in your name and email address and click below. You will receive instant access to Chet, taped live, sharing how you can double YOUR sales. **As a special bonus, we will email you priceless, bullet-style reports that further detail these four concepts that will dramatically improve your business forever!

First Name:

E-Mail Address:

Biggest challenge you're having

See a two minute overview about Chet Holmes Click Here!

Have questions? Feel free to email us

Listen Now!

Here is what Jay Levinson of Guerrilla Marketing says: "Chet has the best ideas you will ever hear on super fast business growth."

Note: we are an educational based organization. We send the best business growth articles you will ever need. You can simply unsubscribe at anytime. We respect your privacy and we won't sell or distribute your e-mail address. You can also reach us at (888)213-8487 or outside the US (708)854-4458.

Squeeze pages. 87% of people opt-in to this and out of those 7% buy from them. This is an Alex Mandossian job.

The key is that there's nothing else to do here and just enough info to make you want more. At the top it says "Audio is playing, please turn on your speakers" and is flashing.

This also makes sure to not ask for too much info, only asks for first name and email address and to select their biggest challenge because you want to make it easy for them to come into your world.

Here's what you see next...




- Thanks For Signing Up

At this very moment you are receiving your first email showing you techniques and strategies to Double Your Sales. Be sure and check it out.

In the meantime, learn how to dramatically increase your sales within the next 12 months with even more closely guarded techniques and strategies, business growth expert, Chet Holmes, is willing to share that have helped thousands of companies worldwide over the last 25 years.

"I've worked with the largest companies in the world and I've also started a virtual revolution of small business success with my Guerrilla Marketing books (now in 41 languages). I've had more TV commercials on the air at one time than any other executive. Still, I have never seen anything more powerful for teaching you how to be a world-class CEO than this Webinar designed by my partner and frequent collaborator, Chet Holmes."
Jay Conrad Levinson, author of "Guerrilla Marketing"

 **Take this test and see if you're destined for greatness. Click the play button to view video test**

This has a 7% close ratio on selling the webinar. Notice that you have to click through to see what the price is.

Affiliates

Every company should have an affiliate manager.

Who would be a good affiliate for you? Do a workshop on this. Put 5 people in a room and ask, "Who else is dealing with people we want to deal with?"

This could be complimentary services or things completely un-related. Just can't be directly competitive. Maybe. Chet worked with Jay Abraham who is direct competitor going after the same dollar and Jay's first deal with him was to give him 10% of his video course that Jay would pitch to his list.

He told Chet, "You will do nothing. I will pay for the re-production of the videos, I will pay for the direct mail, I will pay to have it charged, I will pay for all the billables, I will do everything, you will do nothing and I will just write you a check."

Jay sold like \$2 Million dollars worth of his product in 10 days and the first check he got from him was for \$230, 000.00 – he made a copy of the check and framed it on the wall because it was signed by Jay Abraham.

Who are your affiliates?

You're gonna want a super star in this role. For Chet's guy, any new business, that they would not have known about or found, that his guy brings in, he gets half the money. Half. This is all found money to Chet. If they're supporting someone else's program, that they're gonna have to support with salespeople he can't give him half.

Power of affiliates

Go to the web and type in your category and in seconds you'll have a list of hundreds, maybe even thousands of affiliates. Each one of these has the potential to be partner by either putting a link of yours on their website, to send emails about you to their list, team up with you and create more appealing offers and packages.

4. Company brochures

Everyone should have one. Even a basic tri-fold that has the highlights of your core story in it.

He labels it a "Special Report" and is "Sponsored by...". This lowers people resistance to sales. Has to have a killer headline to it to make someone want to open it. Of course it will be aimed at them instead of ego pieces that focus on you.

If litigation is scary in your industry, make sure data on this is included in your information.

5. Advertising

This is the most potent of all of these seven because it has the most leverage to create TOMA.

The thing that's great about advertising on the internet is that it's going after people in hunt mode, who are buying right now. Advertising through business publications, trade journals, radio, TV, newspapers, internet, etc. creates more top of mind awareness than all the other areas combined. And it's proven that it makes all of your other methods work 35% better.

A study of hundreds of ads over a 12 month period revealed that the best response oriented ads did four things...

1. Distinctive:

For Print ads, is that it must catch the eye. Before a prospect will read it, it's gotta stop them in their tracks.

2. “A Good Headline”

With your headline you have 3.2 seconds to tell me what you want to tell me. He also believes that it must contain a benefit to the reader. Also you want to make sure to use the words “You” or “Your”. It also makes your ideal prospect want to read on.

“If you’re looking for the most cost efficient jet, look a little higher”

3. The body copy should be curiosity driven

Each sentence unfolds a story that you want to tell and it’s focused on the prospect and not you. Should be benefit oriented. Don’t tell me what it is, tell me why it’s valuable.

Trade vs. Consumer – Horizontal vs. Vertical

Where as Time magazine has a mixed bag audience, the trade magazines go directly and only to your ideal prospects. Your \$150,000 you could spend to get a full page in Time could buy you 12 months of full page ads in a trade mag.

4. Your ad should be catering to market you’re going after

50% of motivation to buy is driven by advertising. What’s the other 50%? Impulse.

Advertising gives you a tremendous opportunity to buy things they never planned on buying.

Studies show that you can increase Point Of Purchasing buying by up to 300% with displays at the location of the purchase.

The eye is more attracted to the human form than any other design. And not just the face, hands, fingers, feet, boobs. Can you use a strong body in your communication?

We’re just more naturally drawn to the shapes that are most familiar to us. This comes from your first glance at mom, to the first stirrings of adulthood, we learn to love the human for over all other shapes.

You want to use graphics all the time. Chet uses a picture in everyone of his slides while presenting because he knows they engage the mind.

LIVE WORKSHOP: Headlines. Create seven killer headlines for this picture.



- Tell me what you want to tell me...
- Give me a benefit...
- Use the word YOU and YOUR...
- Make me want to read further...

Headline #1:

Headline #2:

Headline #3

Headline #4

Headline #5

Headline #6

Headline #7

On retail Signs in your windows and on your premises

In one study, 76% of the respondents stated that they believe signs are very informative.

In another study, people were taken through an area and then asked if they could recall signage. A full 94% recalled seeing a sign.

84% of the people who saw the sign, also remembered the product and even the specifics about the offer.

Static advertising was shown to increase sales by 54%. However, when backlighting and scrolling or motion are added, sales have been shown to rise an incredible 107%

A consumer must be exposed to an ad nine times before they will buy.



Cable advertising can be cheap and you can go for channel niching and hone it down to zip code if you want for \$15 dollars a spot and you're on during Friends or Seinfeld re-runs.

Radio

People don't mute the radio. He only focuses on Morning drive time ads. You should be at around 187 words per minute. A media buying expert that Tony and Chet use is www.wingmanmedia.com. Media buying is a science. Media sales people lie. You always negotiate on a cost per thousand cost per thousand impressions. \$1. to \$2 per impression.

6. Public Relations

What is Public Relations?

Throwing parties at trade shows, doing splashy events for your clients, Press releases – building a relationship with the press, building relationships with strong forces that can help you... trade associations, community groups, etc...

It's all about "Top of Mind"

You want to build top of mind with the press so you can use it to dominate your market. Remember that entertainment shows only cover .5% of the shows actually aired on t.v. Your local press can only focus on stars when it comes to PR so if you bring value to them, you win their attention.

It's all about the relationships.

For most of you, the press consists of a handful of publications. You can do "Dream 100" there too. If you mailed and called them every other week, including maybe even a little gift and clever press release you're gonna build top of mind awareness.

Most news is not some reporter going out and getting a story

There's a stat that says 70% of news is placed, the rest is organic.



Most of the time these guys are making stories out of the press releases they get, as high as 86%. Set yourself up as an expert and people will come to you. And clearly market data is gonna work better than theory.

Look at what's going on in the news and find a way to tie your story to it. You should have a daily workshop for ideas of how to get publicity this way.

PR Newswire (www.prnewswire.com) Used it twice and both times got put into the Wall Street Journal. It costs \$1,100 but isn't it worth that amount to be seen by that many eyes AND to be able to use the piece as a showcase of how important you are in all of your marketing material?

Associated Press – pr@ap.org

Wall Street Journal – newsroom@dowjones.com

Pro-tip: see if you can mention/reference any Fortune 500 companies in it. They get the most attention from the press.

Check out www.napsinfo.com to see about getting all of this done for you. They're supposed to be ninja. Costed at the time around \$6000 to get your piece in around 300 publications.

LIVE WORKSHOP: Placing Press Releases

The tone has to be totally educational as if it's a news item. How much would it help you to have 300 press releases that you could show to prospects about a problem you pointed out to the world?

Write down what your angle/headline would be to get 300 press releases placed...

Ideas to writing a press release:

Call a newspaper, ask for editorial and tell them you have no idea how to write a press release. Then ask them if they know anyone there that would like to freelance for you writing press releases. You pay someone on their staff to write it for you and you'll end up getting an expertly written release.

You can also contact your local college, 2 year or 4 year and you ask for the placement office and then you place a job opening for a PR intern.

Look for:

Business majors, marketing majors, journalism majors, public relations majors. You can do this two ways, paid or unpaid. If it's unpaid, he gives them a letter of recommendation, and a personal reference. It's look good on the resume.

www.helpareporterout.com is a free service where journalists all over the country, post a request about a ton of different topics and everyday you'll get three emails about the stories these journalists are working on. Find your topic and email the reporter. If they like what you have to say they will email or call you back to set up an interview. Doesn't get any easier than this.

www.pitchrate.com is another resource that works on a editorial category. Every major magazine or newspaper's website and click on advertising or media kit, you'll see something that says editorial calendar. This tells you all the stories they're working on for the entire year. You get in touch with the editor and introduce yourself "Dream 100" style and tell them who, what, when you can contribute something and stay on their radar. You want to be careful and not target any of the articles/topics featured this month. Look out into 4 months and pick your topic.

www.oprah.com Go here and click "be on the show", and right there are 18-20 shows they're working on now that they need people for. This is best applied to business to consumer topics. Then you click the show that interest you, fill out the profile and if it's a fit, you'll get a call from the producer. You can also call the studio at 312-633-100. Once you find a topic, call and leave your message and they'll pass you onto the right producer. Same with Dr. Phil, 20/20 and The Tyra Banks Show.

What activity Should Follow Each Press Release?

A phone call at the very least. Ask, "Did you receive our press release about BLANK? We were wondering if there was anything we could do to help with the story?"

Often at this point, you'll be asked to resend your press release.

7. Educate your clients (tradeshows, seminars)

There's a trade show for almost any topic or service/product sold.

Most people market the wrong way at tradeshows. Signage focused on the attendees, not focused on you is vital.

First Rule Of A Trade Show

GET NOTICED!!!

Great products, superb selling, etc. won't matter if you don't get noticed. How do you stand out?

A Hawaiian theme is one way. The client that used this had all the salespeople wearing Hawaiian shirts and gave away a free trip to Hawaii and their back drop was "Win a Free Trip to Hawaii". The previous year without this theme they got 28 leads. They didn't

want to do the theme because they thought it was corny but they went ahead with it and they got 480 leads.



They killed it. Even after they weeded out the freebie hunters they ended up having 350 fantastic leads.

Another guy used a James Bond theme and gave away squirt guns and had all the guys in tuxes and all the women in evening gowns and they hired additional models to up the ante. They found that for around \$300 a day you could hire a spectacular person to be in your trade booth. And with the eye being most attracted to the physical form, this can't hurt you.

Another idea was a psychic theme. Dressed up everyone in turbans and hired a scarily accurate psychic (pulled more leads in one year than the previous seven). Another person did a Star Trek theme.

The Second Rule of a Trade Show: Engage Prospects!!!

The word “show” is in tradeshow for a reason. Put on a performance. What do you do when you have their attention?

Get them to interact. Get them wanting to come to your booth. Get the whole show buzzing about you.

Third Rule: GET LEADS

The client who gave away the free trip to Hawaii had to fill out a form to enter. The form was full of useful data – ALL multiple choice. (important) If you ask direct questions like “How big is your company?” they won't answer but if ask for something like age range 35-45, they'll answer that.

People will tell you amazing info if you give them a little wiggle room.

It cost them about \$2,000 for the trip and got ten times the leads, kinda makes sense for the right product right?

LIVE WORKSHOP: Designing Your Tradeshow Form

Create six to eight MULTIPLE CHOICE questions you'd ask on your form?

Example: Size of Company –

1-5 employees

6-20 employees

21-50 employees

50 plus...

Position?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

How many strategic objectives can you achieve at a trade show?

At a trade show you've got 100's to thousands of potential buyers. You can go from invisible to highly visible in a weekend.

One thing you can do is throw a trade show party. You want to do this at a red hot club, you call up the concierge of the area and ask them what club is hot. Then you call during the day and ask to speak to the manager or the owner and you say, "I'm gonna throw a party in your town and I've got 200 people I'm gonna be buying drinks for, and I was just wondering if you wanted me to bring 'em to your club instead of some other club?" "Uh, Yeah," "Well what can you do for me?" "We'll waive the door charge." In most hot clubs this \$20 bucks per person right there. And you want to use drink coupons because you don't want the waiters charging you what they think they should be charging you. This is another way to get leverage because people have to come to you to get drink coupons. And you give away 2 to every person who's invited to get them started. So in the end you've just bought drinks, the guy counts the certificates and you negotiate a fee on those, let's say \$5.00 a pop, 200 people that ends up drinking 1,000 drinks ends up costing you \$5,000 and this ends up being the best five grand you ever spent. It's a really killer way to have a party at a trade show and end up being the hero of the night on the radar of anyone who's anyone.

How do you promote it?

Create invites. Don't have to be expensive, just need to be festive. Send this to all your prospects on your "Dream 100" in advance of the trade show. You want to call this "The hottest party at the show." Who doesn't want to go to the hottest party?

Next, CALL them all as well. Invite them and talk it up. At the tradeshow you also want to keep hyping up the “Best Party At The Show”. Give the invites reluctantly. Make sure to emphasize that they can’t get into “The hottest club in town” without them. Also make sure to tell them they don’t have to wait in line to get in.

This is a very inexpensive way to crush it at your trade show.

Strategic Objective – Be the Most Popular

Themes can be great at party. Make sure everyone is having a ball. Be VERY friendly, boldly walk up like you’re the owner of the place and shake people’s hands. Then introduce them to each other.

SUPERIOR ACCESS VEHICLES?

What can you create that would give you superior access to your dream 100?

- a. A magazine or a newsletter? What would be the title? What questions would you ask if you were to interview them for a feature article?

- b. A party or really cool invite? What would be something really cool that they would want to attend or in which they would participate? Some suggestions:

A movie premier, a charity event, a party or a trade show, a mass teleconference with a celebrity or for some other valuable purpose. There’s two things that are great about the charity strategy. You get tons of publicity for the cause where you couldn’t get it for yourself. The second is that you can give the profits to the charity so you end hosting the event and it costs nothing. You charge \$100 per person to come this swanky charity affair, and if something like \$22 dollars out of this goes to profit, you can throw one hell of party for \$88 bucks a head. And the charity still benefits because they got the publicity, they got the money, you don’t make any money but it doesn’t cost you any money. What are some ideas for your particular situation?

A barbeque at your home? Free dinner somewhere? What else?

- a. A committee that you want them to join? What will THEY get out of belonging? What benefit is there to them? Can you start a trade association that they would want to join?

- b. An awards ceremony. For something like this you'd make it a black tie affair, have a bunch of categories, make the judges "Dream 100", make the winners "Dream 100". You might not of been able to get them on the phone to sell them something but for something like this you could and then you can start to build a relationship with them. Proceeds can go to charity or not. You can also make it a dinner, dance and awards with even more dancing after. What would be the title of the awards? What would be the theme? Is there an award's ceremony idea that you could pull off at your annual trade show?

Marketing is anything that brings business into the company. This means all of these parts need to be speaking to and stacked on top of each other so that you have a consistent theme/slogan.

CUSTOMER LOYALTY PROGRAM

Hertz has the Gold Service

A carpet cleaning client set up a Gold Service that allows people to buy twice per year, and they also offer all six of their services to every buyer recovering from only selling them the item they asked for. What can YOU do to breed customer loyalty? Or more frequent buying?

Can you offer them something that you don't even have to stack, store, ship or service? Something that someone ELSE supplies?

What else do they need before, during or after your sale? What else would help them and maybe help you in the process?

Cultivating Lifetime Value: What can you do that will really help breed customer loyalty? What extra step can you provide? What kind of bonding effort can be made? List some ideas here:

What else could you sell them at the point of purchase knowing that 30% of people will take you up on your offer?

Can you down-sell to something?

LESSONS I LEARNED THE HARD WAY:

In Chet's first business model he sold his services direct to clients and received high fees, but had to travel a ton. Then he built a mass of products that could be sold by others and ended the travel, the huge staff and volatile monthly numbers. Next he built a subscription-based business where he had clients signing up for monthly help and this led to a highly stable business that he actually sold.

How stable is your business? Is there a model that would make it more stable? Is there some kind of ongoing service you could give that would guarantee you income each month?

Or is there some club-like offer you could make that would breed incredible loyalty?

CAPITAL: Intellectual, Human, Financial

(List what you have, list how you'll improve, expand or better utilize each area)

CURRENT:

IMPROVED:

RELATIONSHIPS: Strategic, Vendor, Collegial, Clients, Industry, Key Influencers, Associates, Experts

(List each and THINK through how to get more out of each area)

CURRENT:

IMPROVED:

DISTRIBUTION CHANNELS AND MARKET/NICHES ADDRESSED

(List current and how you can improve markets and segments served)

CURRENT:

IMPROVED:

PRODUCTS AND/OR SERVICES

(List how to improve, add new, or take on affiliates. Include proprietary and licensed/joint ventures)

CURRENT:

IMPROVED:



WEB SEARCH FOR FUSION PARTNERS

Every time I get a client, I go onto the web and type in their kind of business, using many different ways to describe it. It always gives me great ideas for them. You'd think you would've done that for yourself, but have you? What are some search terms for you to use, list some now...

DATABASE POWER

How much and why type of info do you want from clients? List here, created multiple choice as a way of getting more cooperation.

For example: What income bracket do your clients fall into?

Under \$20K

\$21K to \$50K

\$51K to \$100K

\$100K plus

What do you want to know about your clients?

COMPLETE THESE SENTENCES:

Write 12 headlines for your product/service/company that explains the single biggest payoff, benefit, result, your product, service, company at work for a client produces/delivers. Go at it from every angle...

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

Write five ways your product/service adds specific, measurable benefit or value to your client.

1.

2.

3.

4.

5.

Make a list of all the specific, direct and indirect competition you have for the problem your product/service/company solves...



Now tell the five things everyone should look for in a product or service like yours (without directly referencing your product or service – you're setting the markets buying criteria here, so these should be things you do that your competition doesn't, or that they haven't told people about.

1.

2.

3.

4.

5.

Provide five metaphors or similes that analyze or illustrate what else having your product or service in their lives is like.

1.

2.

3.

4.

5.

MY MASTER STRATEGY IS:

Now that you've "thought" through (for perhaps the first time ever) all of the ways you can "strategically" outsell your competition, can you tie it all together? What is your Ultimate Strategic/Preemptive Position (Why you're different than everyone else). Now spell it out for YOUR company (and note that this will grow even stronger when you have market data).

Just keep asking "What is the ultimate benefit," and when you've answered that, ask the benefit of the benefit you just named.

What other companies, individuals or industries can I turn to for borrowing higher and better performing success procedures? List:

Companies:

Industries:

Individuals:

How Many Different & Complimentary Ways Can I Use My Marketing Weapons?

This starts with the “The Seven Musts.” This is where you’re planning what you, personally do. So here figure out which of these weapons is appropriate for you and what you and what are some of your ideas/goals for utilizing this area. Remember, goals focus the mind so write ‘em down...

Salespeople Plans/Goals

P.R. Plans/Goals

Trade Show Plans/Goals

Direct Mail Plans/Goals

Advertising Plans/Goals

Internet (web, email, affiliates) Plans/Goals

Promo Pieces & Brochures Plans/Goals

INCREASING YOUR LEAD GENERATION THROUGH:

Referral systems. What will they be, who will deploy them? What is the plan? (Put into calendar and into area that asks for “Strategic objectives”.)

Acquiring clients at breakeven up front and make a profit on the back end

Guaranteeing purchases through risk reversal

Host-beneficiary relationships

Using telemarketing

Running special events or information nights

Acquiring qualified lists

Increasing the perceived value of your product/service through better client education

INCREASING YOUR CLIENT RETENTION RATE BY:

Delivering higher-than-expected levels of service

Communicating frequently with your clients to nurture them

Now think about which of these may involve the same weapons, but now with a different objective.

NEXT, TO INCREASE THE AVERAGE TRANSACTION VALUE, YOU CAN FOCUS ON:

Improving your teams' selling techniques to up-sell and cross-sell. How can you do that?

Using point of sale promotions

Packaging complementary products and services together

Increasing your pricing and hence your margins

Changing the profile of your products or services to be more "up scale"

Offering greater/larger units of purchase

TO INCREASE TRANSACTION FREQUENCY, YOU CAN FOCUS ON:

Developing a back end of products that you go back to your clients with

Communicating personally with your clients (by telephone, letter, email, etc.) to maintain a positive relationship

Endorsing other people's products to your list

Running special events such as "Closed door sales," limited pre-release and so on

Programming clients

Price inducements for frequency



Detailing And Perfecting The Sales Process

SESSION EIGHT

The decision making process:

1. Establish Rapport (Trust & Respect)

Studies of the best sales people show that they:

Focus on the front end of the sale which means they devote 40% of their time to this part. 40% of whether you decide to buy from someone depends on if you like them or not. The ultimate definition of rapport is that they like you and they trust you and they respect you.

Make it super simple; have tremendous empathy, be more interested than anyone else has ever been. If you want to escalate this process find something you two have in common.

How do you find common ground?

You gotta ask questions. But you lead into these without coming getting too personal. Have a sense of humor, be a great listener, if you want to be interesting, be interested. Talk about everyone's favorite person; themselves.

Market Data Equals Serious Rapport



The reason is because it establishes tremendous respect. Anytime you start teaching someone something, you take a position of authority. This means you want to be resourceful and have information that helps your client succeed. You can't help but want to reciprocate with someone who helps you succeed?

Words to live by: Maturity is when all of your mirrors turn into windows.

Henry David Thoreau

Great salespeople mirror their prospect's tonality and body language and this allows the subconscious to make the connection that you are "like them." And the best do it naturally. And they're not thinking about themselves because that would be looking at a mirror but they're looking through the window so that they can understand, address the goals of, and like the client.

The best salespeople will say stuff like, "I never met someone I didn't like," or "Strangers are just friends I haven't met yet."

Think of your ultimate client relationship

- Do you know how many children they have?

- Their ages?
- Their names?
- Have you been to their home or vice versa?
- What are their hobbies?
- What will make them more successful?
- Where are they from?
- What is their history?
- What is their ultimate goal in life?

The quintessential ingredient for control of your market is to have a great relationship with your clients. This makes you bullet proof.

LIVE WORKSHOP: Building Rapport

What are at least three steps you can take to establish deeper rapport with clients?

- 1.
- 2.
- 3.

Genuine interest in helping them succeed, learning a lot about them and their business, finding common areas of interest. There's three right there. Most companies will never run a workshop like this and yet it's 40% of why people buy.



LIVE WORKSHOP: Rapport; New-hire and ongoing training

Think about how you might use this in all new-hire training. And how you might do a workshop on this once every few months to further sharpen skills. Make notes here of any ideas you might have.

How would you work this into your new-hire and ongoing training? Doing this exercise is going to give you more ideas...

WORKSHOP: Building rapport and credibility

Think (and write down) your two best relationships. Client relationships if you been in sales or personal relationships if you haven't...

Write down the top three to five reasons why those are great relationships.
(Example: We share a lot in common.)

- 1.
- 2.
- 3.
- 4.
- 5.

Turn those reasons into rules. Example: Look for areas of common interest.

- 1.
- 2.
- 3.
- 4.
- 5.

Now rank the rules in order of importance...

2. You must find and establish the need

Finding the need is 25%. You're 65% of the way to the close if you just do the first two things well. Most people don't.

The deeper you understand your prospect's situation, the more logical the conclusion will be. You can't bring a sale to a logical conclusion if you don't understand the needs of your prospect.

What are the best ways to establish need?

Find situations where you can be helpful, be a friend, find a way to make the relationship mutually beneficial.


Questions For Establishing Need

You should have six to ten excellent questions that your salespeople will ask every prospective client.

Make these questions part of your weekly training.

LIVE WORKSHOP: Asking questions

Develop the six to eight questions salespeople should ask every prospect. Some ideas might be:

1. What the three biggest problems you're having in your area of business?
(If they say "None," ask the next question)
 2. **What are the areas where you would like to see improvement in your business?**
 3. Tell me about your company/department?
 4. **How long have your worked for your company/department?**
 5. Where were you before this?
 6. **What are some of your goals for the company/department?**
 7. What is your criteria for making a decision about buying a product like ours
- 

Identity-Based Questions

People will buy way faster because of who they want to be than they will ever buy because of what you have to sell.

What kind of identity based question can you ask, that they can't say no to?

LIVE WORKSHOP: Asking questions; New-hire and ongoing training

Think about how you might use this in all new-hire training. And how might you do a workshop on this once every few months to further sharpen your skills.

How would you work this into your new-hire and on-going training?

3. You have to build some value

This is the best way to close; logical conclusion. That's why the core story is so powerful because it's totally focused on the logical conclusion. This is where you spend a brief moment or two telling the prospect the "value" of being involved with your company.

What's your reputation in the market place? This is the strategic sell of the company. And you introduce the market education which will make you valuable to your prospects.

You call this a "Formal Orientation," not a presentation. Presentation implies something's gonna be sold. Orientation implies you're gonna be learning something. An even better way to refer to it is as an "Executive Briefing".

The intro of your core story when standing in front of a prospect



By this time you've asked them lots of questions and now you can customize the core story to their needs. Then you say...

"Let me take you through this data. This is more than \$3 Million in raw data that we condensed and put into a format that is designed to be fast paced, easy to grasp and highly educational."

"90% of what I'm going to cover is educational in nature and designed to serve you. At the end, we have a little PR section about us, which just kind of let's you know what's going on with us if you're interested. And if you're not interested in that we can skip that part. Does that seem fair?"

LIVE WORKSHOP: How about website applications?

You can put a miniature version of your core story on your website. What are some sample titles of buttons of your website that would engage a prospect and make them want to take your “tour”?

Example: *“Health Tour: The most powerful lessons in health today: learn how to be super healthy.”*

4. Create desire

You create desire with a mixture of problems and solutions.

Obviously a well developed core story will do this for you. You need market information that supports the need for your company. This information positions the product before it’s even offered. It sets up the presenter as an expert beyond the person the person being presented to. It shifts the power. The one who teaches has the power. It of course, also builds credibility.

You’ve gotta know you market and the most powerful way to do that is do research over time. You look through info going back 30 years and you’re sure to find something that’s a head slapper.

- What is the gross annual revenue of your market and how has it changed over 30 years? You should know this.
- How many people are employed by your market and how has that changed over the past few decades?
- What are the top 3-5 issues facing your clients?
- What information is every client interested in learning?

Benefits

People move away from problems or discomfort and toward solutions and benefits. The better you are at painting elaborate pictures of their wonderful future (with your product or service), the more desire you will create.

Features tell, but benefits sell. Don’t tell them what it is, but rather why they should have it.

LIVE WORKSHOP: Features vs. Benefits

What are some ways to “Create desire” in your prospects? What are some pain points that would motivate them? Write a few now...

- 1.
- 2.
- 3.
- 4.
- 5.

Major benefits of having your product or service?

- 1.
- 2.
- 3.
- 4.
- 5.

5. Overcome objections

The toughest objections for you to overcome are the ones you don't know. The real reason they're not gonna buy.

How to overcome objections

- a. You want to thoroughly qualify, while establishing need.
- b. Questions, questions, questions!
- c. Ask what the prospects think, if they agree.
- d. Ask if there's anything that will keep them from doing business with you.

You want to handle these four, ideally, while going through your presentation.

6. Close the sale

The best close of all is the logical conclusion.

It's when the buyer makes their own decision to buy because the logic of it is inescapable.

You've gotta remember that: *People will buy way faster because of "who" they are or want to be than because of "what" you sell.* So if you can tie buying to WHO they are, you'll be much more likely to close the sale.

LIVE WORKSHOP: The Head and Pendulum

If you can get someone to agree with several statements leading to a close, it's almost impossible for them NOT to buy unless they just don't have the money.

Examples:

Use positive assumptive statements: *"Well, we know... of course you want to... when we get started."*

Use assumptive statements: *"Do you want the faster model, or the standard model?"*

Use "minor point" close: *"Should the bill be sent to you, or your accounting department?"*

What are three "Yes" questions you can ask in the close that will make the prospect say yes, yes, yes, right before you ask if they're going to buy?

- 1.
- 2.
- 3.

“If you believe in what you sell, then you have a moral obligation to close as hard as humanly possible...” Jay Abraham

LIVE WORKSHOP: Inducing the prospect to make a decision now!

Jay Abraham made the term “Risk Reversal” popular.

Estee Lauder popularized the gift with purchase.

What other inducements can you bring into the sale to make it sweeter?

Examples:

Coupon for something else, from someone else

Buy a \$500 item and get \$1000 training program.

Write some ideas for you right now...

Most people are not good at making decisions. It’s a salesperson’s job to help the prospect make the decision to purchase.



Write up an order while you’re with them; don’t let a prospect cool off. Close when the opportunity presents itself.

Isolate the objection

When someone brings up an objection you never want to pounce right on it in an effort to sell them out of thinking that way. Instead you take the pressure off of them, agree with them and say something like, “I can see why you’d think that.” And then you’d say, “Is that the only reason you wouldn’t buy today.” Now the hidden stuff comes out, if there is stuff. Once you find the objection, you find a way to make it happen.

Jay Abraham taught Chet to ALWAYS have payment plans to blow out the “I can’t afford it,” objection. You can help more people and you’ve got a nice annuity stream of income. Don’t resist them.

Perfecting Your Follow Up

Session 9

10 Standard Follow-up Steps For Bonding With Clients

Areas Covered

- 1) Why does follow-up make the difference between mediocrity and greatness?
- 2) A step-by-step guide: 10 follow-up steps to greatness
- 3) The ultimate objective of every top producer

Studies show that when people see a cop on the side of the road, they slow down for less than a mile after passing him.

The cool-off factor is why you need diligent follow-up. Follow-up is the Seventh Step to every sale. Most companies are weak at this and think their job is finished once the sale is closed. With how much we're bombarded with clutter, if you're out of site, you're out of mind.

What's the cool-off factor?

You've had a great meeting with the prospect, and everything went well and you're sure you made a sale, and that was the day you were there. The next day the prospect is cooled off and by the third day he can't remember your name.

Your job is to keep the prospect hot on two things: Those two things are you, and the sale.

Every minute that a prospect doesn't hear from you, the respect falls off. The faster follow-up comes, the better. A prospect will soon forget the core reasons why they were persuaded. You want but those reasons in the follow-up.



Customer Relationship Management software makes follow-up easy and allows you to manage your whole sales force.

It tells the salesforce what to do and tells you what they did. Also tells you if you're leads are roaming the site, checking stuff out. Also backs up your data online. www.kazelli.com/tony is a place to check out the software Chet uses for his sales force.

Demo of Chet's follow-up:

Right after you respond to the radio ad, a cover letter with a chapter of his book are sent to you...

2 days later a killer report comes.

And 9 more come every three days. And these are all great articles with no selling.

Once someone signs up for the webinar, they have 4 follow-ups they receive...

One is an email from the rep who talked to them, one from customer service, and two phone calls to remind them, one from the rep, which the kazelli system tells them to make the call on the day they should, according to the plan he's designed, and then one from customer service just in case the rep didn't do his job.

Not one person in the crowd could say their follow up was this militant.

You: The real success formula for selling

Trust and respect= Influence= Potential for control= More Market share



You've gotta be a bright spot in your clients day. You must become part of your clients life. You can do this through massive, diligent, and entertaining follow-up.

Cards, letters, games, jokes, gifts should be planned. Don't leave this up to the salesperson. Not everyone is fun or funny.

Remember: The one who helps the client, cannot keep it from themselves.

What can you send that is of value to them?

Rule: Your follow-up is only as good as your first six steps

Seven Steps to every sale...

Rapport: What personal tidbits, or professional goals did you note during the meeting?

Need: Do you understand their needs and objections?

Value: What can give that they will consider valuable?

Desire: What can you do that will increase their desire?

Objections: Make sure you address their objections.

Close: What closed them?

Follow up: The better you did on steps 1-6, the more penetrating your follow up will be.

Step 1: Get a letter off to your client within an hour or two of your meeting.

Make sure to drop anything personal into it that you spoke about, family, hobbies, food, etc. Next, you make a compliment, then highlight the hot buttons for that specific client, then you end with a personal close. Always stay focused on them.

NEVER thank someone for their time. This belittles you. When you're finished, clients should be thanking you for your time. That's the way it should be. Who's lucky to have who?



NEVER apologize for taking their time because it diminishes what you have to say.

WORKSHOP: Designing your follow-up structure

(Feel free to add elements that may apply to your business):

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

LIVE WORKSHOP: Creating your standard FIRST follow up

Compose a rough draft right now:

LIVE WORKSHOP: Second follow up

This should be a call or something of value. This step isn't even selling anything, it's just giving something away. If things didn't go so well in the meeting, follow up is even more important.

What are some ideas you have?

When should it go out? Plan it right now.

If it's a phone call, what is the script?

LIVE WORKSHOP: Third follow up

This should be something amusing. A cartoon or joke. He never emails these; he always hand writes them. Getting a letter has soooo much more impact than an email. And even a fax is better than an email because it has to be touched and dealt with.

What are some ideas you have?

When should it go out? Plan it right now.

Flesh out your idea a little more right now:

LIVE WORKSHOP: Fourth follow up

A meal and further bonding. Breakfast: Good Rapport, Lunch: Good Rapport, Dinner: GREAT Rapport. You must ease into their life. Don't be pushy. You've gotta judge the appropriate invitation.

What are some ideas you have?

When should it go out? Plan it right now.

Flesh out your idea a little more right now:

LIVE WORKSHOP: Fifth follow up

Another fax/email/letter/card. Could say, “Dear Mary: You make a great lunch guest. I wish all my clients had your sense of humor. I was intrigued by your thoughts on direct mail, so I’ve asked for some further research. I’ll let you know when it comes in. Meanwhile, stay away from those anchovies. Regards,” **SHORT, TO THE POINT.**

What are some ideas you have?

When should it go out? Plan it right now.

Flesh out your idea a little more right now:

LIVE WORKSHOP: Sixth follow up

Something fun, even better, with the family. Your goal is to become part of your client's lives. Look for something exciting that you can do together. Boating, comedy club, hot air balloon, bowling, sporting event, etc. **This step can force your salesmen to bond like they otherwise might not.**

What are some ideas you have?

When should it go out? Plan it right now.

Flesh out your idea a little more right now:

LIVE WORKSHOP: Seventh follow up

Something to help their business. All of this is contributing. Can you refer clients to each other? Can you provide a suggestion, an idea, a concept that can help them succeed.

What are some ideas you have?

When should it go out? Plan it right now.

Flesh out your idea a little more right now:

LIVE WORKSHOP: Eighth follow up

Another cartoon/joke. Your client needs to hear from you until you're permanently bonded. Even if you're best friends already keep it coming.

What are some ideas you have?

When should it go out? Plan it right now.

Flesh out your idea a little more right now:

LIVE WORKSHOP: Ninth follow up

More help to succeed. Take them to a seminar. Give a seminar at their location. Give them a training course. Help them find new personnel.

Becoming friends with clients

Become a valuable asset and trusted confidante and friend with your clients. This breeds remarkable customer loyalty (customers will feel like they are engaging in a personal betrayal if they buy from a competitor). Gives you unequaled control over market share. Gives you the inside track on everything your customer is thinking.

What are some ideas you have?

When should it go out? Plan it right now.

Flesh out your idea a little more right now:

LIVE WORKSHOP: Tenth follow up

The ultimate rapport comes when you're invited to their home or you invite them to yours. Quotes from top producers: "Every important client I have has dined in my home." "Half the people at my wedding were my clients." "From their fantasies to their hobbies, to their children's hobbies, I know everything about my top clients."

What are some ideas you have?

When should it go out? Plan it right now.

Flesh out your idea a little more right now:

Surround the account

Make friends with everyone from the janitor to the salespeople. Stop and take a few minutes to get to know everyone you can. Remember everyone's favorite person to talk about.

The High Art of Getting Appointments with Anyone

SESSION 10

Chet believes he can get anyone on the phone and score the impossible appointment. This is where he shows you why this is possible for you to.

What's cool is that you're usually only one person away from the "most important" people in the world. Usually it's just one person.

Outbound Telemarketing as the Ultimate Weapon

You sell b2b by phone, b2c by phone, dream affiliates for all the people here who only operate on the interwebz.

AREAS COVERED:

- **Your voice**
- **Your tone**
- **Your attitude**
- **Your technique**

VOICE

The first thing you need to know is that deeper is better.

You establish a higher level of rapport when you have a deeper voice. Same thing for women. **Your tonality actually has 5 times more impact than the words that you use.**

Your prospect's subconscious picks up every subtle nuance in your tonality. So to have authority, you have to end with a down note. If you go up at the end, you sound like a salesperson.

He never tells people to ask "How they're doing today?" because they end up sounding like a salesperson. He introduces himself and just drops right to business. He wants people to feel the authority in the first 5 seconds.

You want to practice sounding like a newscaster because they're trained to be authoritative. You want to practice having the authority of an investigating detective.

The first 10 seconds make all the difference between success and failure. A tone of recognition is important. The other thing you want to do is pace their rhythm but you don't want to let them rush you. This causes your voice to go up. If they do try to rush him, he stops and authoritatively says, "Look, this is gonna take 2 minutes and it's very important to your company



and if now's not a good time, I can see you're rushing me, so if it's not a good time, tell when is and I'll call you back." They usually calm right down.

And now you can take 5 minutes.

Who calls the biggest people in the world? The biggest people in the world.

So if you have the right authority to your voice, you will be astonished. You will be amazed. Your biggest challenge is to get the busy person to shut up and listen to you.

This is why your attitude is so important because they're gonna read it on you, no matter what you're saying. They will hear your confidence or lack of it. You've gotta be confident when you get them on the phone and the attitude you need to have when you pick it up is...

“I’m gonna get what I wanna get!!! And you’re gonna help them whether they like it or not.”

You have to have that mindset. There's a huge difference in this and "I'm gonna try this out and see what happens." They can hear the difference.

The one minute visualization

Before you pick up the phone to get in touch with these CEO's you do this one minute visualization from the one-minute sales manager.

1. Close your eyes and count backwards from five, relaxing more with each exhale.
2. Visualize the prospect being happy to take your call, receptive to whatever you want to say.
3. Visualize the prospect being happy after your call, feeling like he or she has benefited and got something they wanted.
4. Visualize yourself feeling great

This exercise will put you in an empowered state of mind going into the phone call.

You want to create a vehicle that enables you to build rapport... a survey, an ezine, a strong promise, a piggy back relationship, a core story offer, a free offer.

He likes using the ezine and the survey tied together. Anyone can be a publisher online. Your salespeople can call and ask the VIP's the questions for the survey under the guise of being with the magazine.

You can tell them that the results of the survey should help their business and that you'll be investing \$25,000 to put it together (this number is the manpower cost out of your



pocket) and if they'll answer 3-4 questions for them that they'll give them the results of the survey for nothing.

Create tools to help you sell over the phone

Orientations, drawings, diagrams, paint visual images.

What do you have where you have someone drawing out a diagram on a piece of paper to illustrate your point that engages all of their senses? Chet uses his stadium pitch pyramid.

Endorsement from someone they respect. You must have a strong promise or other rapport building vehicle. It also can be very helpful to give the exact amount of time you'll need with them.

Can you get them involved by asking them a series of questions?

Elements of the Phone Pitch

- Must get their attention quickly. Voice of authority is always good.
- Use their name with tone of recognition.
- Something intriguing (A story or reason why you're calling - but something that engages.
- Unfold the information in an interesting way all the while maintaining authority.
- Have a hard close

When you don't know them write an opening with a super sincere opening, (restaurant example) "Mrs. Jones, you've probably never gotten a call like this before. (opposite of what most people telegraph) We're building a database of our ideal clients and we'll give a free dinner if you're in our target market. We're a five-star gourmet restaurant and we're 5 minutes away from your house, have you heard of us. I'm going to ask you two questions, and if you answer them, I'm going to give you a free dinner. So, Mrs. Jones, how many times a week would you say you eat out? 5 times. Do you entertain a lot? Yes. Ok, then Jeffery, you're the kind of person we'd like to have at our restaurant. What I'd like to do is buy you a free dinner and we're gonna treat you like a king. You've never been treated as good as you'll be treated at our restaurant."

Target by neighborhood. But then think about the "Do Not Call List". Who has the phone numbers of your buyers in your neighborhood? The local dry cleaner? Car dealership? Who has the phone numbers who can strike a deal to do something with you?

You do this on whoever's phone numbers you're using behalf. Make them pay nothing or do nothing. And tell them that whenever they give a dinner away, that you're going to give him one.

LIVE WORKSHOP: Cold calling best buyers

Make a quick stab at your opening telephone pitch. For current clients, write three reasons to invite them back.

Sometimes all that stands between you and success is a secretary

How skilled do you want to be to get around him or her?

It's all about the one with the most control!

First Rule: You must always lead.

If you are following, you will never close.

You: Hello, is Bill Smith there?

Gatekeeper: Who's calling?

You: This is Bart Jones.

Gatekeeper: What is this call in reference to?

You: I'm calling to talk about my product.

Gatekeeper: I see...

Who was in charge of this conversation? Gatekeeper

You must always lead:

You: Hello, this is Bart Jones. Is Bill Smith in? (stating his name takes away the first question they know to ask)

Gatekeeper: No, I'm sorry, he's not.

You: Who am I speaking to?

Gatekeeper: His assistant.

You: What's your name?

Gatekeeper: Shirley.

You: Great Shirley, when will Bill be in?

Gatekeeper: He'll be back on Tuesday of next week.

Who led this conversation? You.



The Gatekeeper Is Tough?

You: Hello, this is Bart Jones. Is Bill Smith in?

Gatekeeper: May I ask what this call is in reference to, Mr. Jones? (She just tried to take control; you must take it back)

You: Who is this?

Gatekeeper: His Assistant.

You: What's your name?

Gatekeeper: Shirley.

Never pitch the gatekeeper unless all else fails. This is not the win the gatekeeper over approach that takes months. He wants the guy on the phone NOW.

The gatekeeper will water down whatever you're saying. You could give her a masterful 20 minute presentation and she will give him 20 seconds. The gatekeeper's job is to pass you off to someone else most of the time. They might have the power to say no, but not the power to say yes. **You always want to talk to the person who can say yes.**

You want to complicate the issues. You want to be vague. You want to be authoritative the whole time. **Never lie.**

Gatekeeper Concepts:

Gatekeeper: What is this call in reference to?

You: Tell him I'm with (your biz name), Shirley. (Didn't ask, he told her what to do.) Doesn't sound like she has any other option and that you expect him to know you. Which is why it's always a good idea to direct mail before calling.

Gatekeeper: One moment please.

Gatekeeper: Will he know what this is in reference to?

You: He should. Just tell him Chet Holmes is calling.

It Gets Tougher

Gatekeeper: Mr. Jones?

You: Yes.

Gatekeeper: He wants to know what this call is in reference to?

Here's a contest: let's see how many times you can send the gatekeeper back without any information

1) Is Bart Jones in, this is Bill Smith?

Secretary: What's this in reference to?

2) Just tell him Bill Smith?

Secretary: I'm sorry he doesn't know you're name, can you tell me what this is about?

You: Who's this? (Take back control)

Secretary: Shirley.

You: Are you his regular assistant? (Now you start getting information)

Shirley: (yes-no-if no, get more data)

3) Just tell him I'm with xyz company

Important note: Don't ask her, tell her

He Won't Talk To You

Secretary: He doesn't know xyz company. What's this in reference to?

4) You told him Bill Smith, from xyz? Oh. Tell him this is in reference to the correspondence (not letter) sent to him on February 15th. That should jog his memory.

Secretary: One moment please. (She's getting more and more intimidated and a lot of times at this point she just asks the boss to take the call, please.)

If you can send the gatekeeper back three or four times, the boss will usually pick up the phone.

What happens when you get the big executive on the phone?

The one with the most passion wins.

What's easier to sell?

An education is easier to sell than a product or service.



LIVE WORKSHOP: Who should you be selling?

Who has the authority to say yes without checking with someone else in order to buy what you sell?

What's easier to sell for you initially, that you gives you easier access?

FOURTH DEGREE: What's this in reference to?

You: Our CEO wrote him about an executive briefing we offer. (Be authoritative, be vague, keep sending her back as many times as possible)

Use "Market Influencer" sell

Gatekeeper: If you're gonna get to Mr. Eisner, I'm going to need some more information.
You: Shirly, I appreciate that Michael is busy. If he knew how important this is, he'd take my call. I'm already in touch with Sherry Lansing at Paramount, Alan Horn at Warner Brothers and John Calley at Sony pictures. Tell Michael that I only need two minutes and he will not regret taking the time.

What's she gonna do? She's gonna run back to him and name drop all those people and he'll come to the phone.

Please Send Me Information

Sending info is a last resort.

Why?

- 1) It will probably never be read anyway; so why bother?
- 2) If it is read, they can make a decision without anyone to refute their thinking.
- 3) The information can be delegated to someone who doesn't have the authority to say no.

You: Look Shirly. Tell Bill I'd have to send him 10 pages to explain what I can tell him in 2 minutes. I'd be happy to send the info after we talk but I've already sent the info and didn't read it, why is he gonna read it this time?"



The perception you want the gatekeeper to have is that this is over her head.

You: Actually Shirley, other CEO's have been very grateful that they've participated in this program and it is being seen by (name a bunch of people you're gonna be calling) It's all part of an ongoing effort to prosper. Anyway, I think Bill will be very happy like the other CEO's have been with this program.

Have him call me and I'll show him the program.

Negative Takeaway pitch

You: Now Shirley, this program isn't for everyone. It is primarily targeted for CEO's who are still very active in the effort to take market share and grow client loyalty. The most appreciative participants in this program are the more progressive and aggressive CEO's. We certainly don't want to waste our time or his for that matter if Bill isn't active in the business. Is Bill active in the business?

Shirley: He surely is.

Bill: Well then I should talk to him, put him through.

The combo pitch/super complicated

You: Actually Shirley, we didn't really think about Bill, specifically. It's just that since this program is most appreciated by progressive CEO's who are very active in their business, some of our staff here said Bill Smith might be grateful to be made aware of the program. We're talking to every other (type of biz) CEO in the market and they have been very receptive... but, Bill might not be if he's not that actively involved in the business. I don't really know. He and I can determine that very quickly. You put him through please.

Bill Smith comes to the phone

You: Bill Smith? Great! Bill, we've developed a new program for top executives. After much research, we've found that there are several surprising trends in your industry... trends that will have a profound impact on your company if you're not aware.

We've packaged this information into a special program...

LIVE WORKSHOP: Who should you be selling? Time to develop your telephone appointment-setting script

The executive comes to the telephone:

What's your opening to hook them quickly?

What's the story you have to tell, something that continues to be "curiosity driven."

Who else can you name-drop that will raise credibility? Build value?

What are the pain points that might motivate them to want to meet with you?

What's your close?

What if they say no?

Then next?

Then next?

Then next?

Then next?

Then next?

Then next?

Then next?

Your Company Needs An Arsenal Of Tools All of Which Are Designed To Get The Appointment

Areas Covered:

- 1. What makes the world's greatest salesperson?**
- 2. Getting the impossible appointment will make all others seem easy?**
- 3. Tools and techniques that will get you an appointment with anyone.**

48% of all salespeople give up after 1 rejection. 20% will try 2 times, 7% will try 3 times, 5% will try 4 times.

Most people don't like to be rejected and when a client says, "No, I'm not interested," most sales people hear, "No, I'm not interested."

The best hear something other than no

They hear, "You haven't convinced me yet. Keep trying."

"If you can force your heart, and nerves and sinew to serve your term long after they are gone and hold on when there is nothing left in you except the will, which says "Hold on."
Rudyard Kipling

That passage shows what true grit is, being physically and emotionally exhausted and still believing.

Persistent Without Being Obnoxious

Top producers are persistent in an entertaining way. From the first attempt to eternity, you become part of their lives. Once you start working on a prospect, keep it in your mind that you will eventually become friends.



Twelve Rejections

This will make you 600% more courageous than most salespeople.

Step 1: Phone.

Step 2: You've gotten the appointment and you've suffered the cool-off factor.

LIVE WORKSHOP: Creating a follow up fax

What constitutes a good follow up fax? They send a worksheet. It creates intrigue because the worksheet shows questions that you don't have answers to that you'd like to know.

You could also send letters from other raving fans of the "Briefing".

At bare minimum you could send something like this...

FAX TO: Prospect
FROM: You
RE: Confirming appt.

This is to confirm our appt. on July 13th at 2:00.

As discussed, we will be sharing our Executive Briefing: "The five most dangerous trends in XYZ industry."

I'm sure you will find the information valuable. Other CEO's like you have said that it has helped in every area, from profits to productivity."

Make sure that you keep it this short. This will make sure it gets read.

What is the content of your follow up fax after you've secured an appointment? Put down some ideas here...

Step 3: If you DO NOT get the appointment

FAX TO: Prospect
FROM: You
RE: A New Success Program

32% of the companies that Tom Peters cited as "Exemplary" were in financial trouble within two years.

Our company has free information on how to avoid the same mistakes they made. I will call you to tell you about it.

Fax should be benefit-oriented to the prospect yet somewhat mysterious. What do you do after this fax?

LIVE WORKSHOP: Creating a follow up fax for rejections

Outline your first follow up fax if the client rejects you. What would your first follow up fax say?

Step 4: Phone Call

You: "I sent Mr. Smith an important fax and I'm calling to follow up, is he in?"

Secretary: Mr. Smith said he's not interested.

You: Shirley, this is very important for Mr. Smith and your company. I don't think Mr. Smith realizes the profound impact of the information I'm offering. Please tell him that I'm sending more information.

Step 5: Fax or Fed-Ex a one page description

Heading: Promises a major benefit. What is the single greatest benefit realized from your core story or product or service?

Other executives that have learned these six secrets have reduced costs, increased productivity, found their long lost mother, etc.

Body copy: Should be all sizzle, no steak. Make it mysteriously irresistible. If you're trying to get an appointment, you could directly say so, but often a promise of a "report" gets a higher call back rate. Then note:

Who should attend:

How Long:

When: Scheduled at a mutually convenient time

Where: At your offices

Cost: We supply the orientation; you supply the coffee.

You NEVER WANT TO CALL YOUR ORIENTATION FREE!!! Especially when you get the guy on the phone!!! You paid for that shit. Other people paid to commission the studies. "It was commissioned by us, sponsored by us, or "We pay the costs" I'm willing to share this with you, it cost us plenty but you get it for free."

LIVE WORKSHOP: One page promo

Outline an excellent one page promo piece that describes your first meeting with the prospect...

1. Great title:

2. Mysterious benefit:

3. Justification of why you would offer this awesome learning experience (if that's what you're offering) EXAMPLE – “We underwrite the cost of providing these programs as a way to give back to the market that has served us so well.”:

4. More benefits:

5. Who should attend:

6. How long (X, plus time for Q&A, Give specificity: you want it to sound precise, It takes 22.5 minutes):

7. When:

8. Where:

- 9: Cost:

Step 6: Another follow-up call

You: Hi Shirley, this is Bart. Is Mr. Smith in?

Shirley: Hi Bart. We got your fax, but I know Mr. Smith hasn't looked at it yet.

You: Shirley, I could tell him about it faster than he can read it. Ask him if he wants me to do that.

Send an MP3 with a killer promise

"2 Minute Audio That Can Save Your Company" You want to say how long it is in the title of the audio. Put this in the subject line of your email and the actual title of the MP3. You can say a heck of a lot in 2 minutes, especially if you speed up the audio. Sometimes he just plays his radio spots for clients over the phone because it's been so expertly worked on.

LIVE WORKSHOP: Creating an audio file (mp3)

What would be the outline of what you'd say on your audio file?

Remember that your title has to be all sizzle. "Two minute audio that can save your company" "2.6 minute audio that can profoundly impact your XYZ"

The content works best if you actually teach me something

Start with some "wows".

Build/unfold to the logical next step in a way that really makes them want it.

Tell them what you want to tell them. Call to action.

What would you do after sending this?

Flesh out some ideas now...

You want to look for ways to get other prospects raving about your core story, not the product/service you sell, but what you're selling now which is the core story.

Hopefully you've got at least six raving fan clients that you can get to say whatever you want them to say.

Step 8: Another Follow-Up Call

You: I know he hasn't listened to the MP3 yet Shirley. I actually only called to talk to you. (Charm the gatekeeper).

You: If Mr. Smith will talk to me, I can save him the double click of his mouse and just cover it live. Ask him if we can do that?

Great Gatekeeper Approach

Chet: Shirley, let me ask you a question...does your boss respect you?

Shirley: I'd certainly like to think so.


Chet: He respects your input if you give it?

Shirley: I think he does, yes.

Chet: You've been dealing with me now for several weeks, do I seem normal to you? Credible?

Shirley: Yes.

Chet: Shirley, I have a way that's going to (huge benefit promise) really help your company. You could be responsible for doubling the sales of your entire company. And if your boss respects you and if I sound normal to you, you could be responsible for your entire company gaining a huge benefit. All you have to do is help me get an appointment and you can help your entire company and if the boss respects you, you should be able to do that.

Guess what happened? He got the appointment with the CEO of Charles Schwabb. 

Step 9: The Letter of Recommendation

Example:

Dear Joe,

Your CEO program was exceptional. I'm quite surprised that your company has taken the time and invested the money to help me grow a stronger business.

I was particularly impressed by the section on the hottest marketing concepts. I definitely learned a few things which will increase my business. Every business should see this mini-seminar, just don't show it to my competitors!

Sincerely,

Ed

This whole letter is only selling the core story. Nothing else. What you also want to do is HAND WRITE your own message on the letter of recommendation. (This gets more attention).

Step 10: Another follow up call

You: Hi Shirley. I miss you.

Shirley: Hi Bart. He's been thinking about it.

You: Great! Send him this humorous note. (Find a cartoon to send)

Step 11: Another Follow-Up Phone Call

You: Hi Shirley.

Shirley: You finally got him, Bart. He says he's gonna call you next week.

Now a reminder note goes out to Mr. Smith...

Dear Mr. Smith:

Shirley mentioned that we're going to be speaking next week. Here's another copy of what I want to discuss with you. (include your orientations description)

The Art Of The Voicemail

Chet LOVES voicemail.

He thinks it's a fantastic opportunity. You can run a campaign with it. At his company they have six excellent voicemails scripted. They get a 30% call back after the fourth message.



Each message teaches something of value, is super sincere and offers to really help them.

You essentially want to leave six commercials, each one adding more benefits that the prospect can achieve by working with you/hearing your core story.

Sample Voicemail:

"I'm calling from Tony Robbins Business Mastery International. You left us a voicemail in response to the "How to double sales in 12 months" radio campaign... We send reports specific to your particular issues. I'm calling to learn more about your business to make sure that the reports we're going to send you are applicable to your given situation and or your industry.

I've got reports on hiring top sales talent, becoming less reactive to your business, target marketing, dealing with highly competitive markets, getting a lot more new clients, better marketing, becoming the top of mind choice in your market, becoming a better time manager and so on.

All I need to know is which one of these or maybe one of our other reports would work best for you. Please call me back at..."

Another Sample Voicemail:

Notice on this one they don't say who they are until the end...

"Hi, _____, we have a method called "Your Best Buyer Strategy". It's the fastest, least expensive way to grow any company... By focusing like a laser beam on your best buyers, we help companies literally double sales in 12 months or less.

_____ Do you have a special effort to your best buyers? It's a lot less to reach them because there's a smaller number of them, but they buy bigger when they buy. I can help you get those best buyers if you call me back at 888-888-8888. This is _____, at Tony Robbins Business Mastery International. You took the time to respond to our radio campaign, let me help you. We have the best info in the world today on growing companies and managing that growth like a master when it happens. Call me directly at 888-888-8888."

LIVE WORKSHOP: Voicemail campaign

What will be your VM campaign? Outline your entire campaign for your team to follow.

Write at least six VM's that you or your team will leave. (ALL offers to help them)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Persistence Wins Respect Which Wins The Day

Contrary to what weaker salespeople feel (like they're bothering the executive), the prospect begins to respect the persistent salesperson. The prospect begins to feel a sense of obligation the persistent salesperson.

How much respect can a prospect have for a salesperson who went away after the first rejection?

Web Applications

All of these tools can be used on your website. His has streaming video, free articles and reports, tutorials and tons of great free education.

The definition of luck is when preparation meets opportunity

The Rules Of Presenting

SESSION 11

Areas Covered

- What makes an effective presentation (Increasing closing from 2 out of 10 to 8 out of 10.)
- Your pitch and your body are one. (Learn why the way you move you is more important than what you say)
- Most common mistakes (A humorous section with the World's Worst Presenter)
- Presenting to your "Dream 100"
- Perfecting your core story presentation
- More insights on how we learn

Why use professionally prepared visual aids?

We retain 20% of what we see, 20% of what we hear, and 50% if see and hear it.

You just about triple the communication experience when you use visual aids.

Why is retention so important?

Because you want to arm yourself against the cool off factor. Day 1: Hot Day2: Cool Day 3: They forgot who you are.

85% of all information is taken in through the eyes. 80% of all motivation is optically stimulated. We are more motivated by what we see short of immediate and flashing pain. Information that is visually illustrated and communicated has a dramatic and direct impact on the brain.

How many images can you take in at a single glance?

ATTENTION!

The eyes can take in 1.5 million images in a single glance. This means you'd be crazy not to use such powerful tools to help you communicate to this ability. The brain tunes out if it isn't seeing pictures.

We speak at 140 minutes but our brain can take in information at 500 words per minute.

Studies also show that they allow you tell 40 percent more story in your time.

Visual Aids Immediately Raise Expectation

If your material is well prepared, your prospect's interest level and expectation goes up immediately.

Rules For Effective Presenting

1. Tell them what you're going to tell them Start with: Areas covered.

This is your chance to pre-sell like crazy. Your areas covered have to sound riveting. Like a movie tag line. This should be all sizzle no steak...

"We're going to tell you the five most dangerous trends in your industry today and how to make sure they don't literally put you out of business.

"We have \$3 million in raw data that we've combed through to bring you this fast paced experience in 27 minutes, and every single panel is designed to help you either avoid dangerous trends or find hidden opportunities."

2. Tell them

Since The Eyes Are So Important...

Put a graphic on every single panel. THINK about that graphic. Work hard to make sure it counts.

Valuable Real Estate...

Your headers, they serve as headlines for what's to come. It should summarize what's to come. Every one should be different. You've gotta sell the panel. Summarize the panel, but don't give it away.

Don't ever use "Title case" in any header on any slide. Title case is when you capitalize the first letter of each word, like you see most headlines in salesletters set up. But we don't learn to read in title case.

Another mistake is using ALL CAPS. The eye doesn't even recognize it and is turned off by it, thus ignoring it all costs. And they eye is trained to read dark color on top of light color. Not the reverse.

K.I.S.S. – Keep It Simple Stupid

Don't clutter the page:

No more than one main message (in heading), 3-4 bullets at the most in a slide.



Keep it Fast Paced

For this seminar, he's going through almost a slide per minute. You can't look away or you'll miss something. He has 800 slides in his 2 ½ hour webinar he puts on. To make sure people don't start checking their emails or doing some other shit, he makes sure the visual is changing like every 15 seconds.

Use Facts and Statistics

You automatically enhance your authority when you do this. It translates credibility to everything else you say.

You want people saying "Wow!!!"

Build in opportunities for stories

A well told tale increases recall by another 26%. People love stories. Can you tell a success story? Make sure the story has a point.

Curiosity driven

Unfold the info in a way that keeps them curious. Fact first then explanation or... keep alluding at information to come.

The art of presenting

Be confident but not obnoxious. Get rapport with your audience and focus on them and not on you. In relationships, the most mature person is the one who listens the most.

"Maturity is when all of your mirrors turn into windows." Thoreau

Top producers see windows not mirrors. They have empathy for others feelings and focus on how they can help meet the clients needs. They focus on how the client is reacting and how they can totally serve the client and be a friend, a confidante, and give value.

Use your body, your face, your voice

Your client's subconscious read on your body language will have SEVEN TIMES more impact than what you actually say.

7% of your impact comes from your words, 38% comes from your tonality, 55% comes from your face and body. **55% of people's perception of you is based on how you feel about yourself.** People's subconscious is reading every little thing about you.

93% of communication has nothing to do with the words you're using on stage.

Take control of the meeting



In a large group, ask them to stretch. (Makes you feel in control if you're nervous)

In a small group, or one-on-one, ask them to move. Put them where you want them. You never want a desk in between you and a prospect so one way to do this is to ask them to come around to your side of the desk.

Worlds worst presenter rules

Rule #1: Apologize for taking their time; after all, what you have to say probably isn't important enough to bother them. At the very least, thank them for their time.

Making the prospect think that their time is more important than yours, belittles everything you have to say.

Rule #2: Keep your hands in your pockets.

Studies show that hands kept in pockets, lowers the image of the speaker. You want your hands in front of your body above your waist.

Rule #3: Never stand up: people will pay 26% less to you if you sit down to present.

There was a study he found where people paid 26% more for a bottle of water when presented from a person who was standing instead of sitting. Even if you're doing a presentation 1 on 1 you want to sit down at first and then ask them if they wouldn't mind you standing up because you think better when you're on your feet.

Projector vs. laptop –

Always go with Projector. It's more dramatic, dynamic. In fact, even one-on-one, a projector will change the entire dynamic of the meeting and make the experience more powerful and also give the presenter a lot more authority and control.

Rule #4: Be led around by your nose. When someone asks a question that will be answered later, steal your own thunder, interrupt your current message and answer thme right then and there.

You have to stay in charge. You cannot close if you aren't leading. This is a fact for ANY sales situation.

Rule #5: The presentation is more important than the presenter. Cling to the presentation as if it is more important than you.

If your audience is paying too much attention to your material, you want to be able to blank out the screen so the show goes back to you. The presenter is the presentation: the material is only an aid to help you communicate. Don't read the bullets mindlessly.

Rule #6: NEVER use humor. Humor increases interest and retention by 700%.

Look for every opportunity to be funny, witty and entertaining.

Rule #7: Be sure to be rude and point at people

Don't point with your finger, point with your hand.

Rule #8: Don't practice the presentation... each and every time before you present. Make sure the presentation is more knowledgeable than you so that you're constantly upstaged.

You've gotta be able to know the presentation so well that you almost know what the next slide is. Practice out loud as if you're trying to persuade. Don't just read it. Draw conclusions for people at the end of your panels for your clients. This helps it not be robotic and boring.

You want to move as fast as the wind. Develop patter between the panels. If all you say is on the panels, what good were you? You could've just turned them into a movie and played it.

Some people can't present. You want to test that before you hire someone. If your pitch depends on a core story presenter and you have a guy that can't do it, you're dead.

Rule #9: Don't pre-frame each panel. Don't know the material well enough to pre-introduce each panel, thereby making the info far less interesting.

Even a simple statement like, "This next panel is REALLY important."

