

BUSINESS WORKSHOP

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THE WINNERS MINDSET

THE CYCLE OF LIFE.....WHAT IS IT?

We want the lifestyle? The car, the house, the holidays.

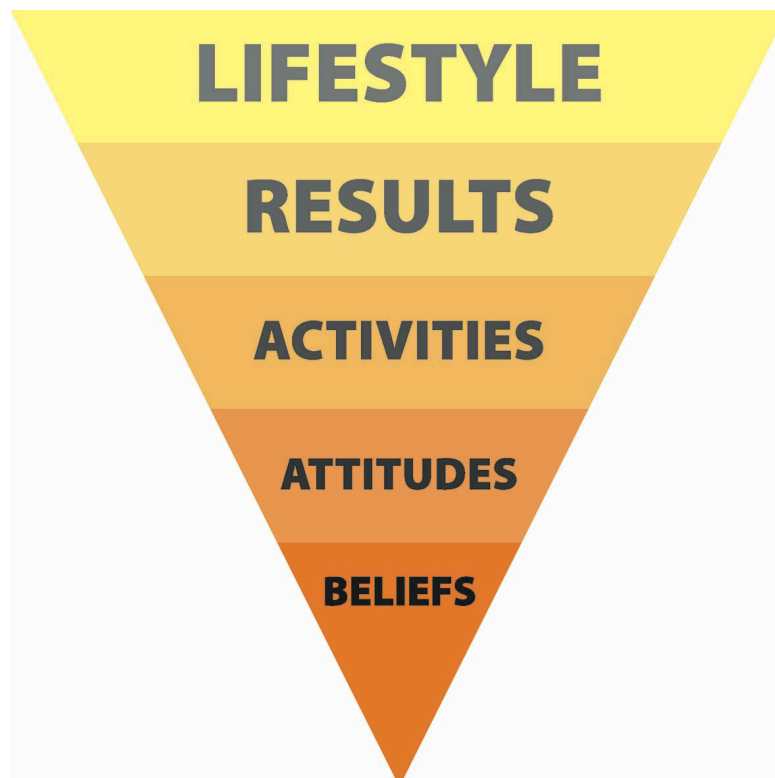
We see what is on the outside, but it comes from what is on the inside.

Lifestyle is based on equity (in things of substance)

Equity is created by BELIEFS. It is the cornerstone of Achievement.

The 5 stages are...

What the world sees outside



To achieve a certain Lifestyle, we need to achieve certain Results. These Results come from what we DO, that is, from our Activities.

Our Activities are driven by our Attitude and our Attitude has its foundation in our Belief System.

Thus we must refine our beliefs before we can enjoy a Lifestyle!

“FAILURE IS A FEW ERRORS IN JUDGEMENT REPEATED EVERYDAY.”

NOTE: Failure is an event – NOT a person!

The Mindset

ATTITUDE – The backbone of any successful person is a positive attitude. Author, speaker and businessman Chuck Swindoll put it best when he said:

“Attitude to me is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes than what other people think or do. It is more important than giftedness or skill... The only thing we can do is play on the one string we have, and that is our attitude. Life is 10% what happens and 90% how I react to it.”

- ✓ In life, your attitude, whether good or bad will determine your outcome. It is essential if you want to be the best you can be to have a good attitude.

- ✓ Your attitude will also set your focus. Guess what? You get what you focus on!

Here’s a quick check to find out where your attitude is.

It is called Above the Line – Below the Line. Which side of the line are you playing on?

Above the Line – Solutions Focused

- I take ownership
- I am accountable
- I am responsible



Below the Line – Problem Focused

- I blame others
- I make excuses
- I am in denial

Don’t worry if you’re playing below the line because you can change which side of the line you play on by doing one simple thing...

Choose Your Attitude!!

NOTES:

HAVE AN EXCELLENT MINDSET

The 8 Principles of a winning mindset

1. Do your passion – The money will follow

2. Cause and Effect – What we sow, we reap

3. Abundance is your Natural State

Scarcity is only....

4. The Power of Focus

5. Seek Wisdom

6. The Genius of you

4 Characteristics of people who are expressing their Genius

Passion – Love what they do

Talent – they are good at it

Values – Doing what they do is extremely important to them

Purpose – Clear and present Goal focus

7. Ask and You Shall Receive

8. Behold and Beware

Force creates new form, new habits and new outcomes.

19 Things that Matter Most

1. Success is more than just making money

2. Life is hard and not always fair

3. Life is fun and we are extremely funny

4. We live by choice

5. You're free to choose your attitude (Your alarm clock is your opportunity clock)

6. Good Habits are the key to success

7. Being thankful is a habit – and it's the best one you can ever have

8. Good people build a life on a foundation of respect

We show it in 4 ways

1. Manners
2. Language – Only gracious words come from the wise
3. Honour the rules – show respect in all its form
4. Appreciate differences

9. Honesty is the best policy

10. Kind words cost little but accomplish much

11. Real motivation comes from within

12. Goals are dreams with timelines

13. NEWS FLASH! There is no substitute for hard work.
Work and fun are not exclusive

14. Give up something to get something

15. Successful people don't find time, they make time

16. No one else can raise your self esteem

Be consistent in 4 areas

1. Be kind
 2. Be honourable – integrity is high self esteem
 3. Be productive
 4. Be proactive
-
-

17. Mind, Body, and Spirit as one

18. Its OK to fail and feel OK about it...everyone fails

19. Life is simple when we know what is essential

6 Important points

1. Choose a good attitude and be thankful
 2. Love yourself, love others
 3. Master integrity
 4. Accept difficulties and challenges of life
 5. Have a passion to learn (take notes – apply)
 6. Enjoy life...laugh at yourself
-
-
-

Additional thoughts:

- Get around positive people (avoid “everyone” thought)
- Don’t live in other peoples mindsets
- First among equals (teamwork)
- Look ahead = A leader sees ahead

Positive Affirmations

I like myself

I like my life

I love my job

I love my family

Life works out for me

I'm a happy person

I enjoy people

I think the right kind of thoughts

I find solutions to problems

Doors open to me

My mind is healthy

I'm happy with the way I look

I'm changing the areas that need changing

I'm a healthy person

I'm looking forward to tomorrow

I'm glad about the past

All things work together for good in my life

Building an Actionable Plan

Your Assessment

i. What is your greatest challenge at the moment?

ii. List the fires that you put out on a daily basis

iii. How many hours are you currently working?

iv. What are some of the challenges that you have with your employees?

v. How much time do you spend in the sales and marketing functions of the business?
_____%

Definition of a Business

A Business is defined as a profitable, commercial enterprise that works *without* you.

Is it easier to make a fortune out of running a business, or out of selling the business?

Answer: (Circle One) **RUNNING** or **SELLING** a Business.

Profitable, bankable Businesses have good systems.

Good Systems allow Business Owners to replicate one outlet after another, for example McDonalds, Gloria Jean's Coffees, Harvey Norman, VIP Mowers, etc. etc.

Business Owners are responsible for two things only:

- Generating a Return on their initial investment
- Generating a Return on their ongoing investment

So, as the Business Owner you should be spending your time in two things only:

- Investing the surplus funds in other ventures, and
 - Ensuring that the Management Team is maintaining the overall strategic direction of your Business.
-
-
-
-

Build a Business vs. Buying a Job

Most common Misconception about Businesses: If we can do the technical work of your business, then we can also run a Business that does technical work.

Three main functions a small Business needs are:

- a. Those of the **Technician**,
- b. Those of the **Manager**, and
- c. Those of the **Entrepreneur**.

vi. The **Technician** goes to work and is self-employed.

The **Manager** transforms knowledge and knows how, into operating procedures and systems that will help your Business get consistent, desired results.

The **Entrepreneur** provides and lives the Vision. The Entrepreneur is the Dreamer.

The Entrepreneur, the Manager, the Technician are each inside a small Business Owner. All want to be the boss (in charge) yet none want to have a boss.

So the conflicts start and guess who ends up in charge? – The **Technician**.

When the Entrepreneur is allowed time to think and plan, they breathe life to the Vision – that is when dreams come to life!

The greatest Business trap is when the Technician in you takes over and is in control of the Business. This is when the Owner is doing everything and the Owner IS THE BUSINESS!

The Key to Success is Leverage

What is Leverage?

There are 5 kinds of Leverage

- Other people's money
- Other people's experience – resources and listening
- Other people's idea's
- Other people's time
- Other people's work

The 50/50 Rule

The first 50% - Half - of your time, effort and investment must go into **Distribution**- getting your product and services to the market place.

The other 50% - The Other Half - of your time, effort and investment should be spent on **Sales and Marketing** - getting the market place to come to know your product and services.

Procedures vs. Systems

Definition of Procedures

Procedures are designed to reduce or eliminate any losses to the business, such as theft, fraud, or anything to do with the processing of financial transactions or inventory management

Definition of Systems

Systems are designed to either;

- Increase sales and profit
- Save time
- Improve the quality of service that is given to the customer

The systems engage all functions of the business, in ensuring that everything the company does follows the 3 principles listed above

The 6 Rules to Developing Systems

1. Do these systems support the vision?

2. Do the systems help define the brand, through delivering a consistency of service?

3. Can each of these systems be tied back to job descriptions and KPIs?

4. Can all of my employees be trained in these systems?

5. Will these systems be relevant in 5 years time?

6. Can a 16 year old understand them?

The 8 Steps to Systemizing Your Business

1. Vision

2. Mission Statement

3. Values

4. Who is My Customer?

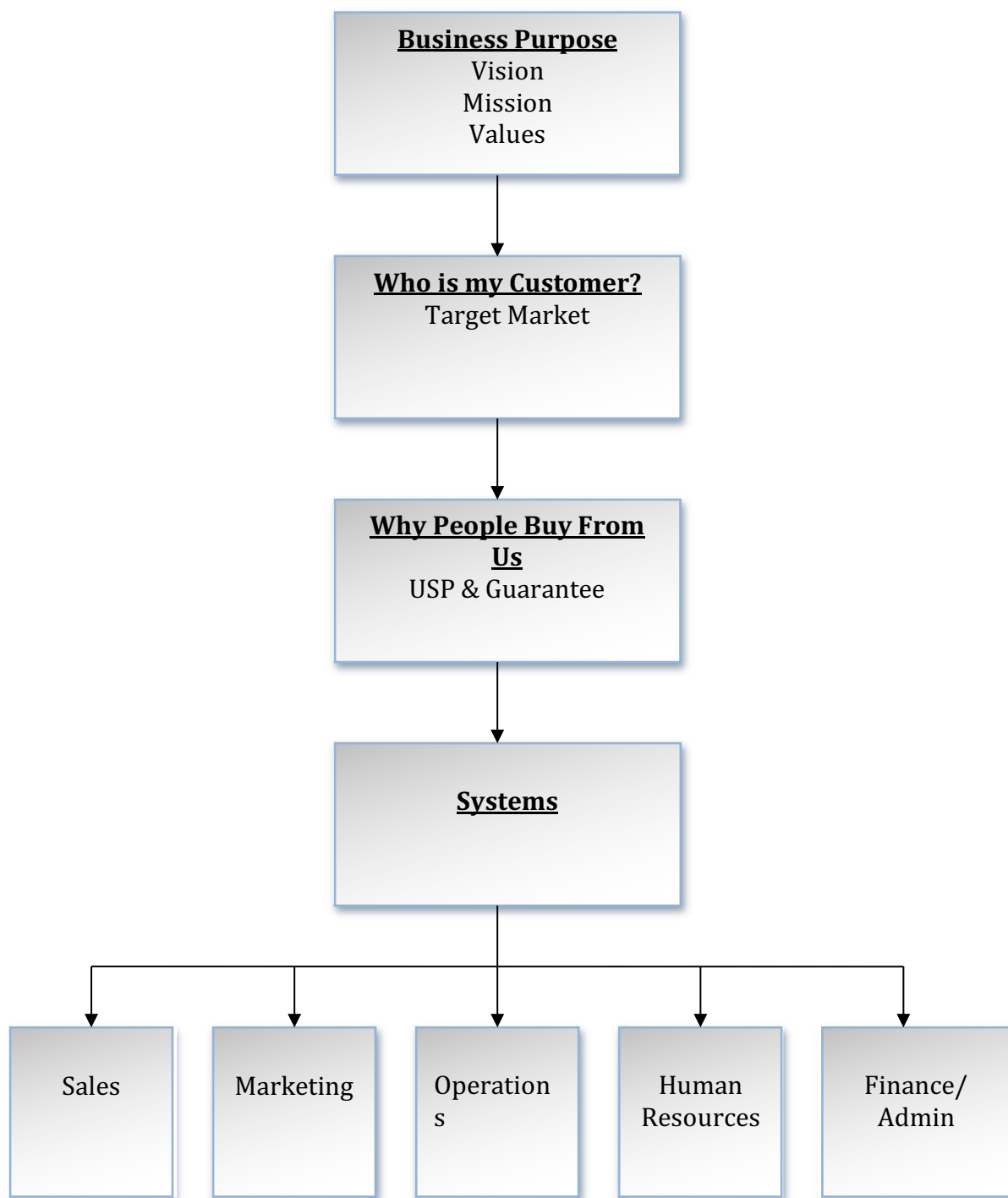
5. USP and Guarantee

6. Organization Chart

7. Position Contracts & KPIs

8. How to Manuals

Systemising Success Diagram



Developing Systems

Write down one common engagement that you have with a customer that you would like to create a system for e.g. customer purchase, a refund, a customer complaint, a phone enquiry etc.

What are the customer's expectations from that engagement?

Close your eyes for a moment? Can you visualize how that engagement is carried out? Now write it down

Write down step-by-step how the engagement is carried out?

Now read the system, does it accomplish either one all of the components?

- Increase sales and profit
- Saves time
- Improve the quality of service that is given to the customer

What Process in Your Business Should You Systemize First?

You need to get a snapshot of where you are at the moment. In order to do this –

1. Draw an organizational chart for your business

2. Develop a workflow chart

This Chart should describe in detail and accurately what happens in each area. This is also known as Process Mapping. Make sure that you:

- Take one Area at a time, i.e. in Sales, processing an order.
- Start at the first point of contact with your customer
- Document the flow of the work as it passed through each functional Area or until it passes through to the next Area.
- Draw boxes for each function and then join them up with straight lines.

Involve your team members

Document what each team member actually does

Tips on Writing Systems Manuals

Start with the workflow descriptions. Use diagrams to map the process

Use bullet points and concise headings

Start with the first or the most important task

Itemize each action and write briefly what needs to be done

Mention what the desired outcome is and what happens next

Mention what happens if things go wrong or another action is called for

ACTIONABLE PLAN:

1) Where do you want to be in 3 years?

2) Barriers to be where you want to be.

3) Vision

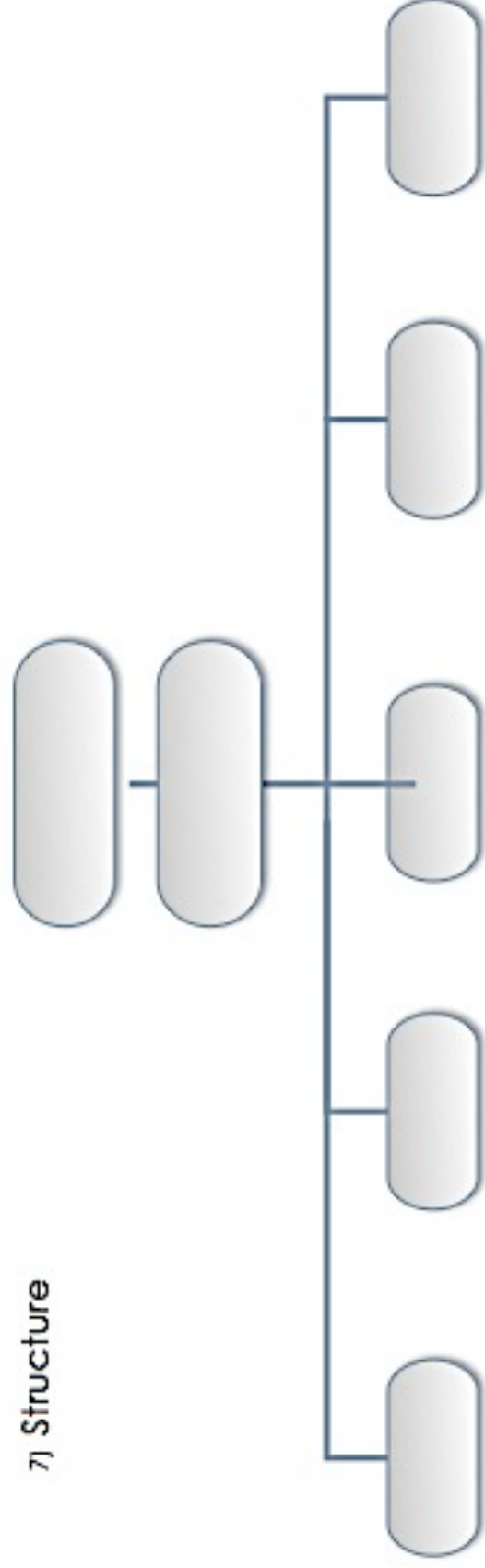
4) Mission Statement (Purpose)

5) Values

6) S.W.O.T

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

7) Structure



8) Actions

ITEM:	DETAIL:	BY WHO?:	BY WHEN?:

Areas to Systemise

Ownership Systems Improvement

1. Revisit your Vision, Mission
2. What is your Unique Selling Proposition?
3. What is your business's Culture?
4. Start to Delegate everything
5. Set a deadline for Delegation of each element.
6. Define your ideal structure (org chart)

Operations Systems Improvement

1. Performance measurement system
2. Computerized stock control systems
3. Establish Stock KPI's, like Turns, holdings etc.
4. Quality control – Manufacturing
5. Total quality system
6. Procedures manual
7. Disaster Planning
8. Manual stock control systems
9. Effective purchasing
10. Controlling stock levels
11. Health and Safety risk assessment
12. Outsourcing
13. Health and safety plan (OH & S)
14. Office/factory evacuation procedure
15. Project management

Administration Systems Improvement

1. Draw a diagram that tracks what happens when a sale is made.
2. Map the internal processes that your business performs.
3. What are your Standard forms
4. Integrate everything
5. Automating through technology
6. Investing in technology
7. Information systems
8. Phone scripting
9. Phone procedures
10. Filing
11. Archiving

Finance Systems Improvement

1. Your bookkeeping
2. Keeping financial control
3. Internal audit system
4. Reduce/eliminate taxation expense
5. Controlling your costs
6. Stock Ordering system
7. Controlling your credit
8. Collecting debts
9. Controlling your budgets
10. Set financial indicators
11. Your prices

Human Resource Systems Improvement

1. Set goals, targets and objectives
 2. Induction system
 3. Training programs
 4. Performance appraisal systems
 5. Job descriptions and Specifications
 6. Selection policy
 7. Employee selection process
 8. HRM performance indicators
 9. Create the right environment
 10. Job design strategies
 11. Good HR management practices
 12. Employee wastage and turnover rates
 13. HRM objectives and policies
 14. Occupation health and safety programs
 15. Assessment and development centers
 16. Improving performance
 17. Application form
 18. Salary surveys
 19. Unions and employer associations
 20. Mentoring
 21. Recruiting agencies
 22. Managing absenteeism
 23. Salary increases
 24. Flexible working hours and alternatives
 25. Human resources
-
-
-

Management Systems Improvement

1. Planning process
2. Time Management
3. Networking
4. Recognize your organizational structure
5. Image
6. Set goals, target and Objectives
7. Motivational systems
8. Stress management
9. Improve productivity
10. Quality Management
11. Financial control
12. Implement technology
13. Material resources
14. Have regular meetings
15. Team building
16. Agenda and Meetings
17. Managing internal politics
18. Effective communication
19. Decision/ Problem solving techniques
20. Managing change
21. Building trust
22. Action learning
23. Occupational health and safety
24. Customer service management
25. Effective presentations
26. Better Management
27. Effective delegation
28. Create the right environment
29. Define your mission statement
30. Business plan
31. Formal board structure

How to Makes Systems Work

Easy to understand systems

Robust induction program

Job Descriptions and KPIs

Training, training, training

Marketing Success

Marketing Improvement Strategies

Requirement	Yes	No
Does the business have a marketing plan?		
Can the business clearly define the target customer profile?		
Does the business have a mechanism to grade customers A.B.C.D. in order of sales and profitability?		
Is there a comprehensive competitor analysis, which clearly outlines their strengths and weaknesses?		
Is there a marketing budget?		
Is there a marketing planner/calendar that has set promotional events and the marketing elements that are required for each campaign?		
Does the business measure the number of leads?		
Does the business measure conversion rate?		
Does the business measure average dollars sale?		
Are customer names collected at point of purchase and entered into a database?		
Does the business have a proactive plan for lead generation strategies?		
Does the business have mechanisms to convert leads into a sale (conversion rate strategies)?		
Does the business have average dollar sale improvement strategies?		
Does the business have a pricing strategy?		
Is there are loyalty program?		
Does the business have trading terms with suppliers?		
Has the business negotiated marketing rebates and marketing co-op with its suppliers?		

What is Marketing?

Marketing is really quite simple. It is essentially?

“Your business communicating to your target audience about what you have to offer and they will either accept or reject your offer.”

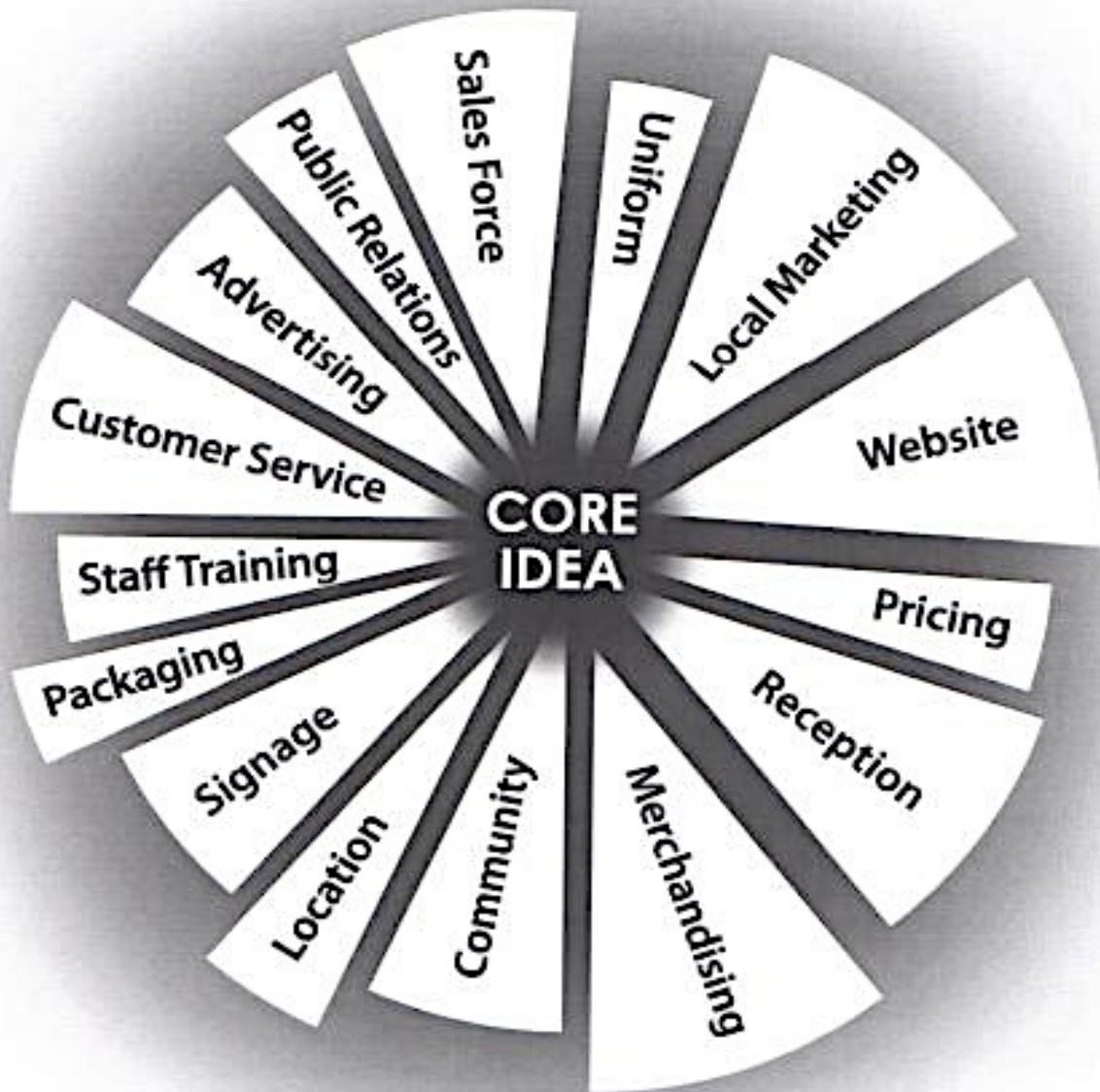
The role of business is to:

“Solve peoples problems”

Trust is built by:

“Investing in people before they invest in you”

Marketing Pie Chart



Discounting Your Prices

		If your Margin is (%)								
		20	25	30	35	40	45	50	55	60
And you discount your price by (%)	Your sales must INCREASE by the amount shown to keep the same Gross Profit (%)									
2		11	9	7	6	5	5	4	4	3
4		25	19	15	13	11	10	9	8	7
6		43	32	25	21	18	15	14	12	11
8		67	47	36	30	25	22	19	17	15
10		100	67	50	40	33	29	25	22	20
12		150	92	67	52	43	36	32	28	25
14		233	127	88	67	54	45	39	34	30
16		400	178	114	84	67	55	47	41	36
18		900	257	150	106	82	67	56	49	43
20		-	400	200	133	100	80	67	57	50
25		-	-	500	250	167	125	100	83	71
30		-	-	-	600	300	200	150	120	100

Increasing Your Prices

		If your Present Margin is (%)								
		20	25	30	35	40	45	50	55	60
And you Increase your price by (%)	Your sales must DECREASE by the amount shown before Gross Profit is reduced (%)									
2		9	7	6	5	5	4	4	4	3
4		17	14	12	10	9	8	7	7	6
6		23	19	17	15	13	12	11	10	9
8		29	24	21	19	17	15	14	13	12
10		33	29	25	22	20	18	17	15	14
12		38	32	29	26	23	21	19	18	17
14		41	36	32	29	26	24	22	20	19
16		44	39	35	31	29	26	24	23	21
18		47	42	38	34	31	29	26	25	23
20		50	44	40	36	33	31	29	27	25
25		56	50	45	42	38	36	33	31	29
30		60	55	50	46	43	40	38	35	33

What Category Are You In?

Niche vs. Leader Strategies: There is no such thing as a niche strategy
All niche strategies are leader strategies.

The Market's Perception of You and Your Product/Service is Reality

It involves 5 factors

1. What's available

2. What are the benefits

3. What to buy

4. How to choose

5. How to buy

10 Principles of Marketing

1. Cost Reduction vs. Income Growth

If you want to make real money, you have to put more of your time into income generation than you do into cost cutting. If you cut costs you probably only add 10 or 20% to your bottom line. Yet building your income, the bottom line jump is limitless.

2. Distribution and Marketing

Put 50% of your time, effort and investment into distribution – getting your products and services to the marketplace. The other half should be spent on sales and marketing – getting the marketplace to come to your products and services.

3. Focus on Cash Flow

- But don't forget profit

4. Marketing is an Investment not an Expense!

5. Test and Measure

-Everything you can

6. Acquisition Cost

7. Buying A Customer

Try to see the entire function of your business as nothing more than a buying exercise – An exercise of buying customers, not selling products or services. Then the only Question you have to ask is – Can you buy customers for less than they spend over their lifetime of buying.

How many times does it take for a new Customer to Buy from you, before you make a profit? (This calculation will surprise you)

8. Wallet Share versus Market Share.

Chasing Market Share is about finding new Customers.

These Customers are your highest cost Customers, both in time invested and marketing cost. Share of Wallet is about getting your existing Customers to Buy more or at least to Buy more often!

You've got to understand that if you've already spent your money to buy a customer, then it makes total sense to make sure you maximize your Return from that Customer. This is your Return On your Investment in Marketing.

9. Look at your Business from a Marketing Point of View

You are the profit making business, and making profit is simply spending less than you earn. In other words you need to buy customers with your sales and marketing dollars, for less than they spend with you, either by cutting the cost of buying a customer, or by extending the amount people will spend with you over the lifetime of buying.

10. Lifetime Value

You must establish a long term view of their value before you can appreciate how important it is to develop a relationship with customers and to ensure everything is done to keep them for as long as possible.

What Category Are You In?

Niche vs. Leader Strategies: There is no such thing as a niche strategy

All Niche Strategies are leader strategies!

The Leader Strategy

1. Define what your core product/service offering is.

2. Can this product/service be defined into a category that the market relates to?

3. Where are the new opportunities

4. Where can you become a dominant player?

5. What is the problem that the market needs a solution to?

Laws of Marketing states:

“It is easier to sell yourself from a leadership position.”

Now that you have defined the category, you can build the brand.

Notes:

The Old vs. New Consumer

The New Consumer is looking for authenticity in the brand.

Scarcities

Old Consumer Scarcities	Solution	New Consumer Scarcities	Possible Solutions
Cash	<i>Credit</i>	Time	<i>Convenience</i>
Choice	<i>New Products</i>	Attention	<i>USP</i>
Availability of Product/Services	<i>Improved distribution</i>	Trust	<i>Authenticity</i>

Notes:

Who is your target audience?

Business to consumer

Sex _____ Marital Status _____
Age _____ Income Band _____

Type of Work

Interest/Hobbies

Where do they live?

Education?

What do they spend their income on?

Where do they obtain their information i.e. news, current affairs etc.?

Business to Business

Type of business _____ Turnover range _____

No of employees _____ Location _____

Who are they mainly dealing with?

End customer profile

Industry group and associations

Journals and Magazines they source information from

Greatest Challenge or Frustration?

Creative Brief

Client:

Brand:

Date:

Role for Advertising

What in one sentence is the advertising trying to do for the brand?

Target Market

Describe typical person we are talking to.

Consumer insight

How do they currently feel about the brand/category?

Advertising Opportunity

In light of the above, how can advertising make the brand more desirable?

Promise

What is the one single thought or idea that the creative should start from?

Support

What emotional or rational support can help make the promise believable?

Desired Consumer Result

How do we want people to think/feel as a result of the advertising? You should write this in plain language in the first person.

Mandatories

Are there any musts or must-nots?

What is Your uniqueness?

Why do you need a Unique Selling Proposition?

So what about your business? When you started did you begin with uniqueness – a real point of difference or did you start as a me-too competitor?

Need to stand out, no uniqueness = no reason for existence. You must work out your uniqueness.

1. What is the history of your business?

2. Why do people do business with you?

3. Who are the main competitors in the category that you defined?

4. What are their strengths?

5. What are their weaknesses?

6. What are your business strengths?

7. What are your business weaknesses?

Now Circle the unique strengths that your business has over your competitors

8. Can these strengths be delivered on a consistent basis?

9. Write down your unique selling proposition based on the unique strengths that your business can deliver on a consistent basis

Now Reduce Fear - Guarantee

Why do you need a Guarantee?

- You must take risk away from them
- If you guarantee to give people the benefit that they are after, then there is a high probability they will want to deal with you
- Its all about understanding what makes the customer tick, and then absolutely guaranteeing to give them that. If you don't feel they have received what you promised they get compensation. When people feel as though they have nothing to lose, they are more likely to buy or take action. Most action is delayed forever simply because people are afraid of what will happen if they make a mistake
- Imagine if every customer says, "Well I can't lose with these guys, I'll buy it and see how it works?"

Most people are frightened of guarantees. They think customers will rip them off. The truth is most guarantees are never take advantage of. Even when the customer is dissatisfied. 2 reasons for this:

1. People are lazy
2. It takes a loss of confidence to stand up and say "hey I'm not happy, give me my money back"

1. What is your current guarantee?

2. What are the 3 main problems that are solved when people buy your goods/services?

3. What are the 3 major benefits of buying your goods/services?

What turns on different personalities?

The Dominance Style – Eagle

(Sometimes referred to as a Driver or Director)

When the customers buying style is that of **Dominance**, then the following general descriptions should most closely describe their behavior and personal idiosyncrasies.

But Note: “It all Depends!” People are wonderful, complex individuals. So don’t oversimplify your analysis – or it might cost you the sale!

They seek information about *the Results (What)* such as

- What will it do for me?
- Why are you the superior choice
- Are you a credible company
- What are your credentials
- How much money will it make me?
- How does this compare with XYZ products?
- What is your delivery time?
- What is your best price?

Manner

- Doesn’t worry about the detail
- Doesn’t know the detail (or bother with it).
- Impatient and independent.

Decisions

- Quick decision maker
- Not into details, just ROI
- Won’t exceed their budget, unless justified by extra profit.

How to market to an Eagle

- Be clear, specific, brief and to the point.
- Use fear of missing out (they hate losing)
- Give them a deal, they love to win
- Provide rational options, probabilities and challenges

Stick to business: Cut the small talk

The Influencer Style – Peacock

When a customer's buying style is that of an Influencer, then the following general descriptions should most closely describe their behavior and personal idiosyncrasies. But Note: "It all Depends!" People are wonderful, complex individuals. So don't oversimplify your analysis – or it might cost you the sale!

They seek information about *Image* (why and when questions) such as

- Who else has bought this?
- How can you get me to what I need quickly?
- Can I customise your product or service?
- Can you help me narrow down my choices?
- How will this let me enjoy life more?
- Is this the latest model?
- What colours does this come in?
- Can I have made differently?
- Is this the one I saw in the magazine?

Marketing Manner

- Outgoing, creative and excitable
- Receptive to the newest, the latest and the greatest.
- Optimistic and self-confident.
- Enthusiastic and passionate.

Decisions

- Spontaneous decision maker once they know what they want.
- Conscience of the decision's impact on others.
- Can procrastinate if there is a lot of detailed planning and paperwork or reports involved.
- Not as worried about the money asked or their budget.

How to market to a Peacock

- Be enthusiastic and stimulating.
- Use vibrant, creative and cutting edge marketing elements.
- Be attractive, aspiring and well groomed.

The Influencer Style – Dove

When a customer's buying style is that of **Steadiness or Stable**, then the following general descriptions should most closely describe their behavior and personal idiosyncrasies.

But Note: "It all Depends!" People are wonderful, complex individuals. So don't oversimplify your analysis – or it might cost you the sale!

They seek information about *Security or Risk* (who questions) such as

- What if things go wrong?
- Who uses your product/service?
- What experience have others had with you?
- Can I trust you?
- What are your values?
- What is the guarantee that is being offered?
- How long have you been selling these?
- How long has your firm been in business?
- What is the warranty on this?
- How long has this been on the market?

Marketing Manner

- Easy going and laid back.
- Patient, not rushed.
- Will read, listen and watch your marketing pitch, even if not interested.
- Very polite.
- They always want time to think about any decisions, like a day or two.
- Risk avert. No decision is a good outcome.
- Quite hard to tie down to make a decision, needs a committee
- Interested in security and long-term business relationship before buying.

How to market to a Dove

- Offer guarantee
- Promote best sellers.
- Use images of people like them.
- Show awards, accreditations and licenses.
- Have history of business on website, brochures and foyer.
- Have team bios
- Marketing language needs to be warm and non-threatening.
- Don't rush them. A "special Price for Today Only" doesn't interest them.
- Reassure them of their good decision when completing the sale.

The Influencer Style – Owl

When a customer's buying style is that of **Compliance**, then the following general descriptions should most closely describe their behavior and personal idiosyncrasies. But Note: "It all Depends!" People are wonderful, complex individuals. So don't oversimplify your analysis – or it might cost you the sale!

They seek information about *Facts and Details* (how questions), like:

- Why does this model differ from the others?
- What are the details?
- What's the fine print?
- How does this work?
- Can you take me through this step-by-step?
- What proof do you have?
- What specifications have changed from the brochure?
- How much will it cost to run this per day?
- How many faulty products have you seen returned?

Marketing Manner

- Conservative, won't change the status quo on a hunch.
- Logical and accurate.
- Things have to be done 100% accurately.
- They love the detail and are proud of their technical knowledge.

How to market to an Owl

- Marketing to them is challenging. They are sceptical of anything claiming to do something better than what they have.
- Be straightforward, direct and low key.
- Support their logical, methodical way of thinking.
- Give them brochures. They will tell you the typos
- Provide solid, tangible, practical evidence.
- Use case studies or white papers.
- Detailed testimonials.
- Use FAQ's
- Have heaps and heaps of detail.
- They love anything that improved their standards or efficiency.
- Say "You can do even better with this..."

Sales Success

Sales Success

Sales - The Fear *Factor!*

There are 2 main limitations, which hold most people back from achieving their potential in sales.

Limitation #1 - *Self Esteem*

The biggest barrier holding you back from becoming a success in sales is your 'self esteem'. How you view yourself will determine how you believe others look at you. If I don't like myself, I will be scared the customer won't like me, and so I probably won't have the confidence I need to make the sale.

Question... When are you most likely to make a sale?

Your Answer?

Limitation #2 - *The doozy - FEAR OF REJECTION*

The 2nd greatest limitation which will prevent you from achieving sales success is the fear of **rejection**'. That is being scared of the customer telling you to **_rack off**!! Guess what, most people say NO the first time so get over it!

Here are some of the forms failure may fake in your life...

- Failure to prepare
- Failure to make a sale
- Failure to make a quota
- Failure to keep a job

These fears will paralyzed you and make if impossible to sell well

My Reaction - How you react to your fears will determine your fate.

Here are 5 typical reactions to fear...

1. Deny it
2. Avoid it
3. Make an excuse
4. Blame others
5. Quit

But, if you react positively to your fears, they won't turn into failures. Here's how....

- Look at failure as an event from which you can learn and grow, not a person
- Look for the why and find a solution

- List possible opportunities
- Ask yourself, "what have I learned?" and try again
- Don't mope around with other failures, find people who are succeeding and hang around them

Some points to ponder...

- 48% of sales ended without the salesperson attempting to close once you – won't get the sale if you don't ask for it!
- 80% of all sales come after the 5th closing attempt - NO doesn't always mean Noll!

Sales - *The Mindset*

Selling is about people not product. People love buying things, but they hate being sold to. So as salespeople we are simply helping our customers to do something they enjoy doing!

- Selling is about people, not product
- People love to buy things but...
- They hate being sold to
- People buy emotionally, not logically

So we don't sell to people, we just help them to do something they enjoy. Buy stuff!

- If we are trying to sell to people - it's about us
- If we are trying to _help people to buy' - It 's about them

So it's all about our mindset. Are you helping or hindering your customers?

The Golden Rule of Selling

There is one thing, which separates a good sales person from a great salesperson. If you want a sure way to convert more sales and make more money, live by this rule...

Golden Rule: Sell *yourself* before you sell the product (or service).
 In other words people buy **you** before they buy **your** product.

How do I do this? Good question! Here are the **three keys, which** unlock the golden rule...

1. Believe in yourself
2. Believe in your product
3. Believe in your company

In that order!

Believing in something makes me passionate about it!

Being passionate about something allows you to transfer this emotion to your customer (Remember the definition of selling is: "a transfer of emotion").

When you transfer this emotion to my customer I make the sale.

The 4 different types of sales people

Have a look at this list of sales people and ask yourself where most of your staff fit into this equation. Here lies the truth in why your sales are slipping.

1. **The Macca's Worker:** Someone who waits for the customer to ask if they can buy.

2. **The Techies:** Tries to impress on technical knowledge. They only succeed in isolating the customer who may not know as much as them, so by not appearing stupid, just nod their head in agreement.

3. **The New Messiah:** A sales person who promised the world just to get the sale. These are the ones that give you nightmares.

4. **The Problem Solver (our favourite):** This person qualifies and listens to the customer and helps them buy what they need. They focus on the customers needs, not the features of the product.

Selling to Different Personality Types

The Theory:

- There is no right or wrong personality profile.
- Since ancient Greece, people were observed to be one of four types
- The Simple Test: Outgoing or Reserved? Task or People oriented?
- We are often different at home, compared to our work role – and then there is our own natural response under pressure.
- Do NOT use without the benefit of experience. Ill-founded conclusions could be disastrous for you and your company.
- Do NOT confuse their behaviour with body language.
- Note: People are a mixture of all four Styles, so “it all Depends”
- Also we can be introverted or extroverted, thus there are actually 8 profiles for people, so use this carefully....

The Dominance Style- Eagle

(Sometimes referred to as a Driver or Director)

When the customer's buying style is that of **Dominance**, then the following general descriptions should most closely describe their behavior and personal idiosyncrasies.

But Note: "It all Depends!" People are wonderful, complex individuals.

Oversimplify your analysis - or it might cost you the sale!

Entering your Store

- Fast paced
- May appear rushed and short on time

Entering their Office

- Pictures of them with dignitaries.
- Lots Of (big) projects on.
- Meetings are back to back; time is short.
- A full waste paper bin.
- Summary Charts are put away.
- They know the end objectives or goals off the top of their head
- Room is not set up for leisurely meetings or coffee table.
- Probably specious with the best view.

Conversation

- Abrupt talker who likes to be in control.
- Blunt and straight to the point
- May appear rude when first approached.
- Doesn't trust people easily or early on.
- Prefers to tell rather than listen.
- Knows what they want with little discussion on options.
- Respects shop on the big picture, not the detail.
- Uses terms like "I did this..." "I want..." and "My idea is..."

They will ask Questions about *the Results (What)* such as

- What will it do for me?
- What are you the superior choice?
- Are you a credible company?
- What are your credentials?
- How much money will it make me?
- How does this compare with XYZ product?
- What is your delivery time?
- What is your best price?

Manner

- Likes to test the salesperson for a good deal.
- Comes on strong and highly confident.
- Doesn't worry about the detail.
- Doesn't know the details (or bother with it)
- Impatient and independent.
- Wants to be on top and tell you what to do.
- Doesn't want your friendship, sees you being friendly as a weakness.
- Well dressed.

Decisions

- Quick decision maker
- Not into details, just Return On Investment
- Won't exceed their budget, unless justified by extra profit.

How to approach a Dominant Style of Customer

- Be clear, specific, brief and to the point.
- Provide rational options, probabilities and challenges.
- Stay out of their personal space.
- Stick to business: cut the small talk.
- Focus on the bottom line outcomes.
- Talk about the results that they are looking for.
- Be sure of yourself, confident and firm.
- Spare the details, they mean nothing to them.
- Don't be frightened to push back; they will respect you for it.
- They prefer to move quickly to completing the sale.

The Influencer Style- Peacock

When the customer's buying style is that of **Influencer**, then the following general descriptions should most closely describe their behavior and personal idiosyncrasies. But Note: "It all Depends!" People are wonderful, complex individuals. Oversimplify your analysis - or it might cost you the sale!

Entering the store

- Fast paced
- Bubbly and Energetic
- Wants "everything" in the store.
- Very positive and agreeable.
- Will listen to your pitch, even if not interested (very polite).

Entering their Office

- Pictures with their family or friends or team from work displayed.
- Trophies & awards in a prominent position.
- Could be messy.
- Books on display are biographies and self-improvement type.
- Can find time with you, and will talk a lot.
- Has a full filing bin.
- Last thing/success they worked on is still open/out.
- Receptive to the newest, the latest and the greatest.
- Image and fashion conscious, so dresses sharp - with bright colours.
- Optimistic and self-confident.
- Enthusiastic and passionate.
- Well groomed and inspiring.

Decisions

- Spontaneous decision maker once they know what they want.
- Conscious of the decision's impact on others.
- Can procrastinate if there is a lot of detailed planning and paperwork
- Not as worried about the money asked or their budget.

How to approach an Influence Style of Customer

- Be enthusiastic and stimulating.
- Smile and stay close to them (within reason).
- Take time to be sociable, yet fast moving.

Conversation

- Very Talkative and friendly.
- Doesn't enjoy listening
- May become bored and easily distracted
- "I" can be their favourite word
- Very bubbly in conversation and a lot of fun.
- Uses terms like "We did this..." and "Our idea is..."

They will ask questions about *Image* (Why and When questions) such as

- Who else has bought this?
- How can you get me to what I need quickly?
- Can I customize your product or service?
- Can you help me narrow down my choices?
- How will this let me enjoy life more?
- Is this the latest model?
- What colours does this come in?
- Can I have made differently?
- Is this the one I saw in the magazine?

Manner

- Outgoing, creative and excitable.
- Receptive to the newest, the latest and the greatest.
- Image and fashion conscious, so dress sharp – with bright colours.
- Optimistic and self- confident.
- Enthusiastic and passionate.
- Well groomed and inspiring.

Decisions

- Spontaneous decision maker once they know what they want.
- Conscious of the decisions impact on others.
- Can procrastinate if there is a lot of detailed planning and paperwork or reports involved.
- Not as worried about the money asked or their budget.

How to approach as influence Style of Customer

- Be enthusiastic and stimulating.
- Smile and stay close to them (within reason).
- Take time to be sociable, yet fast moving.
- Be casual and don't come on too strong.
- Cater to their sense of flair and style.
- Listen too and talk about their ideas and feelings.
- Keep them on track and summarize the benefits for them.
- Can move on a decision fast, especially if it plays to their emotions
- Relatively easy to up sell them to another model or extra features.

The Steadiness Style- Dove

When the customer's buying style is that of **Steadiness or Stable**, then the following general descriptions should most closely describe their behavior and personal idiosyncrasies.

But Note: "It all Depends!" People are wonderful, complex individuals. Oversimplify your analysis - or it might cost you the sale!

Entering the store

- Quiet paced.
- Not in a hurry to be served. Probably been in your store many times.
- Needs time to feel comfortable.
- Just as interested in preserving their relationship with you, as making a decision.
- Meticulous in looking at the offering.
- Seems to look for reasons to put off the purchase decision.
- Has a "belts and braces" approach to deciding anything.

Entering their office

- Pictures with their family or friends or team from work displayed.
- Lots and lots and lots of reference folders, reports, half finished reports.
- Very organized and orderly, not fussed.
- Will find time to meet with you, even if they are way behind.
- Has a pile of reference magazines and journals to catch up on.
- Knows their team members personal situations probably too well.
- Their office is set up for long meetings and discussions.

Conversation

- Likes to have a chat.
- Enjoys listening and getting to know you.
- Monotone and can go into a long story with lots of information – on another subject.

They will ask questions about *Security or Risk* (who questions) such as

- What if things go wrong?
- Who uses your product/service?
- What experience have others had with you?
- Can I trust you?
- What are your values?
- How will this help me strengthen relationships?
- What is the guarantee that is being offered?
- How long have you been selling these?
- How long has your firm been in business?
- What is the warranty on this?
- How long has this been on the market?

Manner

- Easy going and laid back.
- Patient not rushed.
- Relaxed and sincere.
- Sincere, though can be low in self-esteem and self-confidence.
- Clothes can be tired. Often loose fitting as probably a kinaesthetic. Plain or dull colours. Brown and greens.

Decisions

- They always want time to think about any decisions, like a day or two.
- Risk avert, no decision is a good outcome.
- Quite hard to tie down to make a decision, needs a committee.
- Interested in security and a long-term business relationship before buying.

How to approach a Stable Style of customer

- Sell your sincerity and commitment before the product
- Find a genuine are of common interest.
- Talk softly, be warm and non-threatening.
- Don't rush them. A "Special Price for Today Only" doesn't interest them.
- Serve them in an informal, though orderly manner.
- Assure them of the reliability and guarantee etc.
- Reassure them of their good decision when completing the sale.

The Compliance Style- Owl

(Sometimes referred to as the conscientiousness)

When the customer's buying style is that of **Compliance**, then the following general descriptions should most closely describe their behavior and personal idiosyncrasies. But Note: "It all Depends!" People are wonderful, complex individuals. Oversimplify your analysis - or it might cost you the sale!

Entering the store

- Unhurried pace
- Needs time to survey the products.
- Expect they've done their homework.
- Do you have a technical brochure they can have?

Entering their office

- Incredibly organised and extremely neat.
- Desk is uncluttered and functional, not glamorous.
- Lots of reference folders, reports, but all filed away and organized.
- Has Volumes of their industries Standards on display, eg on tax laws etc.
- Qualifications are hung on wall of their office.
- This months progress report pinned neatly on their notice board.

Conversation

- Only interested in discussing the facts, and in minute detail.
- They listen intently to the details. They love this stuff!
- Will have many detailed questions.
- Expects precise and technically correct answers
- Stories go "I said, she said.." detail, detail.
- Can bog down in the technical details, and go around and around.
- Always starts with and worries about the cost.
- Little big picture focus.
- Wants things to stay the same.

Will ask questions about **Facts and Details** (how questions) like:

- Why does this model differ from the others?
- What are the details?
- What's the fine print?
- How does it work?
- Can you take me through this step-by-step?
- What proof do you have?
- What specifications have changed from the brochure?
- How much will it cost to run this per day?
- How much faulty products have you seen returned?

Manner

- Will demand a lot from a salesperson. Always takes longer.
- Reserved, but can be a high volume talker when they get going.
- Conservative won't change the status quo on a hunch.
- Logical and accurate.
- Things have to be done 100% accurately.
- They love the detail and are proud of their technical knowledge.
- They have very high standards and can suffer from this.

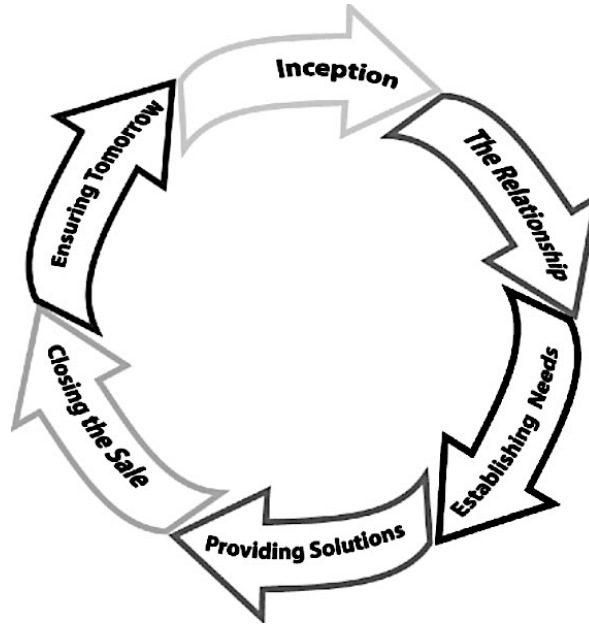
Decisions

- Fussy decision maker wants it to be perfect.
- Can be slow to act or decide.
- Can suffer from "paralysis by analysis"
- With all the facts. It can be too late to make a decision.
- Finds it hard to delegate things.
- Too much on their plate.

How to approach a Stable Style of customer

- Selling to them is challenging. They are sceptical of anything to do something better than what they have.
- Be straightforward, direct and low key.
- Stick to business. Be non emotional.
- Support their logical, methodical way of thinking.
Give them brochures. They will tell you the typos.
- Provide solid, tangible, practical evidence.
- Do not be general in your answers.
- They love anything that improves their standards or efficiency.
- Say, "You can do even better with this..."

The Sales Success Cycle

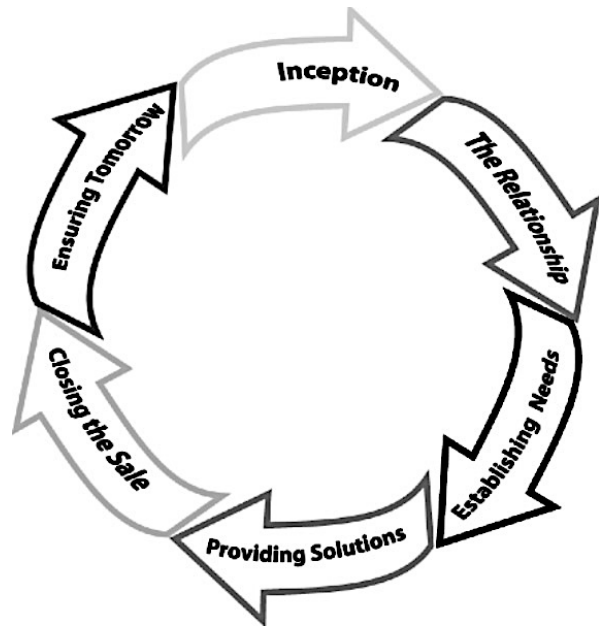


To master sales, you must not only understand the sales process, you must be aware that a sale is an ongoing process. Sometimes we go for the close, without thinking about future sales opportunities. A sale is our first impression, the relationship will build and how we solve issues.

Inception

This is the beginning of your relationship with the customer. When it comes to customers, first impressions are important and how you handle the first couple of seconds with a customer will determine how they judge you and the company!

There are of course a couple of thing you can do to improve your chances of making a good first impression.



- **Get to them early.** Acknowledge customers as soon as possible. You don't have to get down to business straight away, but make sure you give them a friendly hello as soon as you see them.
- **Don't say can I help you!!** Ask an open ended question that requires more than a yes or no answer. You may just simply strike up a conversation. You don't even have to talk about product straight away, try asking them "how's your day going?"
- **Smile baby!!** The best way to make a good first impression is with a warm, friendly smile.
- **Get their name and use it.** People love to hear their own name.

Building a Championship Team

Building a Championship Team

Your Assessment

Please circle your response to the questions below	Poor		Average			Excellent	
How would you rate your business' level of customer service?	1	2	3	4	5	6	7
Your customer retention rate?	1	2	3	4	5	6	7
The culture of the business?	1	2	3	4	5	6	7
Employee turnover	1	2	3	4	5	6	7
Employee absenteeism	1	2	3	4	5	6	7
Employee productivity	1	2	3	4	5	6	7

Treat Your Business like a Game

Now, what are the rules of any Game?

In any Game, the objective is to score points – more points than the competition!

In any Game - at the end of a set period of time, we count up the points scored and the Team that has scored the most points is the Winner!

In a game, we must have clear boundaries; have clear goals; and a clear timeline.

So we know where we are playing, how we score points and how long we will play before a winner is declared.

The Team Members are told how hard to play the game and what is acceptable and not acceptable. We look for PB's (Personal Best) from everyone on the Team. PB's are based on the statistics we keep on each Team Member.

We can gauge the team's performance by the players' statistics throughout the Game and the season. We can analyze how the team went in each Game by looking at how the individuals went. For example, how many points each scored, how many other plays, such as intercepts, defensive moves, assists etc. And they know that Foul Play is not acceptable.

In any Business, the objective is to make money (the points)!

At the end of a set period of time, we count up the money (the points) and see how if we have won or not. What statistics do you keep about various divisions or team members that make up your Business?

In Business, we must have clear standards and guidelines (for example, turning up 15minutes late is outside the boundaries); have clear goals; and know how long we will play before we look at our budget and declare if we have won.

We can gauge the team's performance by the employees' statistics throughout the budgetary period and analyze how the business went in that financial period.

BUILDING A CHAMPIONSHIP TEAM

KEYS TO A CHAMPIONSHIP TEAM

1. Have a 'Yes' face
2. Develop a good team
3. Interview process
4. Travel together
5. Train, train, train
6. Rewards
7. Delegate
8. Review
- 9. Let go**

The Dominance Style

(Sometimes referred to as a Driver or Director)

1. Like to take responsibility, good leaders
 2. Like to work alone, on multiple projects
 3. Doesn't like taking orders.
 4. Focused on Results and the next project.
 5. Confident, outspoken, appears almost arrogant.
 6. May find it hard to learn to trust people
 7. Not into details at all; a big picture person
 8. Could go and "do it my way"
 9. Doesn't think of Leveraging time or energy
 10. Quick to make up their mind (and judge).
 11. Not a good team player.
 12. Need S's or C's in their team. D's don't flock.
-
-
-
-

The Influencer Style

1. Want to be liked by everyone they deal with
 2. Not good at staying focused
 3. Attention to completion can challenge
 4. Wants to do what they "like" or "want"
 5. May not complete the task
 6. May talk too much instead of working
 7. Doesn't want to work with details
 8. A lot of fun to have on your team, loyal
 9. Make good salespeople
 10. Are good motivators and team players
 11. Needs encouraging a lot.
 12. Needs a D and gets along with S's and C's.
-
-
-

The Steadiness Style

(Sometimes referred to as Stable)

1. Need lots of data to decide with
 2. Good team players on will do anything
 3. Hate making a decision that pushes people
 4. Slow, steady and reliable.
 5. Would hate to put pressure on a Team to perform
 6. Sacking a team members would be too hard
 7. Hates making quick decisions
 8. Try to keep them focused on the future
 9. Will not work faster under pressure.
 10. Follows procedures extremely well
 11. Wants to support instead of lead.
 12. Will follow policies, systems and processes
 13. Is scared by a D and likes I's and C's.
-
-
-
-

The Compliance Style

(Sometimes referred to as Conscientiousness)

1. Making quicker decisions – impossible!
 2. Taking responsibility – finds this very hard
 3. Attention to detail is excellent - all the time.
 4. Paralysis by analysis- can become perfectionist.
 5. Can look at the pessimistic side.
 6. Not focused on being friendly with their team
 7. A technician and doesn't like sales persons.
 8. Doesn't want to take responsibility of a leader
 9. Could get lost in planning, not making a start
 10. Does not want to become a sales person
 11. Follows rules and focuses on past.
 12. Can work alone steadily and happily.
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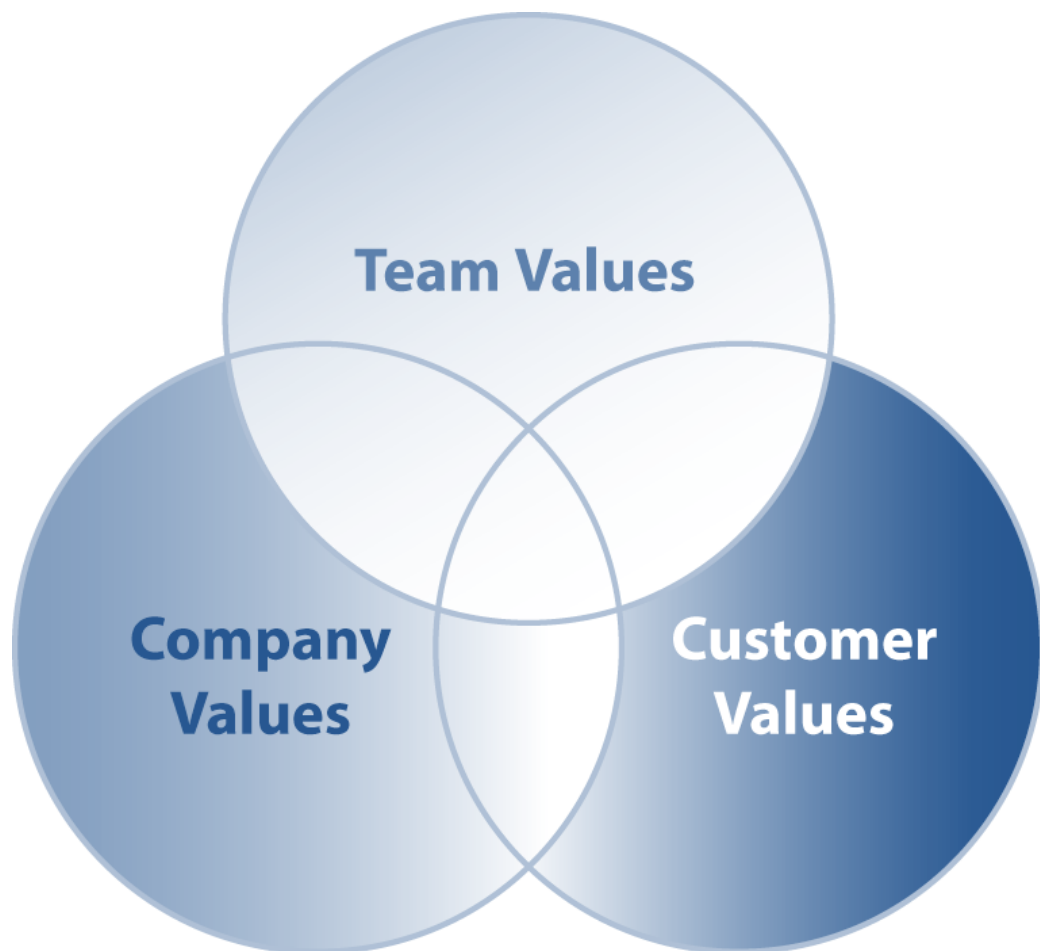
Creating a Culture That Supports Your Goals

Values: Gives direction to your employees on:

- How they should act
- How they should behave
- Their attitudes
- Their beliefs

Your values are based on the principles of the owner. If the owner is customer focused, the business will be customer focused.

How to Create Values



Giving Support to the Business Goals

A business has 3 levels of activity

For any business to be successful it needs all of these functions to be operating.

Activity: Now write down the percentage (%) of time that you spend in each of these areas.

Great Teams Have Great Leadership

The Picture of a Championship Team

“A great company attracts *and keeps* great people.”

Championship Teams are Winning teams. They ...

- Have good or even great Leaders
- They pick good people (they don't dilute the gene pool!)
- Play to win. Play is *fun*.
- Make other team members more successful
- Keep improving, keep challenging themselves.

“Winning Teams Have Great Leaders”

Excellent Leaders Create the Right Environment

Excellent Leaders Know About Basic Human Needs

Excellent Leaders Keep Control of the Big 3

1. **Finance:** Because the finance staff are a prime means of exercising executive control in any organization.
2. **Personnel:** because the selection of people will determine the organization.
3. **Planning:** because this area determines the future of the organization.

Excellent Leaders Avoid the 7 Deadly Sins

1. Trying to be liked rather than respected.
2. Failing to ask team members for advice and help.
3. Thwarting personal talent by emphasizing rules rather than skills.
4. Not keeping criticism constructive.
5. Not developing a sense of responsibility in team members.
6. Treating everyone the same way.
7. Failing to keep people informed.

Characteristics of a High Performing Team

1. You must have a Common Goal

In sport it is to win, in business it could be the mission, or targets to achieve.

The key questions are

- Do you have a mission, if so what is it?
- Does it include your team, does it inspire them?

2. You must have a Winning Culture.

In business this needs to be clearly defined and displayed and committed to by all team members – such as ownership, excellence, commitment fun, balance.

Do you have a code of culture, what values do you wish you team members to display?

3. You Must Have a Strong Leader

In business this is the owner or nominated operator. That lives the culture, knows the boundaries, coaches and guides towards the common goal, is congruent with all these points and stretches the team members to perform above their comfort levels.

4. You Need 100% Involvement from Everybody.

No excuses. You cannot afford to have passengers, who are not on – board and who can bring the moral of team down or do covert sabotage operations to undermine the leader. I cannot stress the importance of this one enough. I have seen this as one of the major parts of building a champion team that most business owners find so hard to solve.

5. You Need to Grow and Support the Stars

Who are your most reliable, loyal team members?
Who are the most teachable, the most co-operative?

How long since you told them how good they are?
Circle one of the following for each team member you have.
Check your response below *after* you have circled at least one.
Be honest with yourself.

One Day – One Week – One Month – Three Months – Never.

Don't fall into the trap of ignoring these people.
Ignoring them is like cutting these people down.
It hurts them. Why? Because they care...
And they won't take it for too long.
They should be an inspiration to all, and supported as such.

Optimum Circle Answer: Encourage and praise your team members at least once a month, or they performance will deteriorate or they will leave.
Find an excuse. Do it privately at first, and then in your meetings occasionally.
If you circled Three Months or never, expect them to be looking around for another job, as you read this note.

Flat Salaries Breed Flat Performances.

A flat salary can only breed flat performances. Over time it becomes even more obvious.

Why put in the extra effort? You see this everywhere.

People who want a flat salary with all the perks, make you feel that they are doing you a favor to work for you (or worse – serve you!).

Note: There are creative ways to effectively increase a person's salary package without burdening the company's cash flow. What do you think they are?

6. Develop an Incentive Program Based around a Simple Philosophy.

Reward them for the things you want them to do, and penalize for the things you don't want them to do.

Above all, KISS - Keep It Simple (Stupid).

Incentives cultivate good work practices in all team members!

Sample Salary Base to Incentive Ratios to consider:

- Receptionist/Admin/HR/Operations 90-10
- Management (senior & middle) 80-20
- Sales Management and salesperson 80-20 thru to 60-40.

Notes

1. Incentives drive employee priorities and therefore their behavior. So you can align their priorities (and focus) with your business goals. This creates a real team.
2. Make the incentives target "a stretch." Point of Culture: Reward Performance.
3. Keep incentives consistent down the chain of command. Don't have the management's incentive as profit or margin, while the salespeople have their incentive as gross sales (target) only. This will create tension in your team.
4. Have accelerators for over performance. Think about it, you've made your sales budget, so your annual overheads (rent, cars, phones, salaries, insurances etc.) have been covered, so the only cost for additional sales is the product itself. Your company's margin accelerates with every extra sale in that year.
5. Incentive components can be based on more than one element. Example, sales target, stock turns, new name accounts, or margin components.
6. Incentive component does not have to be extra money. Think salary packaging.
7. Incentives encourage team members to take on more responsibility "Let's do it"
8. Think of incentives as an investment. Yes, there is a cost, however if you had incentives would you have a greater chance of running a successful business?

7. You Need To Be Supportive of Risk Taking.

If you think back to a game scenario, imagine if you told a champion football team, that they had to stick rigidly to the rules and “Don’t try any fancy stuff – as it may not work out!” It would make a pretty flat team. You must have an environment where risk takers and creative team members are able to blossom, within the boundaries, rules and culture without being in fear of losing their jobs. Allow people to become champion athletes in your company.

8. Train Them in All the Areas

Have a systemized approach to Training. Video it. It doesn’t have to be perfect! Then it becomes the standard for any new team members coming on board. Get outside professional help if you need to. Achievers Group often gets asked to create training programs for companies.

Common question: “But Tony, what if I spend money to train my team and they leave?”
My Response: “Yes but what if you don’t train them and they stay!”

Simple Formula to systemize your Training.

Identify the activities that your workforces do:

1. That is the most dangerous.
2. That they spend most of their time doing and are repetitious.
3. Where they have contact with your prospects and/or customers.
4. Which generate the most income for the company.

Now write Training Modules for each of these four areas and you are moving in the right direction!
When you have written these Training Modules you have started systemizing your Business!

9. You Need Clear Job Descriptions, Roles and Duties.

Time and time again team members become un-focused simply because they are not sure of what they are meant to be doing. Even Worse are business owners who say,

“I have no idea what Mary really does – but if she left we would be in trouble!” How dumb is that? By the way this should be in place before you hire any body.

10. Hire People that already have the Passion and Heart You Want to be a Championship Player.

Too often we recruit people based on their qualifications, resume or what they look like, only to find they are unmotivated with no driving passion. You can always train and teach skills (especially with great systems and training) but you can't easily put the passion inside someone. If you must – wait for the right person, don't grab just anyone. And be wary of family members, friends or friends of friends. If you must – put them through the recruitment system and get an independent check.

- **Do job analysis and personality profiling to select the right person.** Don't put square pegs in round holes. There are many on the market, one of the simplest is the,) DISC, which stands for Dominant, Influential, Steady and Cautious personalities. Get a professional company to do this for you; this alone could save you thousands of dollars in lost time and frustration.
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- **Write your ads (or whatever method you use to find new people) to attract a person that would suit all the above.** Write the ad directly to the person using words that describe them. The others won't bother to ring. Don't just use a “normal” recruitment ad.
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Make Your Business a Great People-Magnet!

Build a championship Business and champions will want to work with you. And you won't even have to advertise!

Remember the law of attraction – when **You are Attractive – You Attract** the Best.

Identify the type of champions you want - their Attitude, Skills, Passion – and ask yourself: Would they be attracted to your Business right now? They would be?

If Not, start work *immediately* on yourself and on your business.

Then you will attract the best!

It is a simple law – but most business owners, settle for mediocre people because, their mission is mediocre.

You get the staff – you deserve!

The law of attraction applies – if you are down, depressed, no vitality, the business is ordinary and drab, no real purpose – guess what you’ll attract!

So, think of Business as if it is a Game.

And your Role is to create the ideal championship team. Once you have achieved this you are ready to become a real Leader and that is putting enough positive pressure on your team to achieve championship results.

Have you noticed, how at major sporting events the real Champions – play at, or above their best?

Well this is what you must do in a Business.

Not the negative pressure where you push people down and force your “ My way, or highway” view – but stretch them to go beyond their current level – by setting targets that are measurable and can be rewarded. Manage their growth.

Your role as a leader is to provide the accountability and reward system to allow champions to always be striving to go beyond their peak!

Team Lessons from Geese

When you start to doubt the wisdom of teamwork, heed these lessons from an unlikely source – a flock of geese:

In the Fall when you see geese heading south for Winter flying along in a “V” formation you might be interested to know what scientists have discovered about why they fly that way. It has been learnt that;

1. As each bird flaps its wings, it creates uplift for the bird following. By flying in a “V” formation, the whole flock adds 71% more to its flying range than if each bird flew alone.

Lesson: Teammates who share a common direction and a sense of community can get where they are going quicker and easier by travelling off shared power.

2. When a goose falls out of formation it suddenly feels the draught and resistance of trying to fly alone and quickly gets into formation to take advantage of the lifting power of the birds immediately in front.

Lesson: If we have as much sense as a goose we will join in formation with those who are heading where we want to go.

3. When the lead goose tires, it rotates back into the formation and another goose flies to the point position.

Lesson: It pays to take turns doing the hard tasks and sharing the leader's role. People, similar to geese are interdependent with one another.

4. In formation, the geese from behind honk to encourage those in front to keep up their speed.

Lesson: Sometimes team members need to hear a little honking. We need to make sure our honking from behind is encouraging, not something less helpful.

5. Whenever a goose is sick or wounded, two geese drop out of formation to help and protect it. They stay with it until it can fly again or die. They then launch on their own or with another formation to catch up with their flock.

Lesson: Stand by one another in times of trouble.

Review Template

NAME _____
TITLE _____
COMMENCE EMPLOYEMENT _____
DATE OF REVIEW _____

1). Describe your current position?

2). How do you think you are performing in this role?

3). What would you like to be doing in the future?

4). How can we help you get where you want to be?
