



If it's to be ...?! (3-6)

Remember Always...

"If it is to be, it is up to me."

Nothing Works According to a Progression Chart

A sound long-term business is built carefully, with the right team, with those clients that want to be clients, and steady diligence on your part. Businesses built too fast tend to not be built on a foundation of long-term.

It is far better to spend more of your time with prospects who want to be clients and those that want to work, than a lot of clients who will take too much of your time with things that are not related to your goals, as well as those in your team who spin their wheels and waste your time.

When I build clients and teams, I can spend a lot of time with each person and company, making sure they understand what I am offering and discovering what their goals and expectations are.

Then, together, we can map out a plan for their success. Mapping is easy, and if applied, provides a successful business team.

I find that one of the most powerful aspects to my prospecting and recruiting collaborators is my presentation and willingness to listen to the needs, ambitions, and goals of the prospect and the team. I'll sit down with a yellow legal pad, and write down what they say, be it money, health, or family. I then help the prospect break down the goal into manageable and reasonable sub-goals, and immediately give advice on the attainment of the first sub-goal.

Later, after I've seen the person/company achieve the bulk of their goal, I'll give them my notes. It's pure joy to watch their face as they realize, full force, that over time they have done exactly what they said they would.

Example ...

Brad, who just became a part of our team, wants to earn \$ 20,000 per month.

I ask him, *"In what time frame do you want to earn this money?"* He replies, *"Well, reasonably? Six months."* "OK," I say. *"That's possible. To earn that amount every month, I think you'll need four clients per month who desire our solutions. Let's start this week with getting them."*



I'll then give him everything I've got, tell him everything I know, and encourage his success while pointing out the pitfalls. Once that sub-goal has been attained, I've done my job. I've empowered Brad to go out and do the same thing again, only this time by him. He's empowered, capable, and ready.

With this, I help Brad to write down the numbers of calls, marketing, activities, appointments, prospecting, and other things to make this happen. I break it down with Brad in documented format, giving him an outline for each day, each week, each month, and the next year.

Honesty is an Important Part of My Success

Working within the business world, I know several business owners who routinely make more than \$30,000 to \$100,000 per month.

It's important to make sure your team, (especially the new team members) knows what it takes to make an income that is up there. They need dedication to their company, their team, their services and products, and their life.

Your job, as their leader, should be to root out the evils of self-defeating behavior. If they want to earn that kind of money, you've got to be prepared to make sure they do.

The best way to do this is with constant contact and support--you've got to encourage them to do their absolute best. You know they can! And by doing so, you are the absolute best you can be.

I would recommend a weekly team meeting where you sit down with the person and evaluate what they did, where they were last week, what they have accomplished, and where they need to pick it up for the next week to stay on track. If you cannot meet face to face, you can conduct this meeting by conference call.

Successful Sales and Marketing are More than a Method

It's the cooperation of people and services and products. To utilize its full potential, you've got to utilize yours.

We Encourage Everyone to Do this!

- This means, first (and I hope this isn't a unique twist), that every Leader must personally help his or her team.
- We also must personally protect our company, business, and the industry we are in.



- Every company that fails due to a bad reputation is a nail in our collective coffin.
- By providing services and products with excellence, delivering your solutions, increasing success to those around you, with support to your team, and others who support those in your team, a level of integrity is attained while each person earns what they have set out to do.

Go For It!

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