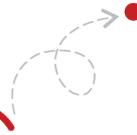




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CONSULTING

*Your Springboard
to The Next Level*

A background image showing a desk with a laptop, a keyboard, and a mug, all rendered in a semi-transparent red overlay. The text is centered over this image.

TJ'S 13.5 PRINCIPLES OF HIGH PERFORMANCE SELLING



Trevor's 13.5 Principles of High Performance Selling

INTRODUCTION

It all starts with WHY- doesn't it?

Why are you doing this?

Why are you in the selling profession? – What were you thinking?

Why join the highest paid profession in the world and also the lowest?

Everything starts with WHY...according to Simon Sinek...and I have to say I agree with him 100%.

To succeed in selling you need a BIG WHY...Why?

Because it can get a little tough 'out there' at times and if it's just about chasing a 'quota' then you're going to be disappointed - many times.

START WITH WHY...we all have goals in selling yet to be truly successful in selling you need a strong WHY – a strong PURPOSE - to keep you focused and motivated.

In all my 40 plus years of professional selling – in all my sales opportunities - both victorious and complete and utter defeat – I have learnt millions of dollars' worth of lessons ...and I'm pleased to be able to share a few of them with you now...and the first one is about purpose.

What is your purpose in selling?

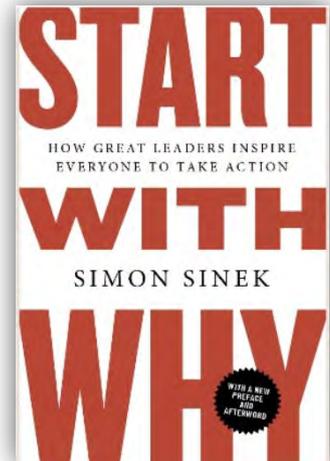
I'll share a few thoughts on this in the second chapter.

In the meantime, congratulations – you've joined the oldest and most challenging profession on earth so here to help you along the way are my 13.5 Principles to help you create more sales – forever – or for as long as you want stay in this most rewarding profession.

To your Success and Destiny

Good Luck and (always) Good Selling...and remember it takes *COURAGE*.

Trevor **TJ** Marchant MD of MD



Principle # 1

TAKE 100% RESPONSIBILITY FOR YOUR LIFE

'You must take personal responsibility. You cannot change the circumstances, the seasons, or the wind, but you can change yourself.' - Jim Rohn

One of the myths of western culture is we are entitled to a great life.

There is some thinking that somehow, somewhere, someone (certainly not us) is responsible for filling our lives with continual happiness, exciting career options, nurturing family time, and blissful personal relationships - simply because we exist.

But the real truth – and one of the major 'lessons' this whole set of principles is based on – is that there is only one person responsible for the quality of the life you live.

That person is you!

If you want to be successful, you have to take 100% responsibility for everything you experience in your life. This includes the level of your achievements, the results you produce, the quality of your relationships, the state of your health and physical fitness, your income, your debts, your feelings – everything.

This is not easy. In fact, most of us have been conditioned to blame something outside of ourselves for the parts of our life we don't like. We blame our parents, our bosses, our friends, the media, our co-workers, our clients, our spouse, the weather, the economy, our astrological chart, and our lack of money – anyone or anything we can pin the blame on.

We never want to look at where the real problem is – *ourselves*.

"Ninety – nine percent of all business failures come from people who have a habit of making excuses"

George Washington Carver –
Chemist who discovered over
325 uses for the peanut.

You have to give up all your excuses. If you want to create the life of your dreams, then you are going to have to take 100% responsibility for your life as well. That means giving up all your excuses, all your victim stories, all the reasons why you can't and why you haven't up until now, and all your blaming of outside circumstances.

You have to give them up forever.

The past is the past. All that matters now is that from this point forward you choose – that's right, it's a choice – you choose to act as if (that's all it takes – to act as if) you are responsible for everything that does or doesn't happen to you.

The only starting point is reality and the only ending point is reality.

Take 100% responsibility for your life.



Principle # 2

SELL WITH PURPOSE

As you know selling is about persuading people to do something they would not otherwise have done...if they were going to do it – they wouldn't need you.

The mere fact that we are persuading ...giving reasons (facts and benefits) to show people how much they will enjoy and benefit from our products and services gives rise to 'objections, fears, challenges and rejection.' These are all hurdles we face (and they face) on 'the sales journey'.

When you *sell with purpose* you don't allow rejection to stop you. You don't allow failure to define you. You don't allow the mundane to drain you. And you don't allow fear to prevent you from making a difference.

A lot of people resonate with this message and it has helped them to sell with purpose, overcome their fear and challenges and benefit more people.

So how do you make selling with purpose a reality?

You identify ways your product, service, ideas, and vision can benefit others and make it your mission to share these benefits with others.

You focus less on *what you do* and more on *why you do it* and allow this *why* to inspire and energize you to make a difference.

You don't chase success. Rather you decide to make a difference and success finds you.

You realise that each day you can focus on the mundane or you can make the mundane meaningful. When you make the mundane meaningful you won't get tired or burned-out.

Lastly, you don't focus on your numbers. Measure your numbers but don't focus on them.

Instead focus on your purpose because your numbers are just a by-product of how well you are living, sharing and selling your purpose.

Here's my purpose in Selling...to help as many people as I can get from where they are to where they want to be (do or have) in the simplest , easiest, value-for-money way - I can.

Let me just break that down a little –

- I want to help a lot of people
- I want to find out where they now – relevant to how my product might help them
- I want to find out exactly where they want to be(do, have) relevant to my product
- I want to find out WHY they want it
- Then if appropriate – I want to share what I have to offer in such a way that they will see themselves using, enjoying and benefiting from the product
- ...and finally I want to make this easy and simple ...and be confident that they are happy with the value-for-money aspect of the product and my overall service.

Can you see how purpose works...there's nothing here about me wanting to make a sale...nothing about the dollars...nothing about sales targets.



This is about finding out what people want and why and showing them how you and your company can help them get it.

What is your purpose in selling?



Principle # 3

ATTITUDE – Kick your own Arse...☺

(Cartoon from Jeffrey Gitomer's
Little Red Book on Selling)

20 shiny new coffins were delivered to the site of what is now one of Industrial Wonders of the world...the Brooklyn Bridge.'

20 men died over the ten years it took to build it and I have to say this is one of the most extraordinary stories I've ever heard on 'doing whatever it takes' to achieve any goal.

It seems that one crazy guy-at least everyone thought he was crazy- wanted to build a bridge over the Brooklyn River to unite the towns and hamlets that made up New York in the late 1860s.



This gentleman's name was John Roebling, a Civil Engineer and it took him a long time to convince the right people that he could do it...if he had the money. The Mayor of New York eventually came good and the bridge was started in 1870.

12 months later John Roebling died, in a Ferry accident, so it was left to his son Washington to continue. Unfortunately as fate would have it Washington too became very ill...with what we know now as the 'bends' from working in the giant caesium's below the water's level. For many months nothing much happened...as Washington lay in his hospital bed, paralysed except for the use of a couple of fingers.

Over time he learnt to communicate with his wife Emily by tapping out messages on her forearm. Washington wanted to continue the job he started with his father so it was agreed that Emily would go back to school and learn about engineering and higher mathematics so as she could interpret his instructions and pass them on to the other engineers and builders who were all keen to support Washington and finish the job

Many years past and in 1883 the bridge was opened by the President of the United States, Chester Arthur...and Emily was the first to cross the bridge.

Can you imagine that...building a bridge like that simply by tapping out thousands of messages onto the forearm of your wife?

So what sort of a story is this?

Well I think it's a story that takes ideas like attitude, determination, persistence, perseverance, willingness, love and faith to another level

This is a monument to one man's never say die attitude and to the love and faith that existed between a man and a woman to bring such a magnificent feat together.

It's an attitude that I've seen many times in life and business and on the sporting playing fields of the world.



For example there is no doubt that you need talent and skill to win a football or tennis match -or any game for that matter- however I've seen many individuals and teams whose talent and skill is not quite up to the team their playing - yet their attitude and the depth of their character is greater and more often than not they will walk away with the prize.

So what makes up this idea of attitude, a word that sits just behind love in the dictionary as the second most important word in the English language?

Attitude is defined as:

- A state of mind or a feeling ;a disposition
- The way a person views something or tends to behave towards it, often in an evaluative way
- a position of the body indicating mood or emotion

Clearly attitude is a choice – is the glass half full or half empty? How do we turn 'lemons' into Lemonade – turn adversity into triumphs – and turn challenges into opportunities?

Attitude gives us direction...and is the foundation of our success 'navigation' system.

Before technology changed the way we navigated on the water, bullhorns and whistles were used to communicate from ship to ship. Once, a large armoured battleship was slowly making its way through uncharted waters in a fog-shrouded bay.

Suddenly through the fog, the captain noticed what appeared to be the light of another ship directly in his path.

Quickly he grabbed his megaphone and shouted "this is Admiral Smith of the Royal Australian Navy- steer yourself 10 degrees south. We are on a collision course and I am coming through with priority orders."

Through the fog, he heard a faint but audible reply. "This is Seaman Fourth Class Jones, You steer yourself 10 degrees to the north."

The Admiral said to himself, this guy is a Seaman fourth class, and I am an Admiral. Who in the world does he think he is? Turning up the megaphone a few notches and using a stronger tone of authority, he barked, "*This is Admiral Smith of the Royal Australian Navy! You steer your vessel 10 degrees south! I am coming through!*"

*"A tiny change
today brings us to a
dramatically
different
tomorrow"*

-Richard Bach

Through the fog came the same reply, "this is Seaman fourth class Jones, You steer yourself 10 degrees north!"

The Admiral's anger flared at the young man's insubordination, "I said this is Admiral Smith. Steer yourself 10 degrees south immediately. I am a Battleship!"

Through the fog the unwavering voice replied, "This is Seaman fourth class Jones. Steer yourself 10 degrees north. I am a **Lighthouse!**"

Our *attitudes* are like the rudder of a ship. You will be ruled by the rudder and fall prey to the 'rocks' or you will take charge of the rudder and determine your own course. The choice is yours! Of course the good part about this is that you are in total control of the rudder!



In *the Winner's Edge*, Dr Dennis Waitley states, "the real leaders in business, in the professional community, in education, in government, and in the home all seem to draw upon a special cutting edge that separates them from the rest of society. The winner's edge is not in a gifted birth, in a high IQ, or in talent. The winner's edge is in the *attitude*, not in the aptitude."

Attitude it seems...

- Is the 'advance man' of our true selves
- Its roots are inward but its fruit is outward
- It is our best friend or our worst enemy
- It is more honest and more consistent than our words
- It is an outward look based on past experiences
- It is a thing which draws people to us or repels them
- It is never content until it is expressed
- It is the librarian of our past
- It is the speaker of our present
- It is the prophet of our future.

"A person who feels worthwhile is ripe for success"

- John C Maxwell

We are all able to choose how we think and how we feel - how we think and how we feel determines our attitude (and conversely our attitude can determine how we think and feel).

One of the most powerful leadership and success qualities we can have is a '*positive*' attitude.

Dr Victor Frankl, a Jewish prisoner held in a concentration camp during World War II discovered that the *proactive* choice of attitude is "*the last of the human freedoms*."

In his book, *Man's Search for Meaning*, Dr Frankl says:

"We who lived in concentration camps can remember the men who walked throughout the huts comforting others, giving away their last piece of bread. They may have been few in number, but they offer sufficient proof that everything can be taken away from a man but one thing: the last of the human freedoms - to choose one's attitude in any given set of circumstances, to choose one's own way."

Some personal thoughts on *attitude*:

- A self-confident attitude is the most important asset one can possess. This leads to an 'energy' that is picked up by everyone around you and they begin to feel better by being around you. This energy helps to create trust and improve communication leading to more people to talk to, more sales and the results that come from doing business on the NEXT LEVEL.
- You create your environment – mental, emotional and physical - by the attitude you develop.
- Attitudes are nothing more than habits of thought...and habits can be acquired.
- We are either the masters or the victims of our attitudes. It is a matter of personal choice...a blessing or a curse.

"Sow a thought, reap an action;
Sow an Action, reap a habit;
Sow a habit, reap a character;
Sow a character, reap a destiny".

Samuel Smiles



- Every change in human attitude must come through internal understanding and acceptance. Human beings are the only known creatures who can reshape and re-mould themselves by alerting their attitudes.
- The supreme test of self-motivation lies in the degree to which you develop healthy attitudes towards yourself and your circumstances.
- A positive mental attitude is rooted in clear, calm and honest self-confidence.
- When you truly understand yourself, your attitudes will reflect that understanding.
- Your attitude, not your aptitude, is the chief determinant of your success.
- You are where you are and what you are because of the attitudinal thoughts that dominate your mind.

“Great leaders create a buzz. They energise their surroundings and light up every room they walk into”

- Colin Powell

Effective leaders are leaders who do the ‘right thing’ and are in total control of their thoughts; feelings and actions and tend to be *proactive* rather than reactive to various situations. Proactive leaders take responsibility for their own lives and choose their responses to what happens around them. Reactive people tend to blame others and see themselves as ‘the victim’ all the time. They do not see themselves as the creative force in their lives.

An Attitude Equation

Ever wonder about those people who say they are giving more than 100%? We have all been to those meetings where someone wants over 100%. How about achieving 103%?

Here's a little math that might prove helpful.

If the letters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

are represented as:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26.

Then:

H A R D W O R K

8 1 18 4 23 15 18 11 = 98%

K N O W L E D G E

11 14 15 23 12 5 4 7 5 = 96%



AND

ATTITUDE

1 20 20 9 20 21 4 5 = 100%

...time to 'kick your own arse' - if you don't no one else will.



Principle # 4

KEEP BUILDING EXCELLENT RELATIONSHIPS – *Never Stop*

See if you can answer the following questions – taken from ‘the philosophy of Charles Schulz,’ the creator of the ‘Peanuts’ comic strip...

- Name the five wealthiest people in the world.
- Name the last five Melbourne Cup winners
- Name the last five winners of the Miss Universe contest
- Name the last half-dozen Academy Award winners for best actor and actress
- Name the last decade’s worth of female winners at the Australian Tennis Open

How did you go?

Yeah, me too.

It seems that none of us remember the headliners of yesterday. They may be the best in their field - but the applause dies. Awards tarnish. Achievements are forgotten and accolades and certificates are buried with their owners.

Here's another quiz. See how you do on this one:

- List a few teachers who aided your journey through school
- Name three friends who have helped you through a difficult time
- Name five people who have taught you something worthwhile
- Think of a few people who have made you feel appreciated and special
- Think of five people you enjoy spending time with

Easier?

What’s the lesson?

The people who make a difference in your life are not the ones with the most credentials or the most money...or the most awards.

They are - the ones who care the most.

Author, Les Hewitt (Chicken Soup for the Soul) tells this story about his mother.

At the time, my mother was eighty – five. She lived alone in Belfast, Northern Ireland, and had suffered a heart attack. My father had passed away sixteen years before, and being the only child in the family, I was concerned. My biggest fear was not knowing how serious the situation really was.

And, living in Canada, it was not easy for me to commute if her health deteriorated.

My good friend Denis, who worked at the local hospital, in Belfast, kept me informed with regular phone calls. However, he and his family were leaving for a holiday to Cyprus in a few days, and they were excited about the trip.



The next phone call was one I will always remember. It was Denis. The good news was, my mother was being released from the hospital – but she was still very weak. He said, “I’m cancelling our trip to Cyprus. Beenie (his wife, is a registered nurse) and I would like to have your mum stay with us until she has fully recovered. Then you’ll know she’s getting proper care and attention.” I felt a lump in my throat. Tears welled up in my eyes and I couldn’t speak for a moment. He asked, “Are you alright?”

“Yes,” I replied. “I don’t know what to say – I’m overwhelmed.” His closing comment was, “Think nothing of it. That’s what friends are for, isn’t it?”

It’s a wonderful thing to have special people in your life that can enrich and nourish you in many different ways. In fact, when your time is almost up on this planet and you’re doing a little reflection on how it all worked out, you’ll probably remember the relationships you cultivated and the unique memories and experiences associated with those people, especially your family and friends. This is important stuff in life, versus burning yourself out at the office

Many years ago I *took* a Sales course called the ‘Larry Wilson Counsellor Selling course.’ It was excellent. One of the ideas in the course and perhaps you’ve also heard about it was the idea that humans have five basic needs. One of these needs was the need for *relationships* expressed as the need for ‘love and belongingness.’

Once the basic physiological and safety need are fairly well gratified, the love and affection and belongingness needs will emerge.

Everybody at some point will hunger for affectionate relations with people.

We form these relationships with our partners and spouses, our business colleagues, our clients, our children, our friends, other family members and our community in one form or another.

If we all have this need and we are motivated to fulfil the need across all our relationships it makes sense to do whatever it takes to make these relationships as happy as we can possibly can.

So how do we do this? Is there a best way?

I’m not sure there is a best way...but, I know there are certain characteristics that must be present to give us any chance of forming a solid, mutually beneficial, happy relationship with anyone.

I’ve always felt that there are at least three *key* components of all relationships:

1. Trust
2. Respect and
3. Love

“I love a hand that meets my own with a grasp that causes some sensation.”

Samuel Osgood

Trust forms the basis of all relationships...and it’s so important that I list it as one of my 13.5 principles. It has its own separate chapter.

The opposite to trust is distrust. If there is distrust there can be *no relationship*.



Respect. Every human being (and nation) irrespective of their power or strength has the right to be respected – until they do something that removes that right. \

Respect is an unassuming, resounding force. It means being treated with consideration and esteem and being willing to treat other people in a similar manner...and it is a foundation stone of all lasting relationships. It means to have a regard for other people's feelings, listening to people and hearing them; giving them our full attention.

Even more importantly, respect means treating people with dignity. The opposite to respect is humiliation and contempt. There is nothing in these 'low value' energies that can remotely foster relationships.

When you meet someone for the first time and there is *talk* that suggests it would be mutually beneficial for both of you to form a relationship for a purpose – ask yourself these three questions.

(Based on what I know or have observed about this person(s) or business...)

- Do I Trust them?
- Do I Respect them and
- Do I *like* them?

Can I strongly urge that should any of your answers have any 'red flags' (caution signs) around them, then it may be wise to back off a little until you get 'green flags.' That's assuming you will get them. You may not.

As mentioned one of the key components in all lasting relationships is love. And it's love *by degrees*. In other words we're talking about some form of *liking* right through to some form of *loving*.

We have the kind of love we feel for our partner or spouse – a love that has emotional and physical dimensions.

We have the kind of love we experience with our children, our family, and our friends.

And, we have the kind of love we feel for ourselves, and our clients – in terms of their well-being and of course our love for humanity.

We also have our spiritual love.

So love plays a big part of all relationships and I suppose it's the relationship itself that determines the type and degree of love we give it.

The opposite to love is fear; the opposite to like is dislike. Neither fear nor dislike is appropriate grounds upon which to build a lasting relationship.

Let's talk about Self-Love for a minute...the kind of love every sales person needs to be successful. It's hard to help anyone when you don't feel so good about yourself.

Self – Love is a critical part of every relationship – without it, you have nothing to give the relationship – any relationship!



Self-love is not that egotist, self-centred, conceited love that unfortunately some people have. These people put their own selfish needs first even when it hurts others.

Self-love is when you respect yourself enough that you stay out of harmful situations, get your needs met while avoiding hurting others, and take care of your body, mind, and spirit.

How do you cultivate self-love?

The following tips will help you create self-love in your life:

Stop pretending to be someone you are not. Be yourself. This does not mean that you can't continue to improve your self-esteem, charisma and confidence.

I'm a *raving fan* of self-improvement.

Be happy with who you are for now knowing full well that you always on this journey of self-discovery and the real you will continue to emerge. Remember it can take a lifetime to answer the question "Who Am I?"

Do activities that you enjoy: swimming, walking, reading, socializing, taking classes, volunteering, etc. In other words get the play/work scales in balance.

Begin to cultivate those qualities you desire in a mate and/or other individuals. Remember to attract people with the qualities you like, you must also develop those qualities. Like attracts like. It's a Law. It's called the Law of Attraction!

Always see the glass as half full instead of half empty and surround yourself around positive people.

Live in the present. Loving yourself means that you accept yourself as you are at this present moment, there are no exceptions to this 'contract.' This means that you appreciate, respect, and validate your feelings. You listen to your own inner guidance, and make yourself the authority of your life.

Ask yourself: Is it time to slow down and pay attention to what is going on around you? Is *now* the time to enjoy some of the pleasures of life?

Mac Davis says it well in his song – **Stop and Smell the Roses**

"Hey Mister, where are you going in such a hurry...don't you think it's time you realized there's a whole lot more to life than work and worry –

*The sweetest things in life are free and they're right before your eyes
You got to stop and smell the roses*

You've got to count your many blessings everyday...you're gonna find your way to heaven is a rough and rocky road – if you don't stop and smell the roses along the way

Before you went to work this morning in the city...did you spend some time with your family?

Did you kiss your wife and tell her she's pretty...did you take your children to your breast and love them tenderly

You've got to stop and smell the roses

You've got to count your many blessings everyday



You're going to find your way to heaven is a rough and rocky road – if you don't stop and smell the roses along the way

Did you ever take a walk through the forest, stop, and dream a while among the trees

Well you can look up through the leaves right through to heaven

You can almost hear the voice of God in each and every breeze

You got to stop and smell the roses – you got to count your many blessings every day.”

Love yourself for who you are right now.

Self-love is one of the greatest ways to improve your inner strength and quality of life in every area...and building lasting relationships.

Self-love is a journey...just keep moving forward.



Principle # 5

BE A 'CLASS ACT'

Some years ago I was at a conference and the speaker was talking about super achievers. He introduced a 'success principle' that I recognized as a discipline I've always followed but had never put a name to it. Simply stated he said we should master becoming a 'Class Act.'

That's it. Strive to become the kind of person who acts with class, who becomes known as a class act, and who attracts other people with class to his or her sphere of influence.

The sad truth in society today is that there doesn't seem to be as many class acts around as there used to be. I think everyone would agree that actor Jimmy Stewart was a class act. What about Tom Hanks, Paul Newman, Denzel Washington – they're all class acts.

Grace Kelly, Nelson Mandela, Quentin Bryce, Louise Hay - they seem to fit the description.

But how can you differentiate yourself as a class act in a world where most people are unconscious and probably in their terms 'unspecial'?

Well, the first thing you have to decide is to make a decision to become a class act (and be clear as to why that's important to you) then you need a model of class act in action – to guide your thinking and behaviour.

My thoughts and my research can serve as a guide for you:

- **Live by your own highest standards.** Class acts liberate themselves by establishing personal standards of thinking and behaviour that are more demanding and exacting than those of conventional society. They are consciously chosen, established and applied.
- **Maintain dignity and grace under pressure.** There are three aspects of this characteristic. The first is 'coolness and self-assurance' in the face of chaos. Because you are used to leading yourself by living by your own highest standards, you are able to lead others as well...and leadership is critical to High Performance Selling. The second is a calmness that gives you courage. Your calmness gives others hope that things will turn out alright. The third is a quality of certainty.

Perhaps, the greatest 20th Century example of this characteristic of a class act was the late Sir Winston Churchill, who in World War II almost single-handedly saved Western civilization from defeat at the hands of Nazi Germany, by his ability to stay calm and provide confident and courageous leadership that focused the resolve of the British, the Americans and the Allies.

- **Focus and improve the behaviour of others.** Because a class act individual is a good role model, other people around them begin to think and acting at a level that surprises both themselves and others. We see this from time to time on the sporting field or in the arts. Some would suggest that Roger Federer is a class act and inspires other around him to lift their game 'on all levels' and represent and present

In every society, there are 'human benchmarks' – certain individuals whose behaviour becomes a model for everyone else – shining examples that others admire and emulate. We call these individuals 'class acts.'

DAN SULLIVAN – Strategic Coach, Inc.



the sport at its highest level.

- **Operate from a larger, inclusive perspective.** Because class acts are in touch with their own humanity, they have a deeper understanding and compassion for the humanity of others. They feel inextricably linked to others, are compassionate about human failures, and are courteous in the midst of conflict. You might recall a fellow by the name of *Fred Hollows*? Wow! – There’s a class act.
- **Increase the quality of every experience.** Class act individuals have the ability to transform seemingly insignificant situations into something enjoyable, meaningful, and memorable because of their conscious thinking and actions. They are creators rather than merely consumers, and they constantly enrich the lives of others by introducing great beauty, significance, uniqueness, and stimulation into every experience. How you are treated at a RITZ CARLTON is a good example of this characteristic.
- **Counteract meanness and pettiness.** The hallmarks of this characteristic are courtesy, respect, appreciation, gratitude, and generosity of spirit. This is a challenge for most people in our ‘competitive’ world. Particularly in selling...where it’s as competitive as it gets. Here’s the thing, if you get the deal then that’s fantastic. If you don’t – it means accepting the reality with grace, composure and a sense of ‘what can I learn from this?’
- **Take responsibility for actions and results.** Class act individuals are accountable when others hide; they tell the truth about their failures; and they transform defeats into progress.
- **Strengthen the integrity of all situations.** Class act individuals are always establishing and achieving larger goals that require them to constantly grow and develop as well as add increasing value to the world.
- **Expand the meaning of being human.** Class act individuals approach everyone, including themselves, uniquely, and as a result constantly find new ways to make life better for themselves and others. In pushing boundaries for themselves, they do the same for others by giving them new freedom to express their uniqueness in the world.
- **Increase the confidence and capabilities of others.** Class acts are energy creators rather than energy drainers. Class acts build confidence in themselves by consciously choosing their governing ideas and ideals and creating structures that support the fulfilment of their aspirations and capabilities.

By thinking these ideas through and writing them down it has reminded me a lot about what it truly means to be a class act. But more importantly, it’s taught me the benefits of being recognized as a class act by others.

I may be a class act – I think I am, therefore I am. However, others will need to judge for themselves. That’s the thing about being a class act - *your* thoughts are really the only ones that count. The thoughts and words of others – while important in terms of their response to your sensitivity and caring towards them – is not a determinant for the way you think and behave.

I love Mark Twain’s quote – “*What other people think of me – is none of my business.*”

My partner (and wife) Eve, is a class act. She always dresses well, eats well, and conducts herself at all times with refinement and style. In addition she treats everyone around her with love, dignity and respect. Consequently and by example, she’s



taught everyone around her to also treat her well – simply because she treats herself and others with such thoughtfulness and care.

Are you a 'class act?'



Principle # 6

GOALS...you gotta have goals

Have you ever wondered why some people seem to accomplish so much while others struggle along barely able to attend to their daily needs?

Highly effective people usually fulfil their achievements with less work and effort than those who accomplish little. The difference lies in their individual effectiveness. How you manage yourself at work defines your personal effectiveness, and is a prerequisite to outstanding performance – in any area of your life.

If you don't go after what you want, you'll never have it. If you don't ask, the answer is always no. If you don't step forward, you're always in the same place.

Nora Roberts

So, what's the key to individual effectiveness?

How do we achieve more with less?

How do we work smarter not harder?

How do we get more done in the amount of time we're prepared to spend?

One way is better use of our time.

The other is our ability to set and achieve worthwhile goals.

Goals that will motivate us to get up in the morning and 'charge' headlong into our work for the day. Goals that on the surface almost seem impossible to achieve – but provide the impetus and the rewards for our focus and attention.

There was a Harvard University study conducted between 1979 and 1989.

In 1979, the graduates of the MBA program at Harvard were asked, "Have you set clear, written goals, for your future and made plans to accomplish them?"

3 % had written goals

13% had goals but not written down

84% simply wanted to get out of school and enjoy the summer

Ten years later in 1989, the researchers again interviewed all the graduates.

On average the 13% who had goals but who had not written them down were earning twice as much as the 84 % who had not written anything down.

What was surprising is that the 3 % who had written goals were earning ten times as much as the other 97% of graduates all together...and the only difference was that the 3 percent had clear written goals

Goals that aren't written down are just daydreams...they are nothing more than wishes.



We need to write clear and concise goals and we need to review them regularly.

Another study shows that average adults use only twenty-five to thirty percent of their total mental capacity. Consequently, seventy or seventy-five per cent of the average person's brain remains idle and unproductive. Since all growth and progress comes from within- there is practically no limit to what a personally motivated person can accomplish.

How do you motivate yourself? Where do you begin?

The first step is an honest appraisal of where you are right now in each of these categories-

(What is your 'happiness' rating on a scale of 1-10 for each area – where 1 is 'not happy' and 10 – is as 'good as it gets.')

- Health and Fitness
- Wealth – Your Financial Situation
- Career (this is normally a part of wealth – but I've separated it for this exercise)
- Self – Personal growth. Mentally, emotionally and spiritually
- Relationships – Partner, family, friends, work colleagues, community
- Time – leisure and giving back

The next step is deciding what number you would like to put down for each category and specifically what that means? In other words what is the goal in each of these areas?

I've watched people wonder at the progress they make when they focus on their personal goals instead of just their business goals. They get fitter and happier, and miraculously the business and their selling start to make real progress.

Crystallize your thinking!

Determine what specific goals you want to achieve – short term and long term. (tangible and intangible) Then record this information somewhere – in other words write down your goals.

Writing crystallizes thought and thought motivates action.

Be specific about your goals. Don't generalize or use vague terms. Use vivid imagining.

Develop the faculty of seeing with your mind's eye –seeing exactly what you imagine, what you want. Remember, the universal law of attraction states – you tend to draw to yourself that which you set out for yourself. You cannot attract what your thought repels. You become precisely that which you imagine yourself to be.

When your goals are clear and vivid, they act as a magnet to draw you to them.

Goal setting is the most important positive action of your life.

When you set definite goals, you're forming your own personal plan of action that will put theory into practice, turn knowledge into know-how, and thought into action.

Your plan is – which states where you are now, where you intend to be and what strategies you will use – is the road map, the design, the time template to guide you to your goal.

When you write your plan take into account the barriers and hurdles you already know you will meet and the strategies you will use to overcome. (There



will be others that you don't know about yet – and you will have to deal with them when they arise).

Here's a five step plan I often use with my seminar attendees. It works for me and works for them.

BEGIN WITH THE END IN MIND!

Begin with the end in mind is based on the principle that all things are created twice. There's a mental or first creation, and a physical or second creation to all things. This step is about turning thoughts into things! We need to crystallise our thinking.

The extent to which you begin with the end in mind – with a clear vision- will determine whether or not you will be successful in that area of your life.

The five areas we must see clearly are:

1. Our Health and Fitness
2. Our Wealth- You at work and your money at work
3. Our Self- Personal and Spiritual growth
4. Our Relationships with all people we choose to have in our lives
5. Our Time, and how we want to 'spend it'

SET THE GOALS TO ACHIEVE YOUR VISION

Determine the specific Goals you want to achieve and write them down. Writing crystallises thought and thought brings about action. The starting point of all goal attainment is desire. Your desire to achieve will grow from your Vision and your Vision will have a lot to do with 'your purpose or primary aim' in life.

Set the Goals that will satisfy your desires; you must have an intense 'burning' desire for your goals if you really want to achieve them.

A burning desire is the greatest motivator of every human action.

Without question or doubt, the degree of success you achieve depends on the amount of sincere desire you have.

You can test your desire by asking yourself the following questions:

- What are the obstacles and roadblocks I will personally have to overcome to achieve my goals?
- What are the rewards for me personally if I attain them?
- Is it worth it to me?

If your answer to question 3 is 'yes', you will know you have a genuine desire and not merely a 'wish'

Your positive answer means that there can be no circumstances that can prevent you from reaching your goals. You are making a commitment to 'whatever it takes' to bring about your intentions. You must develop a resolve; a 'dogged' determination to follow through on your plan regardless of circumstances, obstacles, criticism or what other people say, think or do.



Develop the faculty of seeing with your 'mind's eye' – seeing exactly what you imagine, what you want. There is a Universal Law – "The Law of Identification. When our goals are clear and vivid, they act as a magnet to draw you to them. You become precisely that which you imagine yourself to be. Goal Setting is the most important positive action of your Life.

The great oil billionaire H L Hunt was once asked the secret of success. He replied that success required two things: First, he said, you must know exactly what you want (Most people never make this decision) and second, you must determine the price you will pay to achieve it and then get busy paying the price.

You should set at least FIVE Goals, one for every area of your life.

MAKE A PLAN OF ACTION

Planning holds the promise of the future, and the future is where we are going to 'live' we should plan for SUCCESS because that is where we are going to 'live'

Make a list of everything that you can think of that you will have to do to achieve your goal. Leave nothing out.

The Plan must list the obstacles and roadblocks between where you are now and where you want to go, and also, how you intend to get around them, through them or over them. (Having said that we should remember we always have three plans:

1. The one we think is going to happen
2. The one that actually happens and
3. The one we wished would have happened... (The point being, we can only plan for what we know, we cannot plan for what we don't know...but we can be prepared for the unexpected!)

Organise your list by priority; what is the most important task or activity? The second most important? And so on.

Organise your list by sequence. What must be done before something else can be done?

Determine how much time and money it will take to achieve you goal or complete your task.

Do you have the time and resources necessary for success?

Revisit and revise your plan regularly, especially when you get new information or things are not going as you had expected. Be prepared to change if you need to.

Your Plan and the Action you take is to be set against your timeframe for achievement.

Use your time wisely and efficiently. Remember the 80/20 Rule and separate the urgent from the non-urgent and the important from the non-important.

"Do the thing and you will get the energy to do the thing!"

- Ralph Waldo Emerson

"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavour."

- Vince Lombardi



TAKE THE LEAP OF FAITH

Have absolute Faith in your ability; your intelligence; your will; your persistence; your desires; your plans and your courage to achieve anything you choose. It is very clear that faith and the courage that drives it is one of the major elements of Success.

It is my view that most things we want – if not all- are on the 'other side of fear.' To overcome fear we must have faith in the outcome. We must take a leap of faith and bridge the gap between fear and confidence to the extent that we know absolutely, beyond any doubt we will succeed and have in fact already succeeded. We have succeeded in our minds- we are now in the process of bringing that into reality.

Confidence comes from experience. Experience comes from know-how; know-how comes from having the courage to submit yourself to obstacles, situations and circumstances where the average person shies away.

The major difference between high achievement and failure is confidence – your self-image. This is what sells you and your ideas. It builds your SUCCESS power.

We either succeed at failure or succeed at SUCCESS.

Both of these results are outward expressions of the attitude you have toward them. You can either 'think rich or think poor, abundance or lack, poverty or plenty,' the choice is yours.

PUT THE ASTONISHING POWER OF GRATITUDE TO WORK FOR YOU

The absence of gratitude in our daily lives has the potential to delay the journey to Success- indefinitely. When we have done everything we know to do; when we have followed all the good advice from our mentors, and read the books; listened to the tapes and gone to the seminars and we are not really getting to where we want to be then I suggest that we have not developed the habit of having gratitude as part of our daily lives.

Gratitude is 'the missing link'

The best program I have ever read on the idea of Gratitude was written by Wallace D Wattles, about 100 years ago. In his book, 'the Science of Getting Rich' he says:

"There is a law of gratitude, and if you are to get the results you seek, it is absolutely necessary - you observe this law"

In brief, what Mr. Wattles is saying is that if we are grateful for the things we have and grateful for the things we don't have, but want, in other words be grateful for everything , then we stand a better chance of attracting 'everything' we desire into our lives.

Oprah Winfrey says "The more you praise and celebrate your life, the more there is to celebrate."

Dr Robert H Schuller, pastor of the Crystal Cathedral in Garden Grove, California says:

*Faith is often called a 'leap'
Faith is leaping across gaps
Between the known and the unknown,
The proven and the unproven,
The actual and the possible,
the grasp and the reach.*

*There is always a chasm between where
you are and where you are going - by faith
make
The leap forward!*

*What lies ahead? Tomorrow? Next week?
Next month? Next year? Beyond this life?*

Believe in faith! Believe in yourself!

Believe in tomorrow! Take a leap of faith!



Gratitude is a very positive 'thought or idea'.

Thoughts as we know are 'forms of energy'. Gratitude then is a very positive and very powerful form of energy. I have mentioned the Law of Attraction. This Law is about attracting through identification, thought, and focus on those things which we desire.

Therefore to attract the things we want in our lives we should not only focus on them; we should also be grateful for them knowing that gratitude through its very positive and powerful energy will add to our chances of receiving what we want in our life.

Gratitude will do it!

THE FIVE POINT PLAN FOR A LONGER, HEALTHIER, WEALTHIER LIFE ARE...*and more SALES*

1. Start with the end in mind
2. Set the Goals to achieve your Vision
3. Make a Plan of Action
4. Take a Leap of Faith
5. Put the Astonishing power of Gratitude to work for you

Set your goals and write them down.



Principle # 7

TIME (Procrastination) MANAGEMENT

All of Bill Gate's money can't buy a minute from yesterday. Once it's gone – it's gone!

The 86,400 seconds in a day may sound like a lot, but they go fast. No matter how quickly time seems to fly by for you, even the most skilled time manager's hours, minutes and seconds tick by at exactly the same rate.

I'm still not convinced it's about time management yet...I think it has more to do with procrastination management and energy management.

Anyway, for now don't say you don't have enough time – if you do, I would say to you that you are not managing your time as well as you could. You have exactly the same number of hours per day that were given to Helen Keller, Pasteur, Michelangelo, Mother Teresa, Leonardo da Vinci, Thomas Jefferson and Albert Einstein.

"Time is the substance of our lives," writes Alexandra Stoddard in her book, *Time Alive*.

She explains that we don't create time in our lives but instead "create our lives in time."

But people too often feel that in their personal and professional lives, time is running them.

They feel they only have time for one life – personal or professional – but not both. The difference in giving your time more meaning or making it more productive is not found in trying to speed up or slow down your days. It is what we choose to do within the time frames that constrain you and me - that makes the difference.

Are you taking advantage of the time that's available to you?

Some people seem to be born with a natural understanding of time management. (My partner is one of those). Fortunately for the rest of us, it's a skill that can be learned and developed. Leading organization expert and best-selling author Stephanie Winston claims that senior executives and CEOs seem to possess unique time management and organization skills that enable them to dramatically increase their productivity.

Indeed, people who are good at managing their time have strong skills in several key areas. They have a clear vision of their big-picture goals at work and in life. They have long term, yearly, monthly, weekly and daily goals. They are skilled at breaking these goals down into smaller units (I call this 'chunking down' – I'll explain this in more detail in a moment) and they know how to translate these smaller units into action-oriented to-do lists filled with tasks. Finally they understand that achieving long and medium range goals means crossing off every task they can on their to-do list every day.

Ultimately, how well you manage time boils down your level of personal motivation.

How willing are you to learn from the mistakes you've made about using time in the past?

How willing are you to go after the things you know are important to do for the future?



Most people know what needs to be done; they even know how to do it. They just don't have their priorities straight at the *moment* or they procrastinate or just don't have the energy.

Being more efficient in the present will help you achieve the dreams of your future.

First however, you need to motivate yourself to change some of your thinking and your habits.

The most successful people I know create superior results yet still maintain some semblance of balance amongst work, family and recreation in their lives.

To achieve this they use a unique planning system that structures their time into three very different kinds of days that are prescheduled to assure the highest payoff for their efforts while allowing abundant amounts of free time to pursue their personal interests.

This system (which I call the Marchant-Dallas Time Management System - MDTMS) divides all of your time into three kinds of days: Best Results Days, Preparation Days and Rest & Recreation Days. I also give each one a 'colour' for my *own* purposes.

Best Results Days are *Green*; Preparation days are *Red* and R&R days are *Yellow*.

BEST RESULTS DAYS

A Best Results Day is a day in which you spend at least 80% of your time operating at your highest level of expertise – interacting with people or processes that give you the highest payoffs for the time you invest. To be successful you must schedule more Best Results Days (BRD) and hold yourself accountable for producing the results.

You have to decide – and this should be easy – what is it that you do best? What is your skill area? What do you do that you absolutely love and doing it brings you great joy?

This is the area in which it is easy for you to shine. Is it Selling? Prospecting? Managing?

What is the area that produces the best result for you in terms of time spent - money earned?

My areas of 'high expertise' for example are writing, one-on-one coaching, and conducting seminars and workshops. I do these things easily and well – and when I do them in a focused way, they're the things I get paid the most money for. For me, a BRD would be a day in which I spent 80% of my time leading a seminar for a fee, writing an article/ book (like this one), or coaching someone to achieve a greater level of success.

Your BRD might be appraising and listing homes for sale; introducing potential real estate buyers to suitable properties and making sales or managing properties or your real estate business.

...or a myriad of other activities – depending upon your profession.

PREPARTION DAYS

A Preparation Day is a day when you prepare and plan for a BRD – either by learning a new skill, locating a new resource, training your support team, identifying and attracting new business opportunities or delegating tasks and projects to others...

Preparation days (PD) ensure that your Best Results Days are as productive as possible.



For me a PD might be spent taking a seminar to improve my training and coaching skills, planning how to maximize sales of our books and courses, rehearsing a new talk, reading potential stories to include in my seminars and publications, or delegating a project to my support team.

For you it might be seeking out a mentor, developing a new sales presentation, researching new and different ways to attract more clients, writing a brochure, training an assistant, attending a sales convention or training program....or any number of other things.

Do you see the picture?

REST AND RECREATION DAYS

A Rest and Recreation Day (R&R) extends from midnight to midnight and involves no work-related activity of any kind. It's a day completely free of business meetings, business-related phone calls, mobile phone calls and texts, e-mails or reading work-related documents, papers and magazines.

On a true R&R Day, you're not available to your staff or clients for any kind of contact except for *true* emergencies – injury, death, flood or fire. The truth is that most so-called emergencies aren't emergencies at all. They're simply employees, co-workers, and family members who don't have – or have not been given – enough training, responsibility or authority to handle the unexpected situations that arise. You have to set clear boundaries, stop rescuing people, and trust they can handle things by themselves.

Also remember that some of your R&R days could be taken – without children. This is a hard one but every now and then see what you can do to get some personal R&R.

Either on your own or with your partner or spouse.

The value of regular R&R days is that you come back to your work refreshed and ready to tackle with renewed vigour, enthusiasm, and creativity.

Here's my plan...and I'm getting closer every year.

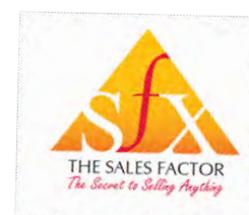
I believe the ultimate goal (for me) should be 130 to 150 days off each year. If you took every weekend off (or at least two days per week, because I know that weekends are usually a busy time for some sales people and business people) – doing no work whatsoever – you would instantly enjoy 104 R&R days. And if you found another 46 days in the form of long weekends, holiday weeks, and other opportunities that may come up from time to time, you could easily enjoy 150 R&R Days to recharge, rejuvenate, and rest – with no laptops, no e-mails, no documents, and no contact with your staff, co-workers or boss.

It may take you a while to work up to that number, perhaps years, but the main thing is to constantly work to increase your number of R&R Days every year.

Here's how R&R days can make you more valuable to yourself and to your employer – if that's the case...

Jane Moyer, Xerox Business Service; role – model manager of the year, summarized perfectly the value of R&R days in this interview with Fast Company magazine:

“...every October, I spend some time on Cape Cod. I rent a cabin that's two blocks from the ocean, and I stay there for a week. The cabin has no phone or



television. I don't get in my car, I don't listen to the radio, and I don't read newspapers. For the first couple of days, I go through withdrawal, but then I adjust. I cook. I read. I walk on the beach. It's absolutely glorious. On my way home, when I start thinking about work again, I see things differently. Work seems much less cluttered. One of the amazing things about getting away is that it helps me understand what's important and what's not."

The key to getting more R&R days and Best Results Days in your life is to schedule them.

Here are some steps you might want to take to begin implementing *your* version of the Marchant-Dallas Time Management System:

- List the three Best Results Days you have ever had. Write down any common elements. This will give you valuable clues as to how to create more perfect BRD. Plan for them.
- Meet with your staff, co-workers, and principals, to discuss how to create more BRD where you can focus 80% of your time on using your highest level of expertise to produce your best results.
- Meet with your friends and family and discuss how to create more true R&R Days in your life.
- Schedule at least four 'holidays' – they can be long weekends or longer – for the next year. These can be as simple as a weekend camping trip, a weekend in your capital city – taking in the sights, a trip to the wine country or the snow fields, a weekend at the beach, a visit to friends who live inter-state, or it can include something like a holiday to a pacific island or something even more substantial like a trip to Hawaii, the US, Asia or Europe. I you don't plan it, it won't happen, so take the time and make a plan.
- List your three best R&R Days you ever had and look for the common elements in those. Schedule more of those elements into your planned R&R Days.

CHUNCK IT DOWN

Chunking something down is simply taking any goal you want to achieve and creating a logical sequence of action steps that when taken will bring the goal closer and ultimately to realization.

How do you chunk it down?

Three ideas quickly come to mind:

1. Ask for advice... "Can you tell me how I would go about...?" and "What would I have to do to ...?" and "How did you....?" Keep researching and asking until you get a realistic action plan that will get you from where you are to where you want to go.
2. Purchase a book or a manual or a system that gives you a step-by-step plan to follow
3. Start with the end in mind. See the goal achieved. Imagine what that would be like and then work out step by step how you did it?

"The Secret of getting ahead is getting started. The secret to getting started is breaking your complex, overwhelming tasks into small manageable tasks, and then starting on the first one." –

Mark Twain.
Celebrated Author and
Humorist.

Once you've got the all the steps figured out; create a daily TO DO list (or success list as I call them) for each goal and commit to completing what needs to be done today.

Do first things first. What I mean by this is ask yourself the question – what is the most important thing on my list that if completed today will get me closer to my goal.



Or another question, a better question- could be, 'What can I do, such that by doing it, it will make everything else easier or even unnecessary?'

The objective is to stay on schedule and complete the most important item first. In his excellent book, *Eat That Frog! Great Ways to Stop Procrastinating and Get More Done in Less Time*, Brian Tracy, reveals not just how to conquer procrastination but also how to prioritize and complete all of your action items.

In his special system, Brian advises goal-setters and time-managers to identify the one to five things you must accomplish on any given day, and then pick the one you absolutely must accomplish on any given day, and then pick the one you absolutely must do first. This becomes your biggest and ugliest frog. He then suggests you accomplish that task first – in essence, 'eat that frog first'– and then by doing that you make the rest of your day much, much easier. It's a great strategy. (I'm just not sure about eating the frogs...)

But unfortunately, most of us leave the biggest and ugliest frog until last, hoping it will go away or somehow become easier. It never does. However, when you accomplish your toughest task early in the day, it sets the tone for the rest of your day. It creates momentum and builds your confidence, both of which move you farther and faster toward your goal.

The key points in managing your time are:

- Get clear on what you want to make happen in your life. What's your Master Plan? What's your Vision for you and your family? Can you summarize this in a few lines?
- To achieve your Master Plan...what Goals do you need to set? What do you need to achieve in the five key result areas of your life?
 - Your Health and Fitness
 - Your Wealth. You at work and your money at work.
 - Your Self. Personal and Professional growth.
 - Your Relationships. Partner, spouse, children, family, friends, co-workers, staff, community.
 - Your Time. How do you really want to spend it? Here today – gone tomorrow.
- Chunk these goals down in to manageable piece -Yearly, Monthly, Weekly, Daily – action oriented To-Do lists
- Plan your BRD,PD and your R&R Days and stay focused
- Take daily action; review progress and make adjustments to keep you on track.

As our world gets more complicated and more pressured, you will have to be increasingly more conscious and intentional to structure your time in a way that takes full advantage of your talents and maximizes your results and your income and net worth.

Start now to control your time and your life. *Remember you are in charge and if you don't take 'charge' over your time someone will take charge of your time for you.*

"Apparently there is nothing that cannot happen today. Mark Twain



Principle # 8

YOUR HABITS - WILL DETERMINE YOUR FUTURE

More people than ever are living for immediate gratification. They buy things they can't really afford and put off the payments for as long as they can. Taken to the extreme, if you have formed the habit of spending more than you earn - you will eventually go broke. The fact is if you keep doing things a certain way you will always get a predictable result.

Life just doesn't happen to you. It is all about choices and how you respond to every situation. If you are in the habit of continually making bad choices, disaster often occurs.

Your everyday choices ultimately determine whether you end up living with abundance or living in poverty.

However, life never completely closes the door to opportunity.

Consistent choices lay the foundation for your habits and your habits play a major role in how your future unfolds. This includes the habits you display to the business world every day, as well as the variety of behaviours that show up in your personal life.

What is a habit? Simply stated; a habit is something you do so often it becomes easy. If you persist long enough with any one particular behaviour it becomes automatic.

A habit can be anything you do; it can be the way you think; a way to feel; a way to react or respond to any situation. A habit is a process. One that is often so embedded into your 'sub-conscious' mind that it happens without you even thinking about it - its automatic. Like driving a car; riding a bicycle; tying a shoelace. A habit can be a good thing and at the same time it can hold you back.

The good news is that you can 'reprogram' yourself any time you choose to do so.

If you want to distance yourself from the masses and enjoy a unique lifestyle, understand this, ***your habits will determine your future***

Take a look at a couple of examples. If you want to enjoy a long life, you must have healthy habits. Practicing good nutrition, exercising and studying longevity play a major role here. *The reality?* Most of the western world is overweight, under-exercised and undernourished. How would you explain that? Perhaps, it's a live for the moment attitude!

Look at relationships. Marriage is in trouble, with almost 50 percent ending up in divorce.

If you are in the habit of starving your most important relationships of time, energy and love, how can you expect a happy outcome?

When it comes to money, your bad habits may lead you to a never-ending cycle of work in your later years, when you'd rather be enjoying more time off and having fun.



Now here's some really good news.

You can turn negative consequences into positive rewards - simply by changing your habits now!

Up to 90 percent of our normal behaviour is based on habits.

Many of our daily activities are simply routines. These include the way you dress, get ready for the day, eat breakfast, read the newspaper, brush your teeth, drive to work, greet people, arrange your work area, set up meetings, work on projects, answer the phone and so on.

The sum total of these habits determines how your life operates. Simply stated this is your normal behaviour.

However, with too much routine, complacency sets in and life becomes boring. We settle for less than we are capable of. The point is your normal everyday behaviour has a lot to do with the results in your life. If you are not happy with these results, something has to change.

So what can we do? Well the first thing to do is **identify the habits that are not working for you** - as renowned author Oliver Wendell Holmes once said, *"we all need an education in the obvious."*

We know old habits die hard, but life is not a practice session. It is the real thing. If you want to make the most of it, start kicking your old habits out the door. Develop a fresh set of strategies that will help you create a lifestyle that is rich in every dimension.

You may be aware of some of your 'not so good' habits...here are some common ones 'I prepared earlier'

- Not returning phone calls on time.
- Being late for meetings and appointments.
- Poor communication between colleagues and staff.
- A lack of clarity about expected outcomes, monthly targets, goals, etc.
- Not allowing enough time to travel to outside appointments.
- Not attending to paperwork quickly and efficiently.
- Handling the mail more than once.
- Allowing bills to go unpaid, resulting in interest penalties.
- Not following up consistently on overdue receivables.
- Talking instead of listening.
- Forgetting someone's name sixty seconds (or less) after being introduced.
- Hitting the snooze alarm several times in the morning before getting out of bed.
- Working long days with no exercise or regular breaks.
- Not spending enough time with your children.
- Having a fast-food meals program Monday to Friday.
- Leaving home in the morning without hugging your wife, husband, children and/or dog.
- Taking work home with you.
- Socialising too much on the telephone.
- Making reservations at the last minute (restaurant, travel plans, theatre, and concerts).
- Not following through on time as promised-with other people's requests.
- Not taking enough time off for fun and family- guilt free!

"Cultivate only the habits that you are willing to let master you."

Elbert Hubbard



- Having your mobile phone on all the time.
- Answering the telephone during family mealtimes.
- Controlling every decision, especially the small stuff you need to let go of!
- Procrastinating on everything from lodging tax returns to cleaning out the garage.
- Ignoring important emails.

Successful people leave clues. Successful people have developed successful habits. We should all study them!

Develop the habit of changing and refining your habits. People who are rich in every sense of the word understand that life is a learning experience. It never stops. Learn to refine your habits; there is always a new level to reach for...

Here's the Marchant-Dallas **New Habit Formula**

1. Identify the habit that is holding you back
2. State your NEW successful habit - the one that counters the OLD habit
3. Write the new habit on a Goal Card (3x5 Card)
4. Begin taking ACTION- use the new HABIT
5. Read the Goal Card out loud three times each day for 21 days

For example:

THE HABIT THAT IS HOLDING ME BACK

Not returning phone calls on time

WHICH MEANS - I'm missing out on potential business and I'm getting a reputation for being a bit 'tardy' and unprofessional.

SUCCESSFUL NEW HABIT

Return phone calls within 30 minutes of receiving them - RESULTING IN happier callers who will know they can rely on a returned call within 30 minutes

CREATE GOAL CARD

Every phone call I now receive is answered within 30 minutes or less. My clients, family and friends think I'm a 'legend'. My business is running much more smoothly now that I return calls promptly.



Take Action -Return the call within 30 minutes
(No need to apologise- just handle it professionally).

Read the 'statement' on your Goal card for the next 21 days...three times per day.

NB. The reading of the Goal card each day cannot be emphasized too much. Three readings is the Minimum requirement. You might recall learning your 'times-tables' at school. How many times did you read these each day? You read them over and over again until they became a Habit...they were clearly embedded into 'your wiring,'- they became a permanent part of your 'filing system'; the same principle applies here. We read the card over and over and over again until it becomes 'second nature' – until it becomes a habit!

"Habits aren't instincts, they are acquired reactions. They do not 'just happen', they are caused(They are the effect of a cause – conscious or unconscious). Once you determine the original cause of a habit, it is within your power either to accept or to reject it.

-Dr Stephen Covey

Habit Project

- List the habits that may be holding you back (Use the list provided to help your thinking)
- Choose a 'bad habit' that is holding you back from being the best you can be...and follow the New Habit Formula.
- When you have mastered the new habit – choose another from your list and over the next 12 months slowly work through all of them.



Principle # 9

SALES – PHILOSOPHY AND FUNDAMENTALS

Your Sales Process should be designed to create customers. This is a small point on the one hand but can be quite significant from a philosophical viewpoint. The essence of the statement is that we are in the relationships business. By creating the right relationships and by recognising that people will *only buy* if:

- 1) They are confident that your product or service is of good quality;
- 2) It will do for them something they want done; and
- 3) Is worth the 'investment'.

Having said that – we always walk before we run. All of us should go back to basics at least once a year – just like a professional athlete and make sure we 'tick-off' the basics.

The definition of a professional sales person is one who can be relied upon to do the right thing and say the right thing without conscious forethought or effort – when under the pressure of the sales interview.

So let's start at the beginning and make sure we've got all the 'bases' covered.

Firstly, congratulations for being a part of the world's oldest (everything begins with selling), most exciting (how fast does your heart beat at the beginning of a sales call?), and most profitable (but only if you get it all together) profession on the planet.

Selling is an exciting, absorbing and rewarding occupation in which it is possible to decide your own future.

People who are successful in selling have a lifestyle that is the envy of many because selling makes it possible to become financially successful in a manner and time frame not available in many occupations.

People in business; generally know how to make the thing they sell but - more often than not - do not know how to sell the thing they make!

It is my firm belief that one of the biggest mistakes we can make as business owners and one of the major reasons why businesses fail at an alarming rate in the 'early years' is simply because we do not understand the 'psychology of selling' and the basic steps we must always follow to 'create a sale'. It is also apparent that people generally do not seem to *want to learn!*

(By the way - if you're in business – you're in sales)

We are – as a general rule – good technicians. But we also need to be able to sell the work we do.

“There is only one valid description of business purpose: to create a customer.”

Peter Drucker,



If you are going to be successful in business you need to know how to sell and you need to do it successfully. If you choose to have someone else sell for you...then you still need to understand the process in order to 'manage' the process.

There is no mystery about what makes businesses successful. It is selling. No business ever saved or shrank its way to success; it **sells its way to success**, or it fails. The fuel that fires a businesses' sales system is marketing and salesmanship, and each of us has a vested interest in both these factors.

Increasing sales productivity is the constant challenge for every business owner.

It strengthens those who embrace it and weakens those who resist it.

There are only three ways to improve your personal sales productivity:

1. Convert more prospects into clients by improving your selling performance, in other words – create more clients
2. Increase the value of your clients- by having them buy more product, more often
3. Work harder

“Satisfied customers are those who have bought good feelings and solutions to problems.”

Jack Collis

Let's take an example; over any given period of time your 'work effort' puts you in front of say -100 prospects. That is, people who have indicated one way or another that they may be interested in what you are selling.

Assume for a moment that each sale is worth \$1,000 and your 'closing' ratio is 1:10. That is, for every ten people you see, one person buys something.

This means that, for the period, your total sales revenue is \$10,000 (10 x \$1,000) and it also means that every 'prospect' is worth \$100. (\$10,000/100)

So how do we improve our sales productivity?

*Convert more sales...*for example our ratio could be 2:10, which means we are now generating \$20,000 worth of revenue.

We could increase the average value of the clients purchase to say \$1,200...this means 100 sales is now worth \$12,000, and/or we increase the frequency of purchase by the client during the period. Let's say they bought on average 1.2 times rather than once. This would also mean that on an average sale of \$1,000 we would now be generating \$12,000.

Can you imagine what might happen if we converted more sales; increased that average sale value and also had our clients buying more frequently?

The last thing we can do is just work harder. We have two choices:

1. In the same amount of time – simply see more people and ask more people to buy; or
2. Work longer hours

“Don't sell me products or services – sell me ideas, a better self-image, freedom from fear and want, and a philosophy that will help me achieve my potential as a human being.”

Author Unknown



Paying the price for what we want in life is a key issue for those of us who want to succeed above the ordinary. Pay little, and we will get little from life. If you do not want much from life, then the price is small.

We should not confuse anything I say here with working smarter and not harder. *I believe you have to work hard and smart.* The more we want, the more it costs.

Success is limited by the price we are willing to pay. The price is not paid in money. It is paid in knowledge, activity, creative thinking, innovation, identification, preparation, commitment, compromise and a willingness to change.

1. *List all those things you would need to do in order to double your sales volume right now - Consider everything, discount nothing.*
2. *List all those things you would need to stop doing in order to double your sales volume now.*
3. *List the names of anyone who you think would be willing to help you make the changes you wish to make.*

Unless utopia has arrived unannounced, compromise on our part will be necessary. To compromise is a fact of life. All of life is a compromise. Trading off one aspiration against another is a reflection of our willingness to pay a particular price.

Let's consider three of the most important prices you will have to pay if you want to enjoy a higher level of success.

Identification. Do you know what you want? Do you know when you want it? Do you know how to get it? Most important of all, have you decided what you must give in return for that which you expect to get? You need to be able to identify your goals so that you can visualise them constantly. Keep them uppermost in your mind, because, in some way never made clear to us, nature ensures that the events that we vividly imagine on the life screen of our minds and support with purposeful action and faith will come to pass. That is the way people achieve. That is the way it is. It is called the **Law of Identification**

This Law simply means: whatever you identify yourself with you become. Talking 'poor' can make you poor. Talking opulence, on the other hand, can help you to become rich.

How do you 'see yourself' in business? Do you see yourself as successful, do you identify with success, or do you 'identify' with something else, something less than Success.

"Nothing is ever gained by winning an argument and losing a prospect or customer."

C. E. Norton

Preparation. Once you've decided where your 'bus' is going, you have to take the time to prepare for the journey. Preparation is largely a matter of looking at your knowledge, skills and attitude in terms of what you must be, do and have to get where you want to go. What do you need to learn and master to get you to 'success?'

Commitment. Of all the prices we pay, commitment is the most important. Without commitment it is doubtful you will pay any other price. You will need absolute dedication of purpose to stay with your plan long enough to make it count. Very few plans run smoothly and very few worthwhile objectives are achieved easily.



So when the going toughens up, it is then you need the grim determination of absolute commitment.

Success - the place we are going is a day-by-day, inch-by-inch determined effort to reach the 'milestones' we've set along the way.

Make Sure you understand the Business of Selling and what it takes to Succeed in the Business



Principle # 10

LEARN MORE TO EARN MORE

“If I am finished with learning then I am finished.” Trevor Marchant

People who have more information have a tremendous advantage over people who don't.

And though you may think it takes years to acquire the knowledge you need to become super successful, the truth is that simple behaviour such as reading for an hour a day, turning television time into learning time, and attending classes and training programs can make it surprisingly easy to increase your knowledge – and substantially increase your level of success.

I read a story about Simon Reynolds – an Australian - the other day. This is a fellow who became a millionaire in his early twenties and has since built many companies – the last one made more than \$500 million.

Simon has never spent one day at university or school, learning theory. His enormous success lies in his little known secret which he reveals to very few people – unintentionally. Well, I'm going to reveal it now! Simon has been practicing his secret religiously since the age of 17 and spends at least 60 minutes each day learning something new about success.

It's amazing yet simple.

He studies success, successful people, successful ideas and most importantly practices every day in his real world laboratory to see what works, with his many business interests.

Remarkably here's a man who is super successful. Yet, today and every day of his life, he spends time reading and learning. He continues to search everything and anything regarding success and increasing human performance, and his thirst for knowledge is insatiable.

LEADERS ARE READERS

Self-made millionaire Dr John Demartini made a list of all the Nobel Prize winners then made a list of all the greats in the same fields – whether it was poetry, science, religion, or philosophy. He then proceeded to read their works and their biographies. Not surprisingly, John is also one of the brightest and smartest guys you'll ever meet. Reading pays off!

“You can't put your hand in the glue pot without some of that glue sticking.” Says John. *“So, too, you can't put your mind and heart into some these works of these masters without some of it sticking. If you read about immortals, you increase the possibility of leaving an immortal effect. The result has been enormous for me.”*

The late Jim Rohn, America's foremost motivational philosopher, also suggests you use that 1 extra 1 hour a day to read. He taught me that if you were to read one book a week, in 10 years you will have read 520 books and in 20 years more than 1000 books – enough to easily put you in the top 1% of experts in your field.

That's what Eve and I do...*and to some extent that's why one good thing tends to lead to another for us.*



BE TEACHABLE

While I was writing these PRINCIPLES, I read a story from one of my mentors, Jack Canfield – of *Chicken Soup for the Soul fame*. Jack said he was sitting next to ‘Skip Barber’ on a flight one day and he asked Skip what distinguishes his best students. (Skip Barber trains people to drive high-performance cars under actual race conditions).

His reply, “The ones who get it - are teachable. They’re open to learning. The ones who don’t make it think they know everything already. You can’t teach them anything.”

To learn and grow in life, you need to be teachable, too. You need to let go already knowing it all and needing to be right and look good, and open yourself to being a learner. Listen to those who have earned the right to speak, who have already done what you want to do.

Become a learn it all – not a know it all.

WHAT DO YOU NEED TO DO TO GET READY?

Opportunity presents itself at any time. Will you be ready when it comes knocking on your door?

Start right now by making a list of 10 things you could be doing to be ready when opportunity finds you. What ten things would help you become better at what you do?

Do you need to take some extra classes or training?

Perhaps you could start reading a list of the top ten books ever written on selling.

Do you need to get some new skills or brush up on some old ones?

ATTEND PERSONAL DEVELOPMENT PROGRAMS

Imagine you suddenly discovered you were driving with the hand-brake on. Would you push harder on the ‘throttle?’ No, you would simply release the brake and instantly go faster-without any additional energy being used.

Most of us are going through life with the emergency brakes on. It’s time to release the limiting beliefs, emotional blocks, and self-destructive behaviours that are holding you back.

The two most powerful methods for releasing the brakes are personal development programs and individual therapy. If I were to attribute my success to any one thing, it would be the hundreds of personal development programs I have attended over the past 30 years.

All of us need outside influences to help us break through our habitual patterns and assist us in creating new ways of thinking and behaving.

Here’s a list for example that *Eve* has attended over the last 30 years...or at least some of them...to give you an idea of what I’m talking about:

- Insight Seminars
- Landmark Education
- Dale Carnegie – Leadership and Selling
- Born Rich – Bob Proctor
- Harv T Eker – The Millionaire Mind



- High Performance Selling – Trevor Marchant
- Think and Be Rich
- The Jenman System
- Science of Mind – Course in Miracles
- Anthony Robbins
- Vipassana
- Sedona Training Associates
- Field trips to India, Fiji and Hawaii
- The Body Electric
- Therapy and Counselling with Dr Lyn Barrow
- Stress Management and Relaxation
- Reflexology
- Tertiary Quals. in Psychology and Counselling
- **MORE...(too many to mention here...but you get the idea)**

COMMIT TO LIFELONG LEARNING

Realize that the amount of knowledge and information available in the world is growing at a mind-numbing pace. In fact, it has been said that all human knowledge has doubled in the last 10 years. Don't expect this trend to slow down.

For example, did you know that:

- China will soon be the #1 English Speaking Country in the World
- 25% of India's population with the highest IQs is greater than the total population of the United States
- The top ten in-demand jobs in 2010 did not exist in 2004
- 1 in 4 workers have been with their employees for less than 4 years
- 1 in 2 workers have been with their employees for less than 5 years
- 1 in 8 couples married last year, met on-line
- There are 200 million people registered on My Space. If My Space was a country it would be the 5th largest in the world – between Indonesia and Brazil
- There are 31 billion searches on Google every day. To whom were these questions asked BG? (is this when we went to the library?)
- The first commercial SMS was sent in 1992 – The numbers sent and received today exceed the population of the Planet
- It took radio 38 years to reach an audience of 50 million people, TV 13 years and the Internet 4 years. It took Facebook 2 years.
- In 1984 there were 1000 Internet devices not there are over 1 billion
- There will be 4 exabytes of information generated this year – that's more information than the previous 5000 years. It has been estimated that one weeks' worth of the NY Times contained more information than a person was likely to come across in a lifetime in the 18th Century.
- and while I've been writing this list, 67 babies were born in the US, 274 in China and 395 in India ...and 618,201 songs were downloaded illegally from the Internet

So, it's highly probable, the information you need to be successful and stay on the cutting edge of your career and profession – is evolving at the same pace. That's why you must commit to lifelong, self-improvement and learning, improving your mind, increasing your skills, and boosting your ability to assimilate and apply what you learn.



Get fair dinkum about learning to be the best you can be...you deserve it and your clients deserve it.



Principle # 11

MASTERMIND YOUR WAY TO SUCCESS

“You cannot be lonely if you like the person you’re alone with.” Dr Wayne Dyer

We all know that two heads are better than one when it comes to solving a problem or creating a result. So imagine having a permanent group of six to eight (*can be more but probably no more than about 12*) people who meet every week for the purpose of problem solving, brain-storming, networking, and encouraging and motivating each other.

This process, called MASTERMINDING, is one of the most powerful tools for success presented in these Principles. I don’t know anybody who has become super successful who has not employed the principle of masterminding.

AN OLD IDEA THAT’S NEW AGAIN

Napoleon Hill first wrote about mastermind groups in 1937 in his classic book *Think and Grow Rich*. And all the world’s richest industrialists – from the early twentieth century to today’s modern icons of business – have harnessed the power of the mastermind group. It’s the one concept achievers reference most when they credit any one thing with helping them become a millionaire/billionaire.

Andrew Carnegie had a mastermind group. So did Henry Ford. In fact, Ford would mastermind with brilliant thinkers such as Thomas Edison and Harvey Firestone in a group they held at their winter mansions in Fort Myers, Florida.

They knew, as millions of others have discovered since, that a mastermind group can focus special energy on your efforts – in the form of knowledge, new ideas, a vast array of resources, and, most importantly, spiritual energy. And it’s this spiritual aspect that Napoleon Hill wrote about extensively.

He said that if we are in tune with the mastermind – that is, the eternal life force, the universal power of whatever term you prefer – we have significantly more energy available to us. A power that can be focused on success.

This power not only comes from each other it also comes from this ‘mystical’ source....says Hill.

A PROCESS FOR ACCELERATING YOUR GROWTH

The basic philosophy of a mastermind group is that more can be achieved in less time when people work together. A mastermind group is made up of people who come together on a regular basis – weekly, fortnightly, or monthly to share ideas, thoughts, information, feedback, and resources. By getting the perspective, knowledge, experience, and resources of the others in the group, not only can you move beyond your own limited view of the world but you can also advance your own goals and projects more quickly.

A mastermind group can be made-up of people from your own industry or profession or people from a variety of walks of life. It can focus on business issues, personal issues or both. But for a mastermind group to be powerfully effective, people must be comfortable enough with each other to tell the truth.



Some of the most valuable feedback I have ever received has come from members of my mastermind group confronting me about overcommitting, selling my services too cheaply, focusing on the small-stuff, not delegating enough, thinking too small and playing it safe.

(So what do I do now – I don't over-commit, I sell at a premium price (but value for money), I concentrate on the big-picture, I delegate and trust more and always think 'the impossible...')

Confidentiality is what allows this level of trust to build. Out in the world, we are usually managing our personal and corporate image. In a mastermind group participants can let the hair down, tell the truth about their personal and business life, and feel safe that what is said in the group will; stay in the group.

NEW THOUGHTS, NEW PEOPLE, NEW RESOURCES

When you form your mastermind group, consider bringing together people from different professional arenas and people that are 'above' you and who can introduce you to a network of people you normally wouldn't have access to.

Though the benefits of masterminding with people outside your field may not seem obvious now, the truth is that we all tend to get stuck in our own field of expertise, doing things the same way everyone else in our industry does. But when you assemble people from different industries and professions, you get lots of different perspectives on the same subject.

Henry Ford was an assembly line expert. Thomas Edison was an inventor. Harvey Firestone was a corporate management genius. So their mastermind group brought together diverse talent that could lend different perspectives to one another's challenges, whether they were legal, financial, or relational.

HOW TO ASSEMBLE A MASTERMIND GROUP

Regardless of its purpose, the key is to choose people who are already where you would like to be in your life – or who are at least a level above you. If your goal is to be a millionaire and you're currently making \$80,000 a year then it's wise to choose people who are earning more than you.

If you're concerned that people who are already achieving at a higher level than you might not want to be involved in a group with you, remember you're the one facilitating the meeting. You are organising, supporting, and building a forum for other people's growth and masterminding needs. You may be surprised. People who are already achieving still enjoy meeting new and different people.

(PS... I'm in the process of setting up a number of Mastermind Groups with Accounting firms up and down the East Coast of Australia...write to me about them if you wish....
trevor@marchantdallas.com.au)

CONDUCTING A MASTERMIND MEETING

Here are a couple of simple rules I use:

1. Group numbers should be around 6-8. Less than this you miss out on the dynamics of the group. More than this – it can become unwieldy and not everyone gets a chance to discuss their 'frustrations/challenges'
2. Meeting should last for about an hour – no more



3. Start the meeting with everyone briefly sharing a 'success' story – hopefully as a result of the last meeting. This way people will begin to see that the idea actually works
4. Each person to be given a 'set-time' to state their concern – then the group by way of a 'brainstorming' session attempts to come up with solutions/ideas
5. The meeting should finish with each person stating their 'take out' from the meeting and agreeing to the next meeting –time and date.

Sitting right next to a Mastermind Group in terms of personal and professional growth I rate hiring a Personal Coach as an essential pre-requisite to outstanding success.

No longer is this thought of as luxury. It's a necessity. Bob Nardelli, CEO and President of the world's largest home improvement retailer, Home Depot, says – "I absolutely believe that people, unless coached, never reach their maximum capabilities."

When Eric Schmidt, the CEO of Google says the same thing – I guess it's worth taking notice of...

HIRE A PERSONAL COACH

You would never expect an athlete to reach the Olympic Games without a world-class coach, nor would you expect a professional football team to enter the stadium without a whole team of coaches – head coach, defensive coach, kicking coach etc. Now, we also have coaches who can help you at a business or personal level. These are people who have succeeded in your area of interest and who can help you do the same.

ONE OF THE BEST KEPT SECRETS OF THE SUCCESSFUL

Of all the things successful people do to accelerate their journey down the road to success, one thing always stands out - they participate in some kind of coaching program.

A coach will help you clarify your vision and goals, support you through your fears, and keep you focused. He or she will confront your unconscious behaviours and old patterns, expect you to do your best, help you live by your values, show you how to earn more while working less, and keep you focused on your 'core brilliance.'

Your coach can work with you online and by phone calls. My 'Head' coach now lives in Bali...I see him every couple of years...but we talk/correspond around once a fortnight.

WORTH MORE THAN MONEY

I have had many coaches who have helped me achieve my goals – business coaches, writing coaches, marketing coaches and personal coaches.

People Eve and I coach, graciously tell us that without doubt, the one coaching experience that has helped them leap forward in every area of their life was 'the Growth Factor coaching program see www.mxthegrowthfactor.com.au

Typical feedback includes - (and this is a summary) *First and foremost, I immediately doubled my free time with Trevor's unique 'hourglass' model. I delegated more tasks, scheduled holidays rather than merely thinking about them, and hired additional staff that ultimately positioned my business to earn more. And that was just in the first few months.*



Not only did my business benefit, but my family did as well.

For me, coaching wasn't just about making money.- although a big part of coaching is focused on making more money, managing it better, and settling on a financial plan that gives you the kind of freedom you want. It was about helping me make better decisions for myself and my business. The truth is, is most coaching clients are smart-very smart. Yet they still know the value of accessing someone who can be objective, honest, and constructive about the options they are facing.

If you would like to know more about our online coaching program for Business Owners and Sales People ...just email trevorandeve@mxthegrowthfactor.com.au

Start Masterminding...



Principle # 12

“Nothing happens until something is sold”
Coach TJ-M

Over the years, hundreds of people have been through our ‘High Performance’ Sales Training Program. One of the observations we’ve made on many occasions is the fact that you can have two people sitting side by side in the same room, learning exactly the same strategies and tools but only one of them will take these tools and ‘skyrocket’ to success.

You soon realise that you can have the best ‘toolbox’ in the world with all the right knowledge, skills, strategies and systems yet without the *one thing* that propels all of this in the right direction, nothing much gets done.

That one thing is *attitude!*

We are all able to choose how we think and how we feel. How we think and how we feel determines our attitudes. One of the most powerful ‘Rainmaker’ qualities we can have is a ‘positive’ *attitude*. (see www.mxthegrowthfactor.com.au)

Dr Victor Frankl, a Jewish prisoner held in a concentration camp during World War II, discovered that the *proactive* choice of attitude is ‘*the last of the human freedoms.*’

In his book, *Man’s Search for Meaning*, Dr Frankl says:

“We who lived in concentration camps can remember the men who walked throughout the huts comforting others, giving away their last piece of bread. They may have been few in number, but they offer sufficient proof that everything can be taken away from a man but one thing: the last of the human freedoms - to choose one’s attitude in any given set of circumstances, to choose one’s own way.”

My thoughts on ***attitude!***

- *A self-confident attitude is the most important asset one can possess*
- *You create your environment – mental, emotional and physical - by the attitude you develop*
- *Attitudes are nothing more than habits of thought...and habits can be acquired*
- *We are either the masters or the victims of our attitudes. It is a matter of personal choice...a blessing or a curse*
- *Every change in human attitude must come through internal understanding and acceptance. Human beings are the only known creatures who can reshape and re-mould themselves by altering their attitudes*



- *The supreme test of self-motivation lies in the degree to which you develop healthy attitudes towards yourself and your circumstances*
- *A positive mental attitude is rooted in clear, calm and honest self-confidence*
- *When you truly understand yourself, your attitudes will reflect that understanding*
- *Your attitude, not your aptitude, is the chief determinant of your success*
- *You are where you are and what you are because of the attitudinal thoughts that dominate your mind*

What all this means for professional salespeople and business people is that we need the best tools and we need the best attitude, particularly when it comes to embracing a sales culture and being willing to learn new ways of thinking and doing!

One of my favourite stories is a perfect example of how people search for answers in life, but when the answers don't fit with their old ways of thinking they simply ignore them and continue searching.

'A man is walking along the edge of a cliff and suddenly loses his 'footing' and slips and falls off the cliff. However, he has the presence of mind and quick action to grab the ledge and finds himself hanging there for dear life. He's hanging and hanging and finally calls out, "Is there anybody up there that can help me?" There's no answer. He keeps calling and calling and finally this big bellowing voice calls back, "This is God. I can help you. Just let go and trust." A few moments go by and the next thing you hear is, "Is there anybody else up there that can help me?"

LAW # 1

The *first* of Law of Selling is to *always have a **positive attitude** despite the circumstances.* Your results or outcomes in life and selling depend upon two things: The events or circumstances you experience and your response. Your attitude will determine your response and when you think about it that is all you can change - to change the result.

LAW # 2

The *second* Law of Selling is to *know and understand that **thoughts turn into things.*** Everything is created twice: first in mind then in 'reality.'

What this means in practice is that if the results you're getting are not what you want then you need to go back to the 'root cause' of the problem.

'The roots create the fruits'



One of my mentors (Bob Johnson) favourite sayings was 'the roots create the fruits' and what he meant by that is imagine a tree, a Sales tree. On this tree there are fruits. In real life our fruits are called our Sales results. So we look at the fruits (our results) and we don't like them. We think there are not enough of them or they're too small.

So what do we do? Most of us put even more attention and focus on the fruits, our results.

But what actually creates those particular fruits? It's the seeds and the roots that create the fruits. It's what's under the ground that creates what's above the ground. It's the invisible that creates the visible, meaning if you want to change the fruits, you will first have to change the roots.

In order to change your roots, let me introduce you to a very simple, yet important formula.

This formula is so critical that understanding it can change your life as well as your sales results.

T ➔ F ➔ A ➔ R

Thoughts lead to Feelings

Feelings lead to Actions

Actions lead to Results

If you want to change your results, your 'fruits', you will need to change your thoughts, your 'roots.'

Outstanding sales people (rainmakers) understand this process and know that you can't solve a problem with the same thinking that created it. You can't keep doing the same thing over and over again and expect a different result. If you want a different result, if you want to embrace a sales culture that can produce more sales in less time by having everyone involved then you will need to change the way you've been doing things. This means you will need to change the way you think about doing things. And that is the *second* Law of Selling!

LAW # 3

Behind every sale is a PERSON

The other person – the one we call the customer or the prospect, is in fact a *person*.

If you treat him or her as a commodity, or as anything but a person, you reduce yourself to a *peddler*.

The facts are, selling is about your relationships with people and relationships are built on honesty, integrity, trust, open communication and caring. *Rainmakers care about their customers and always treat their customers the way they like to be treated.*

LAW # 4

The *fourth* Law of Selling which we have proven time and time again, **is you can get anything in life you want as long as you help enough other people get what they want.**



So how do we find out what people want? We ask them. We ask them what they want and why they want it, then we work out a way how we might be able to help them get it with our products and services.

Customers don't care about you

In the selling arena, customers don't care if you have a mortgage to pay. Customers don't care if you need their business to win a contest. Customers don't care why your shipments are late. Customers don't care what you like, where you went to school, or what sports you played.

The only thing customers care about is themselves and their problems. You are in front of the customer because the customer believes, if only a little bit, that you might be able to better his or her situation.

You are there by invitation only. You must concentrate on the customer. You must be on 'high receive.' You do not talk about yourself; rather, you ask 'what' and 'why' questions. You listen to what the customer says. You clarify and summarise.

Rainmakers say 'you'; they don't say 'I.'

Which brings me to the next Law of Selling, *the fifth Law?*

LAW # 5

A Professional Salesperson is a professional assistant buyer!

In other words we demonstrate 'empathy' with the customer. We 'see' things from their viewpoint – not ours. We help them get what they want by 'seeing' their problems with their 'eyes.'

It's a bit like walking in the customer's shoes for a while, but first, you must take off your own!

People will only buy from you – and become your customer – when they are confident that what you're offering satisfies three criteria:

1. The product or service is good quality
2. The product or service will do for them something they *want* done
3. The product or service is worth the investment

Generally customers buy for only two reasons: to feel good or to solve a problem. Going out to dinner, buying new clothes, or getting a new puppy fall into the 'feel good' category.

Businesses tend to purchase products and services to solve a problem. The solution to the problem for individuals, businesses and governments can always be expressed in financial terms – in dollars and cents.

Show them the Money

If a company invests \$100,000 in advertising, they expect that advertising to generate



\$500,000 in sales. When a timber-cutter uses a \$1200 saw, because it cuts five times faster than a cheaper saw, he expects to save \$100 a day in reduced labour costs.

Rainmakers don't sell fasteners or valves or washing machines or doubled – paned windows or tax audits or irrigation systems or training programs or golf clubs!

Rainmakers sell money.

They sell reduced downtime, fewer repairs, more kilometres to the litre, higher deposit interest, increased output, decreased energy usage, more wheat per hectare, and more metres per swing. Rainmakers help the customers see and feel the money.

Rainmakers turn benefits into dollars.

When you're an assistant buyer you always see 'the sale' from the customers' viewpoint and calculate the financial consequences to the customer.

LAW # 6

Deliver on your promise

The *sixth* Law of selling is to *deliver on your promise*. Make sure that once the sale is made you follow up and do what you say you were going to do. Remember we only sell what we can deliver. Your word is your bond. Integrity is paramount.

Fulfilling client expectations is nothing more than doing what you said you would for your customers. It is keeping your promises, consistently, predictably, time after time.

You should do more than you promised whenever you're able, but you cannot do less and stay in business. Not in the long run.

The simple act of being in business is a promise. It says you are here to provide something of value and to receive fair compensation in exchange.

You can make occasional mistakes. That is human and forgivable. Your loyal customers will usually overlook an occasional lapse. But you cannot frequently make mistakes and you cannot consistently sell poor products or give poor service without betraying your customers.

So client fulfilment deserves the best from your business - your best thinking, your best attention and intention, your best effort - because your customers deserve the best. On time, every time, exactly as promised.

It is not merely a matter of paying attention... It is a matter of reaching for perfection.

LAW # 7

The *seventh* Law of Selling is very simple and it's all about communication:

ASK...always be asking!



If you ask it's amazing what you can find out and how you can boost your business and make it more profitable:

1. *Ask for information.* Your sales approach should always be when prospecting or qualifying to ask lots of questions. Find out what their current challenges are - what, who, why, where, when and how. Get as much information as you can before you even go anywhere 'near your product' this is what we might call the 'discovery' process. In other words we are trying to determine if we can help them or not. Don't interrogate, simply show genuine interest in their welfare and the challenges they are facing. Who knows we might have the solution - one of our products, services or ideas.
2. *Ask for the business.* Here's an amazing statistic. After doing a complete presentation about the benefits of their product or service, more than 60 percent of salespeople never ask for the 'order.' *That's a bad habit, one that could ultimately put you on the business scrap heap.* So why don't they ask? Simple, they don't know how to or they don't want to hear NO. This means they need training. It could be as simple as giving them a couple of simple closing questions like: "would you like to give it a try?" or "how does it sound, so far?"
3. *Ask for top-quality referrals.* Just about everyone knows the importance of referrals. Simply put, it's the easiest, least-expensive way of ensuring your growth and success in the marketplace. My research tells me that about one in ten businesses have a system for gathering referrals. Why is this so you might ask? Same old story - bad habits and afraid to ask in case someone says NO. There is a method of gathering referrals and I will touch on that in the final chapter.
4. *Ask for more business.* Many people lose thousands of dollars in sales every year because they have nothing more to offer after the initial sale. You need to look at what other products you can sell to 'the same' clients.
5. *Ask for Feedback.* Talk to your clients, regularly and seek their feedback about how they perceive your service. Set up informal 'client advisory boards' to give you feedback on how you might do things better.

The habit of asking has changed the world. There are many examples of great leaders who know how to ask well. And they did it with commitment and passion.

Jesus asked his disciples to follow him. They did, and Christianity was born. Martin Luther King Jr had a dream of equality for all people. He asked, and changed the course of history, giving his life in the process. Mother Teresa asked for help to assist the poor and dying and the Missionaries of Charity was created, involving thousands of supporters around the world.



During World War II, Winston Churchill asked the people of the United Kingdom to, “Never, Never, Never, Never Give up,” and Great Britain was saved from invasion.

It’s important to note that each of these leaders had a powerful vision and total commitment to accomplishing their goals. For them, asking was the natural way to make continuous progress.

Every day presents numerous opportunities to ask for what you want. Be conscious of those moments. Step forward boldly and make requests known. These are the seeds of your future prosperity. Plant them now so you can enjoy the harvest later.

LAW # 8

I will persist until I succeed

Lack of persistence is one of the major causes of failure. We must develop an attitude that reflects persistence and a will to achieve. If the desire is strong enough then persistence will ‘bring it about’. Quitters never win and Winners never quit.

LAW # 9

The *ninth* Law reflects our *attitude* and simply states that **‘today I will multiply my value one hundred fold’**.

There’s a tree in Yellowstone National Park in America. It’s a giant Redwood. Its stands some 365 feet tall, about the height of a 30-story building. (Australia Square in Sydney is about 30 stories). This tree is so large that it would take 25 grown men standing arms outstretched and touching fingers to form a circle around its base. Engineers have estimated that we could build at least 50 five bedroom homes out of the wood in the tree and the marvellous thing about all this is that this tree grew from a seed weighing no-more than about one thousandth of an ounce!

If we were to calculate the actual growth of that seed over time it would have replicated itself billions of times. It is my firm belief that whatever/whoever created that seed also created us and I also believe that whatever/whoever created the seed and us, put more potential for growth IN US than in that seed or at least as much. We simply need to recognize this and *make it happen*. We can multiply our value a hundred times or a billion times - we are at choice to do this. Change your Thinking, Change your Life!



LAW # 10

Work harder than anybody

The final and *tenth* Law is *work harder than anybody*. Don't buy the myth of the overnight success. Most of the people we celebrate for their effortless achievements have actually put a whole lot of energy into preparing for their 'victory.' If you listen closely to what they have to say, you'll hear them describe their pursuit of a compelling goal. You will hear about the long, lonely hours along the way and the many doubts they've experienced. Yet despite all of this they never gave up. They worked harder than the next person.

Obeys the Laws and Create More Sales



Principle # 13

GRATITUDE – THE MISSING LINK!

“What we think about and thank about we bring about”...Author Unknown

The astonishing power of gratitude!

There's a ton of information floating around about how to be successful in Sales irrespective of the industry/profession you are in – both online and off line.

And, I've always been a fan of looking for anything that is going to help me grow and move me a closer to my goals, dreams and ambitions. We know we have to have a vision, goals, a strong belief, a good understanding of human behaviour and the principles of influence.

If you're like me, you've probably got a '\$10,000' bookshelf full of Bob Proctor, Joe Vitale, Jim Rohn, Wayne Dyer, Louise Hay, Dennis Waitley and many others. It's priceless, and I wouldn't trade my library for anything.

But what happens when we feel like we're doing all that stuff in the books and CDs, at least to the best of our ability, and we're not really getting where we want to be? Is it possible that there is a missing link in our program for success?

From what I've seen, there is a very common piece that gets left out. We get too busy *doing* – that we neglect it.

It's a simple idea, but it's not always easy, for reasons we're going to cover in this Principle.

It's also one of the few things I'm sure your parents also taught you about life that turned out to be true!

“Trevor”, my Mum would say, “When you get something, say *thank you*”

Of course, there's more to it than that, and Mum was only half right, but she was on the right track.

The *who* to thank, should be obvious – but it's not always, so we'll come back this in a minute. Right now I'd like to explore the *why* with you and to understand this we need to have a look at the kind of 'universe' we live in.

We don't live in a universe of random chance or luck. We live in a universe that works by laws; predictable, repeatable, understandable laws.

The best program I've ever found on these laws – as mentioned earlier - is Wallace Wattles' book. 'The Science of Getting Rich.' *In it he says this:*

“There is a law of gratitude, and if you are to get the results you seek, it is absolutely necessary that you should observe this law.”

Now, what is this law of gratitude and how does it work? Wattle goes on to tell us that it is an application of the law of cause and effect.'



'The law of gratitude is the natural principle that action and reaction are always equal and in opposite directions.'

Here's what he means – we know that everything we focus our attention and emotional energy on, good or bad, will eventually show up in our lives. The universe, and our subconscious mind, doesn't know good from bad, and they treat fear and enthusiasm exactly the same. In other words, if we focus our energy on something (good or bad, positive or negative) we are sub-consciously or consciously *'putting an order in for it'*.

Just as you would go online and order something from eBay ; place an order, pay your money...the same applies when you focus your energy on a particular thing or idea etc....you are in fact ordering it 'from the universe' and have begun the process of attracting it into your life.

It's important, then, to be putting positive energy on what we want, not negative energy (fear or worry) on what we don't want.

Gratitude (a form of energy) is so important because it is a very high, positive energy. It is powerfully attractive!

Wattles says it connects us with 'the universe'

"You cannot exercise much power without gratitude because it is gratitude that keeps us connected with the universe and 'our power or our life-force.' The creative power within us makes us into the image of that which we give our attention. (In other words, we become what we think about.). When the grateful mind is constantly fixed upon the best it will receive the best."

Do you see what he is saying? By being grateful for what we have means we will get more of what we have!

This is why many teachers – who teach about goals – insist that you see your goal as already accomplished and that you be grateful for it – *now!* It's a powerful way to be sure you're putting strong energy on the goal – using gratitude.

Now you would think with gratitude being so obvious and important that everyone would be conscious of it. But what I've noticed is that many people are actually pushing away the success they want without knowing it because they are violating this law!

There are five key mistakes that keep people from being grateful. They all result from errors in our thinking and our beliefs. I want to show you how to correct this.

We're going to start by looking at a question Einstein said was the most important one that each person must answer for themselves.

Einstein suggested that the answer to this was very important:

"Is the Universe friendly to our desires?"

This is what he means: Is the universe designed to make it easy for us, or difficult?' Is there enough to go around – or is there a limited supply of everything?

How we answer this question does make a big difference! After all, if there is a limited supply of 'stuff' and lots of people want it, then life is difficult. Many people believe this is the truth. We call it 'scarcity' or 'lack' thinking. It's hard to be grateful when there's not enough.



This belief leads to competitive thinking (of the wrong kind) and the idea that in order to get what you want, you have to take it away from someone else.

This is a belief system that encourages fear and worry. Most sales training is based on this idea.

So are all wars.

Let me show you how abundant the universe really is. Just look around your office and house – what do you see? Walk outside and look up and down the street – what do you see? Lots of wonderful ‘stuff’ and plenty of it. More than enough to go around.

A recent scientific survey of the cosmos added up everything they could find and determined that only about 4% of the available energy was used to make the entire universe. That means we have about 96% left over – enough for another 25 universes.

We have abundance in ‘spades.’

So let’s choose a different way of thinking. We can see an abundant supply rather than scarcity. We can choose to create our success, rather than compete for a limited supply. When we do this, we cease to be a victim of circumstances and we begin to reclaim power over our lives. Seeing the universe this way is the first step in the law of gratitude.

Non- Resistance...

Non –Resistance is one of the least understood principles of success, and not practicing it keeps a lot of people from being able to practice the science of gratitude.

Non-resistance is simply having an attitude that whatever is, just is, and how we respond to it - is the key. Remember the Event plus our Response equals the Outcome.

You see there are things we just can’t ‘do’ anything about. Certain events and the way other people behave are often unavoidable in our lives.

How often have we thought – ‘if only’ or ‘he shouldn’t have done that’ or ‘the car shouldn’t have broken down here’ or closer to the bone ‘we should have got that sale.’

Sound familiar? It probably does, we’ve all done it at some time. There are a couple of things to notice about this though...

First, notice that we are ‘arguing’ with reality being the way it is! How successful are we likely to be with that?

Second, notice the thoughts that go with this attitude. Someone or something has taken our ‘stuff’ (money, success, love, respect) and we are victims. This is all based on the ‘not-enough’ principle. How are you going to find gratitude in a pile of mental ‘crap’ like that?

So this is where non-resistance is so important. Keep in mind that non-resistance does not mean you have to be a ‘doormat’ for someone. It only means that there is little or no point in arguing with reality. What is – just is!

There are two sides to every coin. If you don’t like the way it falls...toss it again!

You get to choose. Whatever you call it, it becomes you.



The universe is friendly to you. There is an infinite supply of everything you need. There is always enough money, customers, time, love, friends etc. so that no situation can leave you without those things for long. You do not absolutely need 'that one', you can move on to the next.

I've found that resistance (calling it bad) increases the suffering and prolongs the experience. Putting the energy on the 'bad' experience only creates more of it. The value of non-resistance is that it really speeds up the process and gets you to the good part faster!

So find the good in the situation, and be thankful for it. This shifts the energy to what you want.



I can't get no ...satisfaction.

You can find success principles anywhere, even in classic rock'n'roll.

You see, there is a fundamental difference between happiness and satisfaction. We all want happiness – but we don't want to get too satisfied.

Many people are satisfied, but unhappy. "I hate this dumb job, but it's the best I can do, so I'll stick it out until retirement." What a way to live.

Satisfaction with the status quo puts a lid on that desire within you that always wants to grow, to expand, to be more, have more, experience more. When we get satisfied, we get stuck, stop growing and 'start to rust'!

Happiness, in contrast, implies a quality of mind, a state of joy and gratitude, for what we have and what we are. It is, by definition, a very positive and attractive and mental energy.

Jim Collins in his 'ground-breaking' book – *Good to Great*, makes the point that 'good is the enemy of great.' This applies to both people and organisations. When we feel 'good' or perhaps satisfied, maybe that will hold us back from being **great!**

The place you want to be is happy and dissatisfied! In other words, to be thrilled with what you have, joyful and grateful for your accomplishments and blessings, and at the same time, enthusiastic about your ability to do even better.

Do you see the difference? Dissatisfied, but happy and grateful.

Here's a truth you may find hard to accept...but if you can it will springboard you to another level of success,

All people and all circumstances have contributed to your advancement and therefore you should include all people in your gratitude!

You have to find a way to thank them and in some cases forgive them

This includes the fellow who cheated you in that business deal. The sister-in-law who never paid you back the \$100. The teacher who gave you an F for English. The ex-spouse who cheated on you and then dragged you through the ugly and expensive divorce. Everyone. Everything.



Half-baked, less-than-the-truth forgiveness won't cut it here. You have to do this completely.

Forgiveness is not something you do for the other person, it is something you do for yourself.

Resentments are emotional bombs that always boomerang back on us, one way or another and if not checked can lead to a range of nasty physical effects on the body. They can show up as migraines, heart attacks and from personal experience – cancer!

Every area of your life where you can't or won't forgive is a blockage in the flow of your success. The only way to unblock it is to be willing to release the person or situation with gratitude for what they brought you – and what you learned from that in order to advance.

Remember, the universe works by law, not by chance. There are no coincidences in the people that show up in our lives. And because the universe is friendly, they don't show up to punish us, they show up to teach us something.

The last step in forgiveness I want to discuss with you is very simple and straightforward.

We have to forgive ourselves; respect ourselves and be grateful for ourselves and everything about us.

Don Miguel Ruiz, a very thoughtful and popular writer expresses it this way:

“When you look in the mirror and hate what you see, you need addictions to survive. If you don't like the main character in your story, then everything and everyone in it becomes a nightmare. But if you accept yourself 100% then you trust yourself. And whatever you want to manifest in the world will happen.” Awesome. Just awesome.

I can tell you from my own experience that just beginning the process of forgiving and expressing gratitude for everyone (including yourself) in your life and your past is an incredible gift to yourself.

So how does a person who -

- Acknowledges that the world is an abundant place and there is enough for everyone
- Knows that there are some things that just are...things we can't change, only respond to...
- Accepts that satisfaction and happiness are different. The goal is happiness and by being dissatisfied with certain situations will move us closer to our goals and happiness
- Forgiveness is a key component to being grateful. To become free of 'emotional debts' – or resentments, we must release everyone from debt to us. We can't get what we are not willing to give away!

...get in the flow of Gratitude?

It's really simple, they give!

They give money, time, support, encouragement, everything. Because they are grateful for what they have, they give it away. Because they know by giving it away – it will come back



to them – tenfold. When we live in an abundant, friendly, cause and effect universe and we give – we know we are making receiving possible. We have all heard that we need ‘to give to get.’

By giving gratefully and continuously, you place yourself squarely in the flow of life and become both an inlet and an outlet for the abundant universe to work through.

I know giving suggests you’ll end up with less. But the laws of the universe don’t work that way.

I know of two consultants who run their business very differently. Adam is a good salesman who goes in, gives the client a standard solution whether it’s 100 percent right or not, and gets out with lots of cash. Roz, on the other hand, spends a lot of time finding out what the problem is so she can really understand it. She will challenge the client, and try to give them not only what they want, but something that will help them, even if she can’t charge for it. Adam makes a quick sale. Roz makes a customer for life.

Giving builds trust and relationships that turn one-time prospects into loyal customers. But giving is about more than building business. It’s a way of being in the world; it’s about being a decent person.

Thank You

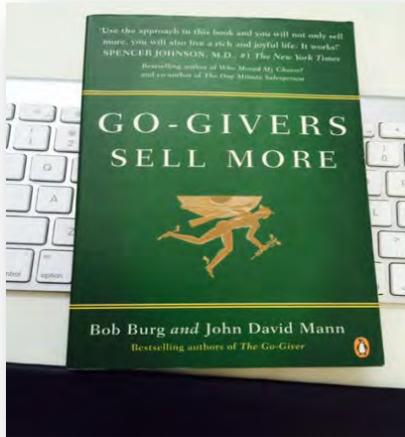


Principle # 13.5

It's a **PARADOX...**

I have more fun and enjoy more financial success when I stop trying to get what I want and start helping other people get what they want.'

That's it.



Here's a book I read a few years ago...it made me think about HOW I SELL...and whilst it re-enforced a lot of things it also gave me a number of new, wonderful ideas.

You see it's all about the value isn't it?

The value you bring to the table.

It's not about *adding value*...I don't want you to add value anymore...I want you to be the 'value.'

It's about being valuable

It's about perception

It's about YOU the valuable person

Your value is 'built in'. It's what you do and say.

YOU are the Value

Value starts before the sale and doesn't stop after the sale

From this moment on ...approach every sale opportunity with the thought of 'how can I be valuable to this person today?' What can I say or do...that will help them.

If you create a sale, great – if you don't that's also great, providing you have been valuable and helped someone.

The Value is built in...

I have more fun and enjoy more financial success when I stop trying to get what I want and start helping other people get what they want.'

TREVOR TJ MARCHANT



*Your Springboard
to The Next Level*

