



Corsini's Point of the Week™

April 28, 2008 — Part 2 of 2



Three Steps to Success in Tough Times

It seems everyone is talking about tough times. (If you've filled up your car lately or paid for a week's worth of groceries, you know what we're talking about.) So last week, we added our voices to that conversation with the first of two Points on dealing with negativity. We urged you to not let the dismal reports you hear in the news (and in the office) get to you. Do not give yourself permission to become discouraged and then underperform in your job. We suggested you focus your time, talents and treasures on what you can do to enhance your situation in times of economic stress. Fix or finesse what you can, and forget the rest.

This week let's continue our discussion on what you can do to do what you do better during tough times. We've distilled our ideas into three important words: Go. Fundamentals. Success.

The first is fairly straightforward. Just go. Get moving. Do something. Start something. Go get more game experience. As Robert Berman, a manager at Cobbs, Allen & Hall, Inc., in Birmingham says to his salespeople, "Go get uncomfortable." I'm challenging you to go do something others might not be thinking about doing. For instance, why not go work for one of your clients or prospective clients for a day? Really put yourself in their shoes. Then, tell the company owner about your experience—and how you can help them do what they do better. You'll have insight that your competitors will not have. Be bold. Go do something big.

Next, let's talk about fundamentals. Whenever a sports team is having a bad year, the coach's first and most effective way to achieve future success is to go back to the basics. Work on your fundamentals. Work at getting better at being an advisor to your clients. Practice your active listening skills. Ask meaningful questions. Spend more time with your clients and new relationships. Work on your centers of influence. Hone your sales process. Or (if necessary) develop your sales process. Become more intentional about your job and your goals. Be better prepared. If your sweet spot is shrinking, invest in some new or additional professional development.

QUOTE OF THE WEEK

"Adversity has the effect of eliciting talents, which in prosperous circumstances would have lain dormant."

— Horace

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Corsini Consulting Group, LLC

6 Office Park Circle,
Suite 309

Birmingham, AL

35223-2542

(205) 879-0432

coach@corsini.com

www.corsini.com

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Bottom line: Get busy, stay active and perfect your skills. It's fundamental to achieving your goals.

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Success is what you're after, and only you really know what that word means for you. As you go about your job and work on the fundamentals of what you do, keep your focus on the desired outcome of all your efforts. Develop a vision for what you want this year and next. This vision will keep you motivated, and it will keep your eyes on the prize. When you have a clear vision of what you want, you know where you're going and you understand which fundamentals of work will get you there. With a clear vision of worthwhile goals, even the tough things (and tough times) along the way won't keep you from achieving your own brand of success.

CORSINI'S POINT

Skip the pity party that often accompanies tough times. Don't give yourself permission to be mediocre. Take control of your situation—and your life. Go. Get busy. Go get uncomfortable. Take your efforts to new heights by working on the fundamentals. Be more than just a supplier of products, services or info; be an advisor to your clients. And be the best you can be. Develop a vision, and focus on achieving it—even in the face of adversity. Don't let anything get in the way of your doing what you do better. If you'd like help achieving your vision, give us a call at (205) 879-0432 or email marc@corsini.com. We'd love to go along with you on your journey to greatness.

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