



Corsini's Point of the Week™

June 23, 2008



Sweet Spot

We've been talking about succeeding (and even overachieving) during challenging times. It's a worthwhile subject, given today's tricky business climate. Over the next several weeks, we'll look at how you can make this happen. Then, at the end of the summer, we'll cap off our conversation about sustainable success with an executive briefing followed by a related conference specifically for salespeople.

Our main point in our last Point of the Week reminded everyone that there are lots of companies and individuals doing well right now. We know from coaching clients every day that many executives, professionals and salespeople are achieving their goals. And some are doing this in very big ways. Sure, our economy as a whole is experiencing some tough times. But there are still ways to address that and succeed. First things first: In tough times you gotta focus on your fundamentals. You have to work smarter. Part of that (a big part of that) means being an advisor to your clients—where their success becomes one of your goals. Do that, and you'll do more than they expect. This always works to your advantage—even in trying times.

But how do you work smart in a way that works for both you and the client? You hit your sweet spot. Consistently.

Now "sweet spot" means a great many things. Baseball bats have them, and smart players know where they are. There are Sweet Spot putters that some golfers swear by. The term "sweet spot" is even used in building bridges and setting up audio equipment. But we're talking about your professional sweet spot where what you do best matches your own fundamentals of work. These are the unique talents you have to perform particularly well at specific tasks. We're talking about your forte, your specialty, your strong suit, your gift. We all have them, and we're happiest—and most successful—when we're working in that sweet spot—where your talents, interests and passions intersect with your job.

Perhaps you are extroverted and able to connect with people emotionally and quickly. You might have the gift of getting

QUOTE OF THE WEEK

*"Success is not the key to happiness.
Happiness is the key to success. If you love what you are doing, you will be successful."*

— Albert Schweitzer

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people interested in what you are offering. Then your sweet spot could be in the business of new-relationship development. But if, on the other hand, training, client services and research make up your sweet spot, and yet you work each day in a relationship-development type of job, then you're not in your sweet spot. In the current economic climate, if you want to overachieve, you need to be working in your professional sweet spot.



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In our coaching, we see who is in and out of their sweet spot these days. We've also, sadly, seen people whose talents and chosen profession don't match and mesh at all. We challenge you to really understand your sweet spot and all its implications—for you and for your company and clients.

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Here's how to get the most from your professional sweet spot:

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- Understand your sweet spot. Figure out what you are best at, and focus your energies there. Make sure your talents and treasures match the habits and skills required for your specific job. This challenging environment we're in can actually help determine what your sweet spot is—or isn't. A business coach or a mentor can help, too. Or ask others who know you well what they consider to be your professional gifts.
- Recognize the importance of your sweet spot. When you are truly good at something, accomplishing your goals can seem quite effortless (even if it's not). What's more, you're doing something that fills you up in an emotional sense. You're happy at your job when the job fits your talents. This ease and contentment translates directly to your performance and the outcomes with your clients. This is how you become a great leader or a rainmaker salesperson.
- Be in your professional sweet spot. Especially during challenging times, you need to be doing what you are good at—or great at. Focus on your strengths; build them up (or advertise them) even more, if necessary. If you're out of your sweet spot, then maybe it's time to rethink what you do.
- And finally, broaden your sweet spot. Challenging times sometimes require that you do more than what you are normally comfortable doing. As my friend Robert Berman says to his team of go-getters: "Go get uncomfortable."

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CORSINI'S POINT

Overachieving and sustained success during challenging times means understanding what you are truly good at and then doing everything you can to stay in that sweet spot where your talents serve you and your clients. First,

understand your sweet spot. Then, get in it. Now, make it bigger. Go and get uncomfortable if necessary. Grow, succeed and be happy with your accomplishments.

If you'd like to explore this idea further, we are offering a summer special for new clients to help people identify, understand and take advantage of their sweet spot; right now, get two coaching sessions for the price of one. Email Briana Dudley at briana@corsini.com for more information.

And remember, we have our half-day Executive Briefing: Booming Business During Uncertain Times coming up at the end of the summer. We'll follow that with a seminar for salespeople—Making It Rain During Uncertain Times. And finally, our new book, Do What You Do Better for Salespeople, will be released in August.

Do What You Do Better™ with CCG Seminars

Do What You Do Better with
CCG's Executive Briefing and Sales Seminar

The Executive Briefing: Booming Business During Uncertain Times is designed for leaders who are looking for sustainable success during today's tough markets. This half-day seminar from CCG will be held in August and will feature an outside speaker. Contact Briana Dudley at briana@corsini.com for more information.

Next, CCG will offer a seminar just for salespeople: Making It Rain During Uncertain Times. Also a half-day format, this workshop will help salespeople recognize their true talents—the sweet spot that will help them succeed during trying times.