



Corsini's Point of the Week™

July 21, 2008 Part 5 of 6



Let's Go Crazy

In our efforts to help you Do What You Do Better (even during challenging times), our current Point series has addressed the power of focus and the fundamentals of your job. We've offered reasons to be optimistic—plenty of people are overachieving. We've talked about your professional "sweet spot" and how to recognize it and be in it. We've offered a lighthearted approach to performing well under stress (with originality and energy). And we've emphasized the importance of being prepared for any and all opportunities (you never know when they will come your way). You can go to www.corsini.com to review the Points so far.

This week, let's talk about going crazy to overachieve. Nothing too crazy here (or literal, for that matter). We're talking about driving your competition crazy by not being predictable.

Usually, a challenging economy means fewer opportunities to succeed and increased competition. How do you seal the deal? How do you stand out? Be unpredictable—especially if you are competing on a regular basis with the same firms and competitors.

Maybe on one deal you compete on price. (We urge our clients to not rely on this approach too often.) Next time you're in a heated battle for business, compete using the wide range of services and options you can offer. You might team up with another company, another consultant or another person from a different department in your company and present a total solution. Next time, choose a different team with a different approach.

Use your imagination—not just your business smarts. In short: Be unpredictable. You'll have a blast trying out new approaches, and your competition won't know what to do.

CORSINI'S POINT

In tough times, you have to be more creative in your approach. Think of it not so much as a challenge, but as an opportunity! Keep your competition off balance and your own team energized and excited by being creative. Try new

QUOTE OF THE WEEK

"You must play boldly to win."
— Arnold Palmer

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approaches. Keep it fresh. Be inconsistent even, and use this inconsistency as a strength—not a weakness. Bottom line: Just go crazy.

You can discover more effective ways to work during CCG's two half-day conferences for executives and salespeople. Both events are designed to help you overachieve in today's challenging business climate.

Executives will learn how to focus on the fundamentals of their job so they can work smart and create a thriving sales culture. In a separate, specialized event, salespeople will explore Corsini's proven Best Bets™ Model as well as the keys to being a rainmaker.

Both gatherings will include informative presentations and group exercises, and participants will get Marc's 7 F's of True Success book, a behavioral assessment and a seminar-specific workbook.

To see the agendas for either or both conferences and for more information, contact Briana Dudley at briana@corsini.com.

Also, keep in mind: Our newest book, *Do What You Do Better for Salespeople*, will be released in August.

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Do What You Do Better™ with CCG Seminars

The Executive Briefing: Booming Business in Challenging 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 August 28 and will feature programs; a guest speaker; and resources like *The 7 F's of True Success* book, a behavioral assessment and a seminar workbook.

Next, on September 10, CCG will offer a seminar focused on salespeople: *Making It Rain During a Down (and Dry) Economy*. Also a half-day format with take-home resources, the behavioral assessment and informative presentations, this gathering will help salespeople recognize their true talents—what they need to succeed during trying times.

Contact Briana Dudley at briana@corsini.com for agendas and for more information.