



Corsini's Point of the Week™

July 28, 2008 Part 6 of 6



Activity is Everything

We're finishing up our series on overachieving and growth during challenging times. The five previous POTW tips on this topic are available to you at www.corsini.com. Go there, click on our "E-Newsletter" archives and you'll see:

- how and why you should focus on the fundamentals of your job; there are plenty of reasons to be optimistic—even during these tough times;
- how to find your professional "sweet spot" and then work within it consistently;
- how to perform well with originality and energy under stress;
- why you should always be prepared;
- why it's important to use a dynamic, changing approach with clients. (It will drive your competition crazy and energize you and your team.)

This week, we'll continue to help you Do What You Do Better with a final Point for today's tough times: Get busy.

High activity makes all the difference in your success—no matter what you do.

In our upcoming book, *Do What You Do Better for Salespeople*, one of the four crucial components of our Best Bets™ approach to a rainmaker's success is maintaining a year-round high level of activity.

We believe there is no substitute for spending time with clients and new relationships. And that time isn't just for entertainment, which, in fact, should be only part of your approach. The main thing you can do for a client is to be an advisor to them. Be an active part of their success.

Rainmakers actively look for ways to be advisors to their clients. And they wisely develop and follow a strategic plan for working with select clients and new opportunities. Rainmakers also thrive on activity. They love being with clients; they look forward to forming new relationships.

This dedicated approach takes time and energy. It needs an

QUOTE OF THE WEEK

"Four short words sum up what has lifted most successful individuals above the crowd: a little bit more. They did all that was expected of them and a little bit more."

— A. Lou Vickery

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Corsini Consulting Group, LLC
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atmosphere of high, targeted activity. As our Best Bets™ Model points out: It happens when you have a working routine of high activity each and every day, all year round.

We believe that most of your working hours should be spent in front of and talking to your clients and new relationships. Remember, in order to understand their business, you have to spend time at their business. To appreciate their challenges and opportunities, you have to talk with them—and listen. In our sales coaching program, we track the number of face-to-face visits with program participants' Best Bets™ opportunities. We do this not as “police work,” but because it is one of the best indicators of success.

CORSINI'S POINT

If you want to overachieve—especially in challenging times—you have to maintain a year-round commitment to actively spending time with your clients and new relationships. We are not promoting activity for activity's sake; we coach you to actively develop meaningful relationships where you can truly be an advisor to your clients' success. High activity—know success. Low activity—no success.

Here's an easy way to actively pursue your goals: Join us for CCG's half-day conferences for executives and salespeople. Both events are designed to help you overachieve in today's challenging business climate.

On August 28, 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 on September 10, 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.