



Corsini's Point of the Week™

August 4, 2008



Work Hard, Play a Lot

We have one important Point to make this week:
Do as much (and as little) as you need to Do What You Do Better.

Work hard when you're at work; then play a lot when you're not. A life of balance includes time off as well as time on the job.

That said, we at CCG are taking a month's hiatus from our weekly Points. (We will continue our coaching and strategic planning.) But at the same time, we're going to relax a bit and recharge our creativity so we can continue to do what we do better.

We have a few more reasons to take a break: Later this month, we're hitting the ground running with the first of two specialized conferences—one for executives and the other for salespeople. Both are designed to help you overachieve in today's challenging business climate.

On Thursday, August 28, executives will learn how to focus on the fundamentals of their job so they can work smarter and create a thriving sales culture. The Executive Briefing: Booming Business in Challenging Times is designed especially for leaders who are looking for sustainable success during today's tough markets. This half-day briefing from CCG features programs; Bruce Denson, Sr., CEO of Cobbs, Allen & Hall, Inc., as a guest speaker; and work-ready resources like The 7 F's of True Success book, an executive behavioral assessment and a workbook.

This briefing is \$249 for new clients and \$124 for existing CCG clients.

On Wednesday, September 10, CCG offers a seminar focusing on salespeople: Making It Rain During a Down (and Dry) Economy. This gathering helps salespeople recognize their true talents—what they need to succeed during trying times. Motivated salespeople will explore Corsini's proven Best Bets™ Model as well as the keys to being a rainmaker. This half-day conference includes informative presentations; Alan Pizzitola, president of Business Interiors, Inc., as the

QUOTE OF THE WEEK

"Slow down and enjoy life. It's not only the scenery you miss by going too fast—you also miss the sense of where you are going and why."

— Eddie Cantor

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guest speaker; and group exercises. Participants will get Marc's 7 F's of True Success book, a sales behavioral assessment and a conference-specific workbook.

This conference is \$199 for new clients and \$99 for existing CCG clients.

To see the agendas for either or both conferences and for more information, contact Briana Dudley at briana@corsini.com. Or [click here](#), and register online.

Finally, we're about to release our newest book, Do What You Do Better for Salespeople, and we're taking pre-orders now.

This hands-on, how-to book helps salespeople in all levels of the business—seasoned or yet untested—focus on the Sales Fundamentals of Work. And since there's more to life than work, we offer a balanced approach through application of The 7 F's of True Success. The end result by the last page: A thorough, workable guide to an enriched and successful life—in and out of the office.

Do What You Do Better for Salespeople is \$14.95 plus shipping. To pre-order your copies, email Briana Dudley at briana@corsini.com or [click here](#) for the pre-order form.

CORSINI'S POINT

Work hard, and play a lot. It's all part of a healthy, successful approach to life. Make time at the end of this summer for family, friends and yourself. This attention to fun is a sure way to ultimately Do What You Do Better. Have a great next few weeks. We hope to see you at the end of August and then again in September at one or both of our Do What You Do Better conferences.

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, an executive 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 work-ready resources, the sales 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 or go to www.corsini.com and [click on the Events tab](#) at the top of the homepage.

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