



**Corsini's
Point of the Week™**

December 15, 2008

Ability Comes From Accountability

7F₃ of True Success

As we approach the end of 2008, I know most of us are hopeful for an easier time of it next year. Well, here's a bit of encouraging news: **It's possible to be a rainmaker even during turbulent times. You just need a method that works in the face of all the madness.**

Over the past few weeks, I've offered you a head start with that by looking at the four crucial components to rainmaking success as set down in my newest book, ***Do What You Do Better For Salespeople***. We first examined the power of being an **advisor** to your current clients and new relationships. This pays dividends in the form of relationships built on trust, respect and admiration. Also, you're able to add value above and beyond what the competition offers.

Secondly, we discussed the power of developing—and working—a **strategic sales plan** for a select group of clients and new-relationship opportunities that we call the Best Bets™ Opportunities Pipeline. **Today, you don't have time to work the masses; you have to take a focused, tailored, strategic approach to a select few current and carefully targeted potential relationships.**

No one becomes a rainmaker by accident. You develop your advisory role and work your relationships by maintaining a **year-round high level of activity**. As we said last week, **building solid relationships and demonstrating your value add is a contact sport that is played out each and every day.**

To review these Points go to www.corsini.com. And for our Birmingham-area readers: If you'd like a signed copy of ***Do What You Do Better For Salespeople***, I have an upcoming book signing at **St. Vincent's Birmingham** (on the second floor of the main hospital building) on **Tuesday, December 16 (tomorrow!) from 11 a.m. to 1 p.m.**

There's a final, but no less important, element to our rainmaker strategy: **accountability**. **Accountability is what keeps you in the game. It keeps you focused on your goals and on target to reaching them.**

I'd like to remind you of that secret I mentioned a few weeks ago: Very few salespeople work with a viable plan. And if they do have a sales plan, more times than not, it's only the once-a-year report they put together because their boss made them do it. And that report is just that—a report; and it probably isn't something they review with any frequency.

But here's where the magic of accountability comes into play: With regular, strict accountability, you can turn even a once-a-year report into a viable tool for helping you achieve your success. **Having some type of accountability regularly refocuses your attention (and intentions) on what you said you aimed to accomplish.** Chances are, your accountability partner,

QUOTE OF THE WEEK

"It is not only what we do, but also what we do not do, for which we are accountable."
— Moliere

DOWNLOAD THIS POINT

ARCHIVES OF POINTS

SUBSCRIBE

UNSUBSCRIBE



Corsini Consulting Group, LLC

6 Office Park Circle,
Suite 309
Birmingham, AL
35223-2542
(205) 879-0432
coach@corsini.com
www.corsini.com

Copyright 2008
by Marc A. Corsini

Material may be reproduced
with credit to Marc A. Corsini

If you have received this email in error or if you no longer wish to receive it, please email admin@corsini.com to be removed from our mailing list. We apologize for any inconvenience.

through regular reviews, will help you develop that report into a real strategic sales plan that you can use as a roadmap to becoming a rainmaker.

Accountability is so important that we believe it is the very glue that holds the rainmaker model together. It's that big.

Now please don't think that I preach accountability to promote our CCG services. Yes, we are accountability partners to leadership teams, executives, professionals and salespeople all over the Southeast. The odd thing is that **we never initially marketed our services as advisors who hold people accountable to their goals. Our clients came to us for that.** They asked for, and over time have demanded, accountability from us. **It's the toughest part of our practice, requiring the most energy, resources and time. And it's where we see the best and biggest results.**

It is imperative that you develop some type of accountability program for yourself. Perhaps you seek out a mentor; this person could be your manager or the company owner. You might look to an experienced and knowledgeable colleague at your company or an outside-of-the-company sales coach. **Just make sure you find someone who is willing to be authentic with you and provide you with open, honest feedback. And make sure this is someone who can give you accurate and effective advice, too.**

Don't pick a friend. Sometimes feedback from friends is viewed as criticism. Most often, they tell you what you want to hear. And yet, we know that you "sharpen iron with iron," so **do seek out someone you respect, honor and trust**—just make sure this someone is not a "buddy."

Rainmakers know that accountability is crucial to their success. In our coaching model, accountability keeps the rainmaker focused and productive. **Time and again, accountability reminds the rainmaker of what's really important in life—in and out of the office.**

CORSINI'S POINT

To be truly successful, you need to be held accountable for your actions, activities and goals. Life doesn't exist in a vacuum, and you don't work in one either. Accountability can be your friend or foe, but, in any case, it's your regularly scheduled opportunity to focus (or refocus) on what's important to you and your success. Here's something else we know absolutely: Leave out accountability, and, more times than not, you'll fall short of your goals and your dreams. Accountability (on a regular basis) is key to Doing What You Do Better.

Do What You Do Better™ *with Executive Coaching*

Marc helps business owners, executives and managers hone their organization skills, define and achieve their goals and learn to lead better.

This one-on-one, monthly program also offers a confidential forum for participants to discuss critical issues and explore creative solutions in order to increase revenue and achieve success in and out of the office.

Executive Coaching helps you Do What You Do Better.

Contact Marc Corsini at marc@corsini.com or call him at (205) 879-0432 to sign up.