



Corsini's
Point of the Week™

December 22, 2008

7 F's of True Success

Time for Life's Other F's

We're ending our year of Points on a highly optimistic note with an eye to the coming year. Each week, throughout all of 2008, we've addressed a great many things—from leading a team to closing a deal. We've considered the freedom that comes from saying “no” and the power of positive thinking (especially in difficult times). **We've looked at your goals and actions in and out of your office in an effort to help you achieve a balanced way of life.**

Lately, we've focused on turning salespeople into rainmakers with the concepts in our newest book, ***Do What You Do Better For Salespeople***, which features 125 proven sales tips and covers everything from creating winning presentations to enhancing your negotiating skills. **Our hope is that you will use this book and the ideas it contains to hit the ground running at the start of our fast-approaching brand-new year.**

If you would like to review this last series of Points, go to www.corsini.com and access our archives. And if you would like to purchase a copy of ***Do What You Do Better For Salespeople***, you can do that at the Web site also. (The book is \$14.95 plus shipping and there are discounts for multiple orders.) You'll also find a link to our first book, ***Do What You Do Better With the 7 F's of True Success***. And that, aptly, brings us full circle.

All our talk about the crucial components for being a rainmaker during trying times is mainly work-related. But this is only one part of **The 7 F's of True Success**. It's the first element, the **Fundamentals of work**—specifically in this context, the **Fundamentals of selling**. **But of course there's more to life than work. That's why there are six other important F's, and each needs your attention.** They are **Finances, Family** (and friends), **Faith, Fitness, Fun** and **Fusion** (the balance of it all). **This big-picture, whole-person approach is the key to true—all encompassing—success.** This is how you Do What You Do Better.

Right now during the holidays, it's easy to remember these other F's. But **I challenge you to regularly make time for life outside the office. Pay attention to these other F's; schedule time for them just as you do for client-related activities.** This is central to a successful, happy, balanced life.

So as we conclude our 2008 Points of the Week with this Point, we're going to practice what we preach and focus on our own out-of-the-office F's. We're also going to consider our goals for the coming year—again, in relation to all **The 7 F's of True Success**. We hope you do the same.

And now, our Corsini Consulting Group family wishes you and your family continued success and a happy, healthy holiday!

CORSINI'S POINT

As we approach the end of the year with all its seasonal

QUOTE OF THE WEEK

"Happiness is not having what you want, it's wanting what you have."

— Unknown

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festivities, relish your time away from the office and focus on all that life has to offer. *True success is enjoying success in all areas of your life.* Happy holidays from Corsini Consulting Group! We'll be back in 2009 after a couple of weeks off. Meanwhile, if you know of someone who might benefit from business coaching, strategic planning or our Points of the Week, email me at marc@corsini.com. Thank you, and have a blessed holiday!

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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.