



# Corsini's Point of the Week™

April 27, 2009



## A Few Words of Advice: Be an Advisor

How's that "restart button" working for you? Over the past few weeks, **we've been pushing the idea of pushing an imaginary "restart button" to get you (and keep you) focused on your goals.** For more details, see previous Points by accessing our archived e-newsletters at [www.corsini.com](http://www.corsini.com).

As a brief summary, we noted that we're just past 100 days into this year—and **there's still plenty of time to succeed and better direct your habits and activities in regard to what you want to accomplish.** We encouraged you to **develop and perfect your "elevator pitch" to concisely convey exactly what you do.** And we discussed the **importance of self-assessment.** It's true that a shaky economy exposes weaknesses and undermines confidence resulting in fewer good outcomes. But it doesn't have to be that way.

Our Do What You Do Better series continues as we focus on **enhancing your ability to be an advisor to your clients.**

In all the years I've been in the coaching business, I've never seen more companies needing real, immediate, workable solutions to their problems. I've never seen more firms looking for ways to create new opportunities. **It's like with the economy the way it is, people are realizing that success these days is going to take a much more concerted effort.**

I've seen solutions come in the form of cutting costs, reducing risks, enhancing productivity, increasing sales, improving cash flow, gaining capital, being more environmentally friendly, etc. The list goes on, and it involves the things that most of you provide already.

But it's not enough. **Today, new rules apply;** it's no longer business as usual.

**People want (and they need) advisors.** They are seeking business partners to help them be better, leaner, safer, greener (environmentally and financially), just to name a few things. They want to be able to trust someone to have their best interests in mind.

### QUOTE OF THE WEEK

*"Plans fail when there is no counsel, but they succeed when counselors are many."*

— Proverbs 16:22

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### **Be that person! Be more than what your clients expect!**

An advisor salesperson has a real and vested interest in the client's success. This means knowing more than prices and products. Being an advisor to your client means you not only have to know absolutely everything about what you sell, but also **you have to know how your product or service will impact the client's business.** I'm talking bigger picture here.

Know your client's business, their industry, their specific problems and concerns *and* their opportunities for the future. Buy in, and they will buy from you.

### **CORSINI'S POINT**

In this economy, people are worried and lots of companies need help. They need answers. They want solutions. But tough times call for tough measures—and innovative ways of doing business. Help your clients succeed by being an advisor to them. Buy in before you ask them to buy from you. This is the surest way to help them make their business better. People hire advisors and consultants to show them solutions to their problems or to create a roadmap to their goals and dreams. Be one of those advisors! Sharpen your skills; improve your knowledge. Learn to successfully advise your current clients and new opportunities about how they can Do What They Do Better.

### **Do What You Do Better™ with Corsini Classroom**

**Enroll now in Corsini Classroom's "Leadership & Communication Development in Challenging Times" program.** This twice-monthly program, based on the Toastmasters International model, features guest business speakers and timely topics. Sessions are 7:30 – 9:00 a.m. on the second and fourth Tuesdays of each month, beginning in May. The investment is \$99 per month for both sessions. As always, **we offer a 100% money-back guarantee.** For more info, contact Marc Corsini at [marc@corsini.com](mailto:marc@corsini.com) or call him at (205) 879-0432.

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