



Corsini's Point of the Week™

July 13, 2009



New Formula for Success

It's great to be back with you via the Point of the Week e-newsletter. Like anyone, I enjoyed my down time, but I'm even more excited to reconnect with you readers each week.

Before we begin, I want to remind those of you in the Birmingham metro area about our annual **Summer Sales Conference on Wednesday, July 29 from 7:30 to 11 a.m.** We'll be focusing on the **Sales Fundamentals** that are most pertinent to our challenging times. I'll also address the **10 Biggest Mistakes Salespeople Make (and how to avoid them)**. Plus, we are delighted to have **John Cassimus**, a highly successful local entrepreneur, to be our guest speaker this year. For more information, go to www.corsini.com or call (205) 879-0432.

Now, let's begin our renewed communications by focusing on a **new formula for success**. I'm saying first off that a "new" formula is necessary. **What it took to be successful in the vibrant economy that we enjoyed just a few years ago, simply does not add up to the same results in this tsunami economy.**

It used to be much simpler. A formula like this would work: **a + b = 100% of your goals**. The activities you did in the past would more easily add up to 90 percent (or even 120 percent!) of whatever goals you were trying to achieve (i.e. revenue, gross profit, W-2 income, etc.).

In this new, anemic and highly challenging economy **a + b = 40% to 50% of your goals**. And that's really hard, not to mention frustrating, for anyone—no matter what the job. Some people find they are "busting their butt" only to be at 60 percent of their goals.

Talk about challenging!

A new formula is necessary, and it is not quite as straightforward because our working environment is more complicated than it used to be. The new formula for success looks more like this: **a + b + c + d + e + f = 100% of your goals**. So, to produce the results you are aiming for, it takes at least two to three times the effort (and normal activities) you might have put forth before. For many salespeople, that means more face-to-face visits; more assessments; more audits; and more demonstrations, proposals, seminars, Webinars—you name it.

Bottom line: It means redefining what it takes to be successful.

QUOTE OF THE WEEK

"The secret of success is constancy of purpose."

— Benjamin Disraeli

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There's a new formula for success these days. Throw out your playbook from last year, and redefine what it takes to achieve your goals. No, it's not fair, nor is it easy. But if you are going to produce the kinds of rainmaker results you desire (and know you are capable of achieving), you have to work smarter—and, yes, harder. If you need help sharpening your skills, our summer sales conference might be just the boost you're looking for. Or you might want to order our newest book, *Do What You Do Better for Salespeople*. We're offering a summer special for \$9.95, including shipping, if you contact Briana Dudley at briana@corsini.com. That's a savings of \$10 per copy!

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Do What You Do Better™ with Corsini Classroom

Enroll now in Corsini Classroom's 2009 Summer Sales Conference: "Making It Rain During a Down (and Dry) Economy." This timely, hands-on program is set for 7:30 to 11 a.m. on Wednesday, July 29 at the Hampton Inn in Mountain Brook. **Birmingham-based entrepreneur John Cassimus will be the guest speaker.**

The investment is \$99 per person, and that includes these resources:

- ***Do What You Do Better for Salespeople*** book by Marc Corsini (\$14.95 value)
- ***Making It Rain During a Down (and Dry) Economy*** workshop handout
- 12 months of ***Corsini's Point of the Week*** weekly e-newsletters
- Continental breakfast and refreshments

Contact Marc Corsini at marc@corsini.com or call him at (205) 879-0432 for more information. Or click on the link at www.corsini.com. As always, **we offer a 100% money-back guarantee.**