



# Corsini's Point of the Week™

January 11, 2010

## New Year, New You, New Business

I always appreciate the fresh perspective that comes with a new year. It's the time when we wipe the slate clean and start over with **a brand-new, optimistic perspective of promise and promises.**

There's always room for improvement, and I believe "resolutions" are a good way to make changes for the better. Sharing them adds the bonus of accountability. So here are my **2010 resolutions for this e-newsletter and our services—CCG client-focused training, speaking, planning and coaching.**

- Throughout the year, I'll offer you **usable, work-ready tips, techniques, ideas and suggestions on how to be a "goal getter."** I'll share them via this POTW e-newsletter and at our [corsini.com](http://corsini.com) Web site, through [Twitter \(marccorsini\)](http://twitter.com/marccorsini) and with [LinkedIn](http://linkedin.com). I'll also let you know about our coaching and planning sessions, talks and classes.
- I resolve to keep my messages **positive, inspiring and purposeful.** (If you want the negative stuff, watch the news.) I believe we need optimism right now.
- I want to share **big ideas** from some of the **"big thinkers"** I coach currently and have worked with over the years.
- More than ever, **I'm committed to helping you**—whether you're an executive, a professional or a salesperson—do what you do better.

To that end, here's a tip: If you'd like **a resource to help you get off to a fast start**, come to our **New Year, New You, New Business Sales Conference on Wednesday, January 27 from 8:00 a.m. to 12:00 p.m. at The Harbert Center in downtown Birmingham.** Go to [www.corsini.com](http://www.corsini.com) for more information or to enroll; it's only \$149 for the conference & DVD or \$99 for the conference or DVD only. (See more info on this page.)

Finally, here's one more resolution: I'm working on keeping my messages **concise and to the point.** Everyone has too much stuff going on right now, and we all need our messages to be clear, short and worthwhile.

## QUOTE OF THE WEEK

*"Always bear in mind that your own resolution to succeed is more important than any one thing."*

— Abraham Lincoln

## Winter Sales Conference with Corsini Classroom

### Annual Winter Conference — New Year, New You, New Business Sales Conference

Get a fast start in 2010! The Winter Sales Conference, on Wednesday, January 27 from 8 a.m. to noon at The Harbert Center, is a one-day, sales-focused program featuring dynamic speakers sharing selling tips and techniques, personal-branding expertise, and work-ready ideas about using social media to increase revenue and secure new clients.

**Brian Cauble**, Co-founder and CEO of Appsolute Genius, talks about taking "offline" relationships online using the latest social-media techniques.

**Ruwena Healy**, President of Marketing 24/7, Inc., presents *Creating Your Own Personal Brand: How to Make Yourself Indispensable, Unforgettable and Slightly Famous*

**Alan Pizzitola**, President of Business Interiors, presents "Alanisms," lessons learned from Coach Paul "Bear" Bryant and from his own experience as a business owner and rainmaker.

**Marc Corsini** addresses the current selling climate with his presentation, *Rainmaker Fundamentals for Challenging Times.*

The investment is \$149 for the Sales Conference and DVD (\$159 if you enroll after January 25th). It's \$99 for the Sales Conference only (\$109 if you enroll after January 25th) and \$99 for the DVD only.

January is the time to make self-improvement resolutions for the year. I'm no exception, and I'm making mine public. I'm 100% committed to helping you become a "goal getter"—and that will be one of my main commitments for all of 2010. Secondly, in tough times, people crave optimism, so I promise to offer regular, positive, inspiring messages. I'm going to share big ideas from the "big thinkers" I work with. And, finally, 2010 might not bring record revenues/profits, but we all can resolve to do what we do better. I promise to help you do exactly that. And I challenge you to become a more effective leader, a more productive professional or a rainmaker salesperson.

For the DVD only.

To enroll, go to [www.corsini.com](http://www.corsini.com) and use PayPal. (You do not have to have a PayPal account to enroll.) Seating is limited.

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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