



Corsini's Point of the Week™

January 18, 2010

Fine-tune, Then Move Forward

By now you have targeted your goals for this year, and you have begun executing your plan to achieve them. Last week in my coaching sessions, **I could feel the positive energy of people as they thought about this year and what they can accomplish.** It is refreshing and exciting to see so many people in tune with the promise and promises of a new year.

This week, with your goals and resolutions in mind, **I want to offer you some ideas to fine-tune your plan as we begin to move forward.** Once you review these questions, consider whether or not you need to make changes to the way you do business. **I want you to have the very strongest strategy working for you as you begin to work toward your goals.**

- **How's your current business model working?** Considering the economy, is what you are doing every day producing the kinds of results you want or need? The strategy that got you where you are today might not necessarily be the one that moves you into the future. Does your business approach need a mere boost or a major overhaul?
- **How mentally tough are you?** On a scale of one (a wet noodle) to 10 (a gladiator), how ready are you to encounter setbacks and disappointments each day? How prepared are you to work two to three times harder to achieve your goals? If you have great resolve throughout the year, you'll be just fine; if not, regroup before you begin.
- **Are you delighting your clients and making their experience with you memorable?** Sadly, customer service is at an all-time low; make sure you are bucking that trend! Work at making your clients' experience one they will remember and, better yet, recount to others.
- **Are you embracing change or running from it?** Change is happening faster than ever. (I know I've been saying this for the past 20 years, but it's happening at light speed these days.) Just think about how the technology of mobile phones has changed over the past 12 months! Change is about being open and willing to try new things (even if it makes you uncomfortable). A good place to start: Incorporate some sort of social media into your overall marketing plan. Twitter isn't just

QUOTE OF THE WEEK

*"Speed is our friend,
and delay is our enemy."*

— Paul D'Souza, author of
*The Market Has Changed:
Have You?*

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

something your kids do on their computers.

- **Do you have a process for success?** Nick Saban's National Championship win took some doing. This coach is known for his "process" of success. That process relies heavily on having a strong work ethic and finishing what you start. Don't waste time thinking about things you can't control. Focus on perfecting what you do, and the end results will take care of themselves.

for the DVD only.

To enroll, go to 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 or call him at (205) 879-0432.

CORSINI'S POINT

With our world changing so quickly, it's a good idea to make sure you're working with a plan that really works for you. Right now, as you're beginning to move forward, take a good look at your business strategy. Ask yourself these five questions. First, is your business model working? What worked for you in the past might not work so well in the future. Revamp your model if necessary. Second, how mentally tough are you? Are you Marine-ready for anything and everything coming your way? Third, are you delighting your clients? Make sure the experience of working with you is memorable. Fourth, are you embracing change and taking advantage of new things? And, fifth, do you follow a Nick Saban-like process for success? Answer yes to all five, and you are really ready to begin.



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FUNDAMENTALS



FINANCES



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FUN



FUTURE