



# Corsini's Point of the Week™

APRIL 19, 2010

## More Things Coming to Those Who Bait Part 2 of 2

Last week, I talked about **selling by talking about fishing**. I pointed out the **importance of understanding what fish (and customers) want, where they are and how to do the right things to catch them**. I talked about **angling for "big fish" while not ignoring smaller opportunities** that surely will add up. Finally, I also suggested that **you vary the bait**—on the water or in the boardroom. Today, let's set our hooks on a few more tips on how anglers and rainmakers are similar:

1. **They talk to other professionals.** Professional anglers are always talking to other anglers to see what they are doing to catch fish. They use the "who, what, when, where and why" approach when asking these questions, and the best pros do this with a folksy and casual attitude. Who's catching fish? What are the fish biting? When (day or night) are they catching 'em? Where are the fish hiding, and why are the fish doing what they are doing? (Now fellow fishermen probably won't be all that forthcoming, but it doesn't stop them from asking in the first place!) **Rainmakers do the same thing when they make the effort to understand the sales process, measure the market conditions, size up the competition**, etc. Talk to others, and be sure to listen.
2. **They always invest in new and additional gear (and know-how).** Professional anglers are always trying new rods, new lines, new lures, new GPS, new clothing, new techniques, new boat components, etc. You name it—if it relates to fishing, they'll buy it and try it. For some, no price is too big when it comes to gaining the edge needed to catch the "big un'." Rainmakers do the same thing. **They are always looking to gain an edge, so they'll experiment with the next "big thing"—be it social media, Webinars, public speaking engagements or negotiation seminars. You name it—they'll try it.** The best ones constantly invest in themselves and their craft. And they are dedicated to a life-long commitment to learning more.
3. **They assess what's working and what's not working.** Professional anglers don't waste daylight. They regularly assess what's working and what's not working to catch fish. This might be the biggest difference between professionals and amateurs. Top anglers constantly evaluate what they are doing and make immediate changes and adjustments. They understand that what worked in the past, or in the slough a hundred yards back, might not hook 'em today. **Rainmakers do the same. They don't get stuck doing the same ol' same ol'. They continuously assess themselves and then make changes as needed.** The good ones embrace change—no matter how challenging that change might be. Why? Because they have a burning desire to be the best and do their best, and they know they

## Quote of the Week

*"Successful anglers are sticklers for doing everything right because they know a slight difference in technique can make a big difference in the catch."*

— Ted Trueblood

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can't catch anything while standing still.

## CORSINI'S POINT

Professional anglers and rainmaker salespeople share several success traits. First, they are open to learning from other professionals. Why not? Ask questions, listen and learn. Second, they constantly invest in themselves. They are more than willing to try new equipment and new techniques if it gets them the prize they want. Life-long learning is part of the process. Finally, and maybe most importantly, they constantly assess their performance—day to day and even hour to hour. They figure out what's working and what's not working, and they make changes as needed.



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