

BACK TO THE BASICS CHECKLIST

The most successful people in our business are the individuals who DO these basics most consistently. They do not have any fancy secrets. They JUST DO THE DUPLICATABLE basics of our business. Go ahead and score yourself on these basics on a scale from 1 to 4. Give yourself a 4 if you are DOING this basic 100% of the time, give yourself a 2 if you are DOING this basic 50% of the time, and a 0 if you don't do it. The key here is to be BRUTALLY HONEST with yourself and rate yourself on what you are REALLY doing out there, not what you SHOULD be doing. When you're done rating yourself on each, add up the total (max 100 pts). Remember in school? A= 90-100, B= 80-89, C=70-79, D= 60-69, F= below 60

- 1 _____ Work at least 8 hours per day calling on 30 prospects, at least 5 days per week, (minimum of 40 hours in the field in front of prospects each week)?
- 2 _____ Have a set start time (you never start later than this time) & you have a set stop time (you never finish earlier than this time)?
- 3 _____ Do at least 6 closing demonstrations each day?
- 4 _____ Use the Daily Goal Cards each day?
- 5 _____ Complete and Follow your Weekly Game Plan each week? (most effective when shared with a team leader)
- 6 _____ Use the approaches, as they were taught at Sales Academy. Smile, be confident and assumptive while moving forward, and ask for a place to sit down in every approach?
- 7 _____ Use the demonstration, word for word, as it was taught in Sales Academy?
- 8 _____ Use the transition to close and close, word for word, as it was taught in Sales Academy?
- 9 _____ Close 3+ times, using the responses, in every sales presentation after an objection?
- 10 _____ Use the Responses, word for word, as they were taught in Sales Academy?
- 11 _____ Create the Need in the introduction on the indirect costs page by asking, "thinking through your situation... (single parent, single/dual/fixed income, young kids, kids in college, business owner, etc....) If you couldn't work for 6-12mos., how would that affect your family financially? What bills would you worry about the most?
- 12 _____ Fill the Need by showing how the Features, Benefits, and Advantages fill their personal need for the product? (Your cousin had 100 rounds of chemo/radiation, can you see how the \$480/treatment or \$48,000 would have helped your cousin? Can you see how the \$48,000 from this one benefit would help your family?)
- 13 _____ Ask questions throughout your presentation, to determine the prospects interest?
- 14 _____ Read 2-3 Testimonials and 2-3 Eagles (rotate which ones you read) each morning?
- 15 _____ Review your Goals for the week, and why they are important to you, at the beginning of each week?
- 16 _____ Have a good morning routine using the 2 out of 3 principle. (Exercise, Journal, Pray Meditate)
- 17 _____ Ask everyone for, keep and use neat; organized Pre-Approach throughout each day?
- 18 _____ Get Referrals from EVERYONE you speak with, whether they bought or not?
- 19 _____ Spend 15 – 20 minutes every morning reading positive, uplifting material (Attitude Food)?
- 20 _____ Spend 15 – 20 minutes every night study technical sales material, (sales conversation, close, responses, etc....)?
- 21 _____ Use 5 + Names during every Approach?
- 22 _____ Use 5+ Names/Names List during every presentation? Connecting with people they know from the client list.
- 23 _____ Listen to positive, instructional, uplifting material in your car?
- 24 _____ Before finishing today, know EXACTLY where you are starting tomorrow?
- 25 _____ Using what you have access to; Elevators Podcast, TFI website or Conference Calls?

WHAT'S YOUR
SCORE? _____



TRANSPARENT
—FINANCIAL—

"You can practice shooting eight hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way... Get the fundamentals down and the level of everything you do will rise."

~Michael Jordan