**Back To Basics Checklist**

The most successful people in our business are the individuals that DO these basics most consistently. They do not have any fancy secrets, they JUST DO the basics of our business (listed below) all the time. Go ahead and score yourself on these basics on a scale from 1 to 4. Give yourself a 4 if you are DOING this item 100% of the time, give yourself a 2 if you are DOING this item 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 score is 104 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 prospects, at least 5 days per week, (minimum of 40

hours on the field in front of prospects each week)

2\_\_\_\_ Have a set start time (you never start later than this time) &a set stop time (you never finish earlier

than this time)

3\_\_\_\_ Do at least 6 closing demonstrations each day

4\_\_\_\_ Use the demo goal cards (provided from Sales Academy) each day

5\_\_\_\_ Never show less than 80 units (or 55), (show the elite Cancer & Elite ICU to all prospects)

6\_\_\_\_ Complete and use your weekly game plan each week

7\_\_\_\_ Use the approach, exactly as it was taught in Sales School. Smile, and ask for a place to sit down in

every approach

8\_\_\_\_ Use the demonstration, word for word, as it was taught in Sales School

9\_\_\_\_ Use the close, word for word, as it was taught in Sales School

10\_\_\_\_Close 3+ times, using the rebuttals, in every sales presentation

11\_\_\_\_Use the rebuttals, word for word, as they were taught in Sales School

12\_\_\_\_Create the need in the introduction by asking the 2 need generating questions, (Is it

possible someone in your family might get cancer? If so, might it affect you financially?)

13\_\_\_\_Ask questions throughout your presentation to determine the prospects interest

14\_\_\_\_Read 3+ testimonial letters each morning (rotate which ones you read)

15\_\_\_\_Review your personal goals for the week & why they are important to you at the

beginning of each week

16\_\_\_\_Review your personal goals for the day & why they are important to you each morning

17\_\_\_\_Collect, 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 – 30 minutes **every** morning reading positive, uplifting material

20\_\_\_\_Spend 15 – 30 minutes **every** night reading/studying technical sales material (sales talk,

close, rebuttals etc...)

21\_\_\_\_Use 5 – 10 names during every approach

22\_\_\_\_Use 10+ names during every presentation

23\_\_\_\_Listen to positive, instructional, uplifting material in your car (coaching cd’s etc..)

24\_\_\_\_Personalize the presentation, helping the prospect see how THEY would use the plan, not

how someone else would use it (ask your manager for help with this)

25\_\_\_\_Before finishing today, know EXACTLY where you are starting tomorrow

26\_\_\_\_ BONUS POINTS: Selling is transference of feeling – give enthusiastic, energetic approaches and

presentations with a spring in your step & a smile on your face

**WHAT’S YOUR SCORE? \_\_\_\_\_\_\_\_\_\_\_**