

The Finish Line

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Goals & Goal Setting

"Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan." – Tom Landry

The major reason for setting a goal is for what it makes of you to accomplish it. What it makes of you will always be the far greater value than what you get.

When Andrew Carnegie died, they discovered a sheet of paper upon which he had written one of the major goals of his life: to spend the first half of his life accumulating money and to spend the last half of his life giving it all away. And he did!



Some people are disturbed by those tough days because all they have is the days. They haven't designed or described or defined the future.

Goals. There's no telling what you can do when you get inspired by them. There's no telling what you can do when you believe in them. And there's no telling what will happen when you act upon them.

We all need lots of powerful long-range goals to help us past the short-term obstacles.

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Prospecting – A Key to Sales Success!

There is an old axiom: "you have to hunt where the ducks are." This is especially true in selling. If you do not have a pipeline filled with prospects, you are not putting yourself in a position to sell very high volume. The Champion Salesperson recognizes that the lifeblood of sales is prospects. Before you can begin developing prospects, there are a couple of things that need to be defined.

The first step in prospecting is to understand what a prospect is. A Prospect has to meet three criteria:

1. they have a need for your product or service,
2. they have the ability to make a decision,
3. they have the ability to pay for your product or service.

If you are talking with someone and you don't know if they meet all three criteria, you are talking with a suspect.

At one point all prospects were suspects. The key here is that you need to find out if your suspect qualifies as a prospect. If not, move on.

Don't waste valuable time on people that will not buy.



The next step in prospecting is to understand what business you are in. There is a story about a drill bit manufacturer who when asked about his business said, "We provide drill bits for businesses and individuals." Later that day he saw a man using a hammer and nail and asked, "What are you trying to do?" The man replied, "I'm making a 1/4" hole." From then on the manufacturer recognized he was in the business of helping people make holes.

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ONE MINUTE IDEAS

Web Site of the Month

Consumer.gov is your one-stop resource for consumer information available from the federal government.

This site provides links to a variety of services available to the public such as –

- ✓ Identity Theft
- ✓ Free Credit Reports
- ✓ Recalls
- ✓ Consumer Complaints
- ✓ Do Not Call Registry
- ✓ Kids Privacy

and a variety of other services involving health, finances, careers, technology, product safety, etc...

Check it out at:

www.Consumer.gov



CONSUMER.gov
You resource for consumer information from the federal government.

If a man does his best, what else is there?

— General George S. Patton

Pat Gruber is the president of Pat Gruber & Associates. His company has provided Coaching and Consulting Services to companies nationwide at all levels of the organization from executives, managers, supervisors, sales managers, to front line staff. His company is dedicated to helping people and companies achieve their dreams and goals.

For results you can count on contact Pat Gruber & Associates at 573-268-3318

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The ultimate reason for setting goals is to entice you to become the person it takes to achieve them.

Don't set your goals too low. If you don't need much, you won't become much.

If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us.

We all have two choices: We can make a living or we can design a life.

Make this a Positive Day...unless of course you've made other plans!

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Once you begin to think in terms of what benefits your product or service provides, you are on your way to defining what business you are in.

Once you know how to identify a prospect and what business you are in, you can go out into the marketplace to target prospects.

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Why Have A Coach?

What if you could identify your inner motivation to achieve more of your goals more often? How would your life be different if you developed a keener sense of purpose?

A professional coaching relationship creates value through a powerful, highly tuned process of communications and problem-solving that is “co-creative” between coach and client. It focuses totally on the client’s interests, challenges and goals. Coaches help you improve performance and enhance the quality of your life.

Great coaching helps you self-coach more effectively, not simply by helping you solve problems; it transforms the way you solve them. Coaching will not simply improve your life; it will transform the way you live.



Clients and coaches achieve more significant results together than either could achieve alone. While some people hire coaches purely for incremental growth, increased wealth or reformation, great coaching asks transformational questions. Instead of creating or developing the potential of the person being coached, effective coaching reveals and releases untapped value.

If you recognize that you may have untapped potential, suspect a “blind-spot” in your professional or personal relationships, or simply want help in moving from “good to great”, coaching may be for you. You may be ready for a coach if you seek a safe space to expand your thinking with someone who will listen and respond rather than advise or try to “fix” you.

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