



LAW OF LARGE NUMBER

- **To increase your sales you must increase the % of time dedicated to pitching and watch your revenue grow.**
- Where on your calendar is time dedicated to meeting NEW people and making a pitch? Go schedule some time to do this?
- What is your current closing ratio? Calculate the number of offers you have made and how many closes you have made in a month? That is your closing ratio.

LAW OF PARETO'S 80/20

- **To increase sales focus on targeting the top 20% of your clients and products. And less on bottom 20%.**
- To increase sales - write an itemized list of your clients, income streams and products and write their revenue for the year. Circle your approximate top 20% of good income streams, products and clients. Ask yourself - what can I do to better serve them? And write a plan and take action.
- Circle the approximate bottom 20% of low income streams, products and clients. Ask yourself - why are they not performing? If they are unsalvageable, fire that business model, product or client.



PRINCIPLE OF GROWTH IN STAGES

- **Sales growth happens naturally in stages of external growth and internal growth, expanding & contracting.**
- Analyze the data - what season do you think your business is in? What should that mean for you in terms of strategy to nurture your business?
- What phase will come next? How can you prepare for it?
- How can this be a good thing?

PRINCIPLE OF MOTIVATION MATTERS

- **To increase profitability clarify your motivation and goal for your business, sales process and offer.**
- If you were to look at your current results in sales - what do you think customers would guess is your motivation?
- What do you WANT your goal and motivation to be? Write it down and put it on a post it note on your computer.
- What actions should you change today to ensure your sales process reflects your most authentic goal and motivation?