

The Key to Right Action

“Do the Right Thing”

By Norman Hurt
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INTRODUCTION:

“Whatever happens in Vegas stays in Vegas, *except The Key!*”

“In Vegas, if nobody wants you dead, you’re not working hard enough.” ... *CSI Las Vegas*

HOW TO TAKE NOTES:

1. Don’t bother writing EVERYTHING down if there’s a written record you can refer to later. (*Mine is “normanhurt.com” where all the speeches and articles are archived, including the following:*)
 - a. Liquid Gold
 - b. Bound for Glory
 - c. How to Improve Yourself 100% (Strengths & Weaknesses)
 - d. Shock and Awe (Transfer of Dollars)
 - e. Weapons of Mass Instruction
 - f. Competing to Be the Best
 - g. Chinese Math
2. Do write down your thoughts and reactions about what you hear and see
3. Add to your list of goals as you receive new information, i.e., “I’m going to put into action what I just heard.”
4. Create a list of specific actions you can take that will enable you to achieve your goals
5. ACTION: “Just Do It.” Put what you learn into ACTION.

TEACH WHAT YOU LEARN:

1. Knowledge is possessed only by sharing it
2. Teaching anything is the best way to learn it
3. When you get back home there will be a lot of people hungry for sales tools
4. Teach them and then you will know it yourself

THE KEY IS THE SYMBOL:

This key can be a symbol for whatever you want it to be.

1. The key to success?
2. The key to the future?
3. The key to the universe?
4. The key to unlock your potential?
5. The key to your safe, where you keep your valuables?
6. The key to prosperity?
 - a. Money, Cash, Savings, Investments
 - b. Titles to property, cars, ownership
 - c. Family records
 - d. Children’s future
 - e. Your future
7. The key to Heaven?

You decide what the key means to you; to me it’s the *Key to Right Action*.

ACTION

1. Action achieves strength
2. Effort does not always produce joy, but there is no happiness without intelligent effort
3. The weak indulge in resolutions, but the strong act
4. People may doubt what you say but they will always believe what you do
5. The destiny of eternity is determined moment by moment by the achievements of day to day living
6. The acts of today are the destiny of tomorrow
7. The obstacle is not the mountain, it's the pebble in your boot; the pebble is whatever impedes action

RIGHT ACTION

1. Action alone is not enough; it must be the RIGHT action. In other words you must "Do the *right* thing."
2. You can attend every sales meeting and all our seminars. You can buy books and tapes and CDs. You can subscribe to magazines and newspapers. You can even attend WQA certification classes.
3. But unless you learn something and then act upon what you've learned, you might as well have just stayed in bed.
4. So the key is to remind you that when you hear something that you can put into effect, write THAT down and go home and USE it.
5. Right action is the meter and implementation of one's sincerity.
6. Right action produces winners – a winner is a person who does what he intends to do, or does not do what he intends not to do.
7. Right action begins with right intention. What are your intentions?

GOALS AND MOTIVATION:

1. Your intentions are your goals; be successful on purpose
2. I used to write a lot of things about setting goals, and it's been very helpful. But we don't need to hear about goal-setting right now because *we know what we want!*
3. And we don't need to hear about motivation right now because *we're motivated!*
4. And we don't need to hear about inspiration right now because *we're inspired!*
5. And we don't need to hear about attitude right now because *we got attitude!*
6. What we DO NEED is to learn more tools of our trade, USE those tools to improve our customer's lives, and create a better lifestyle for ourselves and our families.

LOYALTY AND TEAMWORK

"Good dealers grow good people, and good people grow good dealers."

"Don't ask what your dealer can do for you, ask what you can do for your dealer!" ... *John Kennedy should have said this; maybe John Grayson did.*

How many people in your organization does it take for you to be successful? ALL OF THEM!

FACTORY AND EQUIPMENT

- | | |
|--------------------|--------------------------------|
| 1. Best equipment | 3. Genuine Assurance Guarantee |
| 2. Best warranties | 4. Best Staff |

YOUR DEALERSHIP

1. Office management
2. Accounting
3. Credit department
4. Service
5. Marketing (90% of sales is professional marketing)
6. Installation
7. Follow up
8. Customer service
9. Service dispatcher
10. Sales: what can do for everyone else?

BE ORGANIZED; HAVE A STRONG WORK ETHIC

1. Get serious (a lot of people depend on you)
2. Don't just stand there, do something right
3. Be prompt, efficient, and dependable
4. Keep accurate records of every presentation and the results, keep track of mileage and expenses
5. Keep a follow-up form on each demo
6. Call back on demos
7. Go back and see customers
8. Get referrals from every demo
9. Use 3rd Party religiously; get direction and permission
10. Use managers to help you be the best
11. Keep accurate records of commissions and bonuses – a 13-week rolling average shows your real growth and eliminates seasonal trends and performance hiccups. When you see the plot line heading up, you have adopted a strategy that is working, so don't change it.
12. Call referrals and set your own appointments
13. Use your phone a lot

CLOSES IN GENERAL:

1. Best Close: The Greatest Show on Earth
2. Best Post Close: Next Day Install - ACTION
3. Best Closing Tool: Third Party (Secret Weapon, Go-to Guy)
4. Other Tools: Stories, Personal Testimonies, Closes, *then* Add-ons, Promos or Drops

SPECIFIC CLOSES: SOAK TIME

1. John Ruskin Quote
2. Pedestal Close
3. Bottled Water Close (Louis Black's rant)
4. Investment Yield Close
5. City Water Close
6. Grocery Store Close

A STORY: THE ANSWER IS IN MY POCKET

- | | |
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| 1. Greatest Show on Earth | 14. Bottled Water |
| 2. Great T-wrap using numbers confirmed numbers that can't be challenged | 15. Drops |
| 3. Suds, suds, suds | 16. Ask a lot of questions |
| 4. Second soap package | 17. Transfer of Dollars |
| 5. One-time offer | 18. Area of Agreement |
| 6. Clean things | 19. Do they care? (Could they drink out of a ditch?) |
| 7. Do the Math | 20. References |
| 8. Americana Shopper | 21. Conditions |
| 9. Shower Heads | 22. No shortcuts |
| 10. Cookware | 23. You |
| 11. Third party (Our "Go To Guy" is our secret weapon) | 24. Get referrals anyway |
| 12. Comparisons | 25. Follow up form? |
| 13. Did you tell stupid jokes? | 26. Perseverance |
| | 27. On time |

THE ANSWER:

1. Flush it!
2. Take another appointment and sell that one.
3. If you've done everything you can and they still don't buy, you can sleep well when you get home.

THE JOHN RUSKIN QUOTE

“There is hardly anything in this world but that somebody or other could not make a little worse and sell it a little cheaper. And those people who only go by the price become the rightful prey of such machinations. It is unwise to pay too much but it is even worse to pay too little. If you pay too much you lose a little mone; that is all. If on the other hand you pay too little you sometimes lose everything, because the object you have bought does not meet the task you had in mind for it.

“The laws of economics prohibit you to obtain great value for little money. If you accept the lowest offer you have to accept the risk that you are taking on that it will cost something more. And if you do that then you have enough money to pay for something better.”

-- John Ruskin (1819-1900)

THE PEDESTAL CLOSE

“John, I’ve only just met you, and I won’t presume to know what you want. But in my experience I’ve found that the woman of the house is usually the caretaker of the home and family.

“And you know how self-less women can be. If you were to receive a big bonus one day and came home and gave your wife \$500 to do with as she pleases, she might buy herself a small, inexpensive bottle of perfume or something, but you know she’d probably spend most of it for things for you or the home or your children.

“You know your wife wants this for you and your children, but she wants you to want it for her.

“And the very few times I’ve ever been able to please my wife, I’ve never regretted it.

“Doesn’t it make better sense to take the money you would have spent on hard water costs and get an asset that will protect and safeguard your family, and please your wife at the same time?”