

WEAPONS OF MASS INSTRUCTION

Rules of Engagement; Basic Training

“Be all that you can be...”

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“You must teach to learn.”

”Life is a balance between making things happen and letting things happen. How you handle this challenge is the measure of your character...”

“Respond vs react” – Zig Ziglar

PART I: THE BIG PICTURE: “*Existential Psychology*”

1. We are Choosing Agents 2. We must make choices 3. We must take responsibility for our choices.

A. SET GOALS: Who are you? What do you want? How do you plan on getting what you want? Do you even have a plan? Why should you have a plan? *The Personality Theory of Homeostasis (Balance).* (Carl Brenner’s “Alice in Wonderland” story.)

Goals must be specific, with start dates and end dates, and with every small step outlined. Include your family in your goals.

ANNOUNCE YOUR GOALS TO EVERYONE EXCEPT THE GARBAGEMAN.

SIMPLIFY YOUR GOALS! It can be as easy as “Drive to appointments and sell our ‘best value’ system.” Or, “Knock on 10 doors every day.”

Remember: You are the chauffeur to a Star!

Don’t let anything prevent you from accomplishing your goals, and if you’ve set the right goals, you will accomplish them.

“Be pure of heart.” Be worthy. Deserve the best life has to offer.

B. MAKE DECISIONS based on your goals. If it’s not in furtherance of your goal, then don’t do it! “If it’s not in furtherance of the sale, don’t do it and don’t say it.”

Brian Tracey says “Start doing more of the things that do work and less of the things that don’t work. Stop doing things that don’t work and start doing things that do.”

“Whatever you’re doing that works, keep doing it; whatever you’re doing that doesn’t work, QUIT DOING IT.”

Peter Waelti’s “Time Management” Activities are not actions.

STAY AWAY FROM GARBAGEMEN (or women): Attitude is everything. The sun is always shining. Find an extra sock. Attitude is like a battery gauge; either positive or negative. Negative people are like evil spirits...stay away from them.

C. TAKE RESPONSIBILITY FOR YOUR DECISIONS AND YOUR ACTIONS: You’re in control. You’re raise is up to you; you’re income is up to you. “Your raise will become effective as soon as you do.”

“The price of failure is higher than the price of success...”

PART II: MARKETING

A. Self Sets

1. Referrals
2. Activiites: GOYLA

B. Marketing Department

PART IV: DRIVE (*Energy, Purpose, Driving to Homes*)

1. Energy comes from the strength and importance of your goals. Motivation. Needs. Wants. Desires.
2. Purpose comes from goals; financial rewards; recognition; living well is the best revenge
3. We Drive!

D - Demos; determination. Go back to the script; No Shortcuts; Closing; Area of Agreement; Chinese Math; Third Party; In furtherance of the sale; Follow up or Flush?; Suds, suds, suds: “*The proper use of the soap package will wash away any doubts.*” – Harry Singer.

R – Rapport; realism (Area of Agreement). Communication; non-verbal both ways; CUSTOMER’S NEEDS; The Fine Art of Asking Questions.

I – Integrity. Be pure of Heart; character; honest; ethical; Respond vs. React; keep company with positive people. Loyalty to your God, your Family, your Customers, your Dealer & co-workers.

V - Vigor. Energy; motivation; goals; self-sets & referrals, Consistency. It’s hard but it’s easy. “*If you’re hard on yourself, life will be easy on you.*”

E – Enthusiasm; education. Nothing sells like enthusiasm; \$100,000 savings must be sold with excitement and enthusiasm. Feed your mind with Books, Tapes and Seminars; WQA certification. Education increases self-confidence. Egotistical without arrogance.

GOOD SELLING!