

Today's
ALTA Insights
Featured
Sponsor



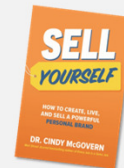
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IT'S GROW TIME

Getting a Bigger Piece of a Smaller Pie

Dr. Cindy McGovern
First Lady of Sales®
@1stLadyofSales



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GratITUDE...is the key
Refocus....is job #1
Optimize....your brands
Work it....put it all together!

It's G.R.O.W. Time!

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- Time to lead by example
- Thanking your clients/
your team
- Showing your gratitude
by helping others

*Thank you never means
goodbye!*

Gratitude

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- PURPOSE: Why are we here?
Where are we going?
- PEOPLE: What is my role?
What needs to change?
- PROCESS: How do I make it
better? What else can I do?



Refocus

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- Set new goals: activity
and result
 - *We need a bigger slice
of a smaller pie*



Refocus

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- Make yourself valuable to your clients and prospects
- Find ways to make them successful

Refocus

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- Optimizing your organizational brand
- Optimizing your personal brand
- How do you stand out from your competition NOW?

Optimize

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- The customer experience has changed
- How are you staying ahead of the curve?
- Have your customers changed?
- Too busy to sell? Never!
- Lead your people



Optimize

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- Being proactive doesn't just HAPPEN
- You need to lead by example
- Leading vs. managing: know the difference



Work It

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- Your personal brand is defined by...
 - How you carry yourself
 - The way you dress
 - The way you speak to others
 - The things you say to others
 - The way you react to others

Using Your Team's Personal Brands

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- Differentiate!
- Communicate!
- Celebrate!

Inspiring Your Team

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THANK YOU!

Grow Big or Go Home!
cmcgovern@orangeleafconsulting.com
 415.590.4878

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