

Today's  
ALTA Insights  
Featured  
Sponsor



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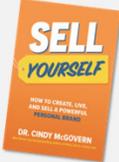


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**IT'S GROW TIME**  
Getting a Bigger Piece of a Smaller Pie



Dr. Cindy McGovern  
First Lady of Sales®  
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Pre-Order  
Now!

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**G**ratITUDE...is the key  
**R**efocus....is job #1  
**O**ptimize....your brands  
**W**ork 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



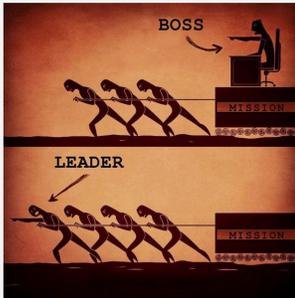
## Optimize

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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!**

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*Follow Dr. Cindy and OLC*



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*Pre-launch book specials now through Sept 27<sup>th</sup>!*

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