



6 PILLARS TO SUCCESS

1. NEVER PUT YOUR CAREER OR SUCCESS INTO ANYONE ELSE'S HANDS

if you need more pipeline, for example, the best person to get it is you. View anything that your team provides as icing on the cake.

2. FOCUS ON RESOURCEFULNESS NOT RESOURCES

"Lack of resources" is not an excuse. Use resourcefulness (determination, energy, creativity) to accomplish your goals. Nothing can replace the resourceful individual.

3. DON'T SETTLE

Don't sell yourself short. Expect the best and work for it. We don't always get what we want- we get what we tolerate, work for, and accept.

4. MEASURE, REFINE ACTIVITY, AND RE-MEASURE

Measuring results, taking that data and turning it into meaningful insights, and adjusting your activity accordingly is fundamental to consistent success.

5. BE THE GO-TO PROBLEM SOLVER FOR YOUR CLIENTS

Become obsessed with solving your clients' problems. By positioning yourself as an expert/problem solver, you build trust. And, when the time comes to purchase your product or service, the choice becomes easy for your client.

6. PROVIDE AN OBJECTIVE BASELINE FOR CLIENTS

Always tell your clients the full truth even if you know it's not what they want to hear. Don't be a Yes Man or Yes Woman. Clients can't trust a Yes Man.