

The Ultimate Market Domination Report

By Jay L. Abraham

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Overview

This report contains excerpts of the actual PEQ Technology and how to implement it. My desire here is to give you a way of looking at your business that forever enhances your ability to run it smarter and better than ever. Yes, there are concepts on marketing that I feel everyone needs to know, but much of this particular report talks about *MANAGING* your business: How to do it in a way that makes it work hard for you, rather than you working hard for it. .

Use, enjoy and prosper.

Warmly,
Jay L. Abraham

The Ultimate Market Domination Report

(this entire report is a template/worksheet for your use)

By Jay Abraham (Covering the Detailed Implementation Strategies
Developed for the PEQ Program with Chet Holmes)

You're about to have a great session and learn perhaps more about building your business than from any other single source. **Here's our guarantee.** You will come away from this report with instantly applicable information that you can use right away to build your business. The things covered here are core systematic (a word I rarely use) strategies that have helped any company (wise enough to apply them) to totally dominate their market.

Let us begin by asking you a few questions. You can write all over this document, using it as an actual worksheet to improve your organization:

- **How long have you had your business?**
- What are some of your biggest successes?
- **What Abraham-style concepts have you implemented?**
- What has worked best?
- **What has failed or required a steeper learning curve in an area that either I have not covered or you have not had the proper training?**
- In your opinion, what are some of the biggest challenges facing you in running and growing your business/practice?
- **If there was one thing you could change about your business, what would that be? (Follow up questions: How long has this been going on? What will happen if you don't change this?)**
- Here's a deep question, and it's very relevant, because it goes deeper into why you have a business rather than simply asking what the business is: Tell me, in order, the three most important things in life to you?

- **How does your business support or hinder these three things?**
- What do you need to do with your business to have it support your three things rather than hinder them?
- **How and why did you get involved in your particular business? (What were you thinking when you got started? What were your goals when you started?)**
- When you started, did you imagine it would look like this today?
- **What *should* it look like?**
- Okay, now let's get into nuts and bolts of the business: How do people find out about you? What's the best method you have for generating clients? Second best method? Third best method?
- **What is the ultimate goal for you? (Big business that runs without you, or nice small business in which you are heavily involved, making a living?)**
- Describe main staff members and what each person does.

Lets begin:

Marketing is a skill. *“Great marketers are made, not born.”*

But here's the biggest breakthrough of my life so far: Great marketing, without great management, is a hollow shell. You're going to learn far more about how to run your company from this document than you will about marketing. Why? Because it is the missing piece in the puzzle to building a truly great company. So you need more than marketing or every Abraham-Trained company would be so rich, you wouldn't be reading this right now.

Skill must be developed. Just like becoming who you are today was a process; You didn't go to a weekend seminar and magically emerge as an entrepreneur and business owner, You worked at it.

So, what this means is that you must work **on** your business, not just **in** your business.

“Mad As Heck And I'm Not Going To Take It Anymore”

Let me do a few paragraphs of critical set-up and then you can go right to rich, life-changing content.

After studying 10,000 professionals who've attended my events and many of them have come back several times, I have to liken myself to Albert Finney in that movie "Network," telling people to open their window and scream: "I'm mad as hell and I'm not going to take it anymore."

Well, I'm mad as heck that so many of my concepts have yielded \$5.5 billion increases, where they should've yielded \$55 billion in increases. Now I've really gone and done something about it.

Chet Holmes and I, I've worked with Chet on many occasions, talked for several days about what makes the best run companies and what takes an idea from the thought to the maximum fruition. I was truly impressed with what Chet had learned from his work with The Fortune 500 and his work in the trenches.

Here's a sentence that captures the essence:

The Fortune 500 look at their company as an enduring asset, not a personal "job," like many entrepreneurs; But rather a separate and enduring entity that must be dealt with in a very calculating and systematic way.

Every concept worth doing is worth doing right, and that means, like a sculptor sculpts a statue to perfection, YOU must become an artist sculpting and designing your business with a thoughtful and methodical mind; Getting it to work hard for you rather than you working hard for it.

How I got my biggest breakthrough...

Chet and I took on some clients together to combine our approaches in a real-world setting. I gave a client a huge breakthrough idea. The wisdom of the idea was obvious and the business owner got it right away.

But the big breakthrough came when we went to work to actually implement the idea: meticulously breaking down all the aspects of the company necessary to see the idea manifested to the 100th degree.

Slowly, like a newborn baby bird, I watched the breakthrough go from nesting to feeding to flights, to become complete reality. And in this case that I'm mentioning to you, this company will grow **six fold** over the next three years. A company that has been in business for decades and has never imagined growth like that. And it's clear exactly how and why that growth will occur.

And that's when it hit me: Wow, my material needs an infrastructure, a platform if you will. But it's not just MY material that needs infrastructure. It's your entire company that needs an infrastructure.

When I really GOT it, I organized one of my events. The PEQ. Performance Enhancement Quotient: A hybrid of my breakthroughs served over a complete set of concepts that have never been unveiled to my audience before.

In a sentence: **The secrets of success are in the details:** The ability to integrate, initiate and synthesize any concept or idea into your company on a constant and continuous bases; without killing yourself to do it. One hour per week is all you need, but when you understand HOW to spend that one hour, your entire company will begin to form its Fortune 500 structure.

I feel it is my moral obligation to give you this report, but also to encourage you, for the good of your company and your lifestyle to take close heed to the strength of this particular report. It truly has some profound lessons, but only if you're serious about creating a great company. ***“Great companies are made, not born.”***

So please, make your company great:

Lesson one: What is a “WORKSHOP?”

The first and most profound thing you need to understand is the process by which you will accomplish the biggest and best increases in performance in your company. You must have at least one “workshop” per week in your company.

One hour per week, spent improving your business. If you're a "one person" army or a large team of people, how serious have you been about improvement? Are you “working” at improvement like a pro or dreaming about it and not actually doing anything to create the improvements you *wish* you had?

So what is a “workshop?” And how does a pro conduct them in his or her company? First you put an idea on the board, something you want to improve in your company. Some area you want to make run better, smarter, faster or more effectively.

It could be a marketing concept, a sales concept or a management issue. It could even be a product or service issue, but the bottom line is that you have a religious effort to work ON the business, improving each aspect of it. And just once per week is all you need, once you have the data offered in this report.

Involve your staff, if you have one, or do it yourself, but you need a step-by-step process exploring all the ways to make any and all areas work better, smarter, faster and more effectively.

Then you turn the ideas into procedures and policies. Then you police this activity until it becomes habitual. If you're not doing this now, you're playing at business. You will NEVER have a company that runs without you. Never.

“Workshops,” group meetings designed for the specific purpose of causing systematic and constant improvement in your company, are the single most powerful way to harness every potential opportunity in your company. The questions are: “What should those workshops be focused on? How do you conduct them? And then what are the best ways to build in procedures so that the ideas are actually implemented?”

I now supply the answers to those questions: Questions I've never even asked before, let alone actually answered.

12 AREAS OF COMPETENCY (The Mother Lode)

We're going to give you 12 areas of competency for you to work on, on a regular basis. These will ultimately transform you into one of the best builders of business in your profession.

Your weekly growth meetings

A lot of companies have weekly meetings, --- but they don't have themes for those meetings, and often those meetings are more reactive than proactive. We're going to give you 12 themes that will constantly move your business/practice forward.

We want you to take each of these competencies and, once per week, focus on only one of these for about an hour. This hour per week is going to be totally proactive. The entire design of this one hour per week will be to improve various aspects of your business and to ultimately develop terrific skills for building a business.

Since there are 12 areas, it will take you 12 weeks, or three months to cover the 12 areas. For **FREE**, we're going to give you three months worth of training that will help you create a bulletproof business. But the real secret to what we're going to share with you will begin AFTER you are done with these first three months.

At the end of the 12 weeks, you are going to start again at the beginning, going back over the same competencies. In this way, you will run through the 12 competencies FOUR TIMES in the course of a year. THAT'S how you'll get great results. New skills and good habits only develop through a process.

The goal for you is to create what is called: “Continuous and incremental improvement.” Each week your company begins to sell a little better, market a little better, manage a little better. All of this working ON the business begins to add up very quickly, generating a higher level of result than any other action you can be taking in your company. Again, you must be a like a sculptor laboring over each detail of your business.

Do you understand everything so far? Do you agree?

The other important rule is to involve your staff in this *process*. Leader sets the pace in the organization. If you want a finely tuned team, you must include them in this continuous learning environment. If you are a one-person army, then work on the concepts yourself, just make sure that you stop everything once per week to work on each area and you will begin to see steady and miraculous improvement.

Okay, let's go through them; The 12 Competencies that Change everything

1) Goals

Take a blank sheet of paper and at the top, on the right, we want you to write down the word "GOALS." Under your goals we want you to write down the gross revenue you would like to be at three years from now. Under that, write the personal income you would like to be drawing from the business.

Now write down how many hours per week you would like to work while making that money.

Now write down how many weeks vacation you would like to take.

Now at the top of the page, on the left, write down “Current.”

Under that write down the current numbers for each of those things: **1) Gross revenues**. **2) Personal Revenues**. **3) Hours worked**, **4) Vacations taken...**

Now write: **ACTION PLAN**.

Which we're going to help you design over the next several pages.

Goals focus the mind. Studies consistently show that those who have goals and read them regularly, engage the subconscious mind to assist in achieving those goals. Do not underestimate the power of this. If your brain were a computer, it would be the size of Texas. It makes 8 billion calculations per second and can do amazing things if you focus it. So, do so. Set goals for each area of your company.

My most recent breakthrough came when I started looking at the drivers in any business. There are only eight things that drive any business. Set goals for each of these areas every 12 weeks and watch how you SYSTEMATICALLY improve your business. Here they are:

- Marketing**
- Strategy (thoroughly explained shortly)
- Capital (Human, Intellectual, and Financial)**
- Business Model (shape what you want it to be)
- Relationships (Are you capitalizing on every relationship, from your clients to your vendors, to your friends, associates and business contacts)**
- Distribution Channels (this is an enormous asset, more on this later)
- Products and Services (create constant improvement in this area)**
- Procedures and Processes, Policies (THIS is what makes a business that runs without you)

Once every 12 weeks, you and your staff are going to have a goal-writing workshop. In each of these sessions you are going to break down the steps to achieving your three-year goal into three-month action plans. So set goals for gaining clients, set goals for specific marketing efforts, what you'll do and when you'll do it, etc.

Set goals for improvement in each of these eight drivers above. But we're going to break it down even more for you. Keep reading.

The Biggest Secret in Doing a Company Turn-around

One of the biggest things to do with companies in trouble is to get everyone focused on positive goals and solving problems: Whereas most companies in trouble focus all their energy on problems, rather than solutions. An entrepreneur in trouble will dwell so much on the problems (worrying), that their subconscious directs them more to problems than to solutions.

So if you're in trouble, let us give you the secret right now. Put a heavier focus on solutions than on problems. Goals are a powerful device in any company.

Okay, Next competency:

2) Time Management

You will never achieve what you want to achieve if you do not manage your time effectively. People get swept away, **reacting** to the life they created, and they stop creating a better and better life, or business. So once every 12 weeks, you are going to focus your meeting on maximizing and saving time.

Do you have list of things that each person is supposed to get done each day? Do you have special projects that you are taking on in small incremental chunks, and are there lists of how and when this time is going to be spent. You know what they are. The big things that will really make the difference, but aren't in process right now. Studies show that only 20% of your time is spent on the things that actually produce results. Hence, if you can focus 80% of your time on high-results-producing activities, you can virtually quadruple productivity.

So the first competency, **Goal Setting**, is where you set up a three-month plan, and the second competency, **Time Management**, is where you break down the big plans into daily plans.

You're reading this report because you are the type of person who wants to improve and grow. My question is, if the way were pointed out that would really make a profound difference, would you actually take the action to do it? This document lays it out for real; Based on real situations with real companies where this approach is producing profound results.

Do you agree with everything we've said so far? Does this sound like something you can do? Is it something that you will do?

Ray Watson built IBM into a \$50 billion business on one laser-like focus: He didn't sell; he worked on HOW sales would be made. He didn't program, he worked HOW to maximize the programming effort. He was like a sculptor, sculpting his business. That's what YOU need to be, if you're serious about building a bulletproof business.

If you read all this and do nothing, than you're fooling yourself, because this is all based upon what the best businesses do. If you want to continue to work hard for your business, instead of getting that business to work hard for you, then, by all means, ignore the things that have worked for every single company who has applied them.

To build a great organization, you have to start taking all the goals and plans and create structure in your organization. One of the key traits of very successful people is that they use what we call **The three P's**. That's the third competency.

3) Planning, Policies and Procedures.

MacDonald's in Harlem runs just as good as MacDonald's in Beverly Hills, because there is no area that does not have the procedures down to the letter. What's more, the employee turnover rate at MacDonald's is 200% per year, but it doesn't matter because everything is so well spelled out that new people can be put into the system and function at an optimum level very quickly.

If you ever want to have a business that can function without you, or replace staff with people who enter the business at peak performance, *right* from the start, you must have excellent policies, procedures and plans. So once every 12 weeks, you will take a look at another area of the business and see how well you can apply the three P's. We're going to give you a lot of ideas on this as we go, but certainly, you can already apply policies and procedures to time management and goal-setting.

We'll give you a standard procedure right now: It is now company policy that each person in the business must write a "to do" list at the beginning of the month, which will be broken into weekly action plans, which will end up as daily to do lists.

Make this a standard procedure in your business and watch the productivity double. We'll give you a way to create 52 different standard procedures that will give you a business that will lock out competitors, run like a finely tuned machine and give you quantum leaps in profitability.

The Problem you're going to have

Just to prove to you that we really do know what we're saying and we really have had to actually implement all of this data into real-world situations, we will predict the problem that you're going to have. The same problem you've had implementing my ideas in the past. You will introduce this new procedure (making "to do" lists, for example) and you will even see the impact almost immediately, watching it radically improve the results (because, for perhaps the first time in your company's history, you have everyone focused on RESULTS). Then, very quickly, perhaps within a week, no one will be doing any of it. You'll quickly lose steam on the concept and the monster breakthrough it could've created in your organization will be thrown on the pile with so many other great ideas I've introduced to you. Why?

THAT'S the biggest breakthrough I've been trying to tell you about. Chet teaches more than 50 different proprietary ways to create momentum. I've been telling you that I really, truly, have found the way for you to become the finest run company among your competitors, slaughtering them daily in every way, shape and form. This is where we can help you, but we promised not to talk about that until the end of the document.

So please, read on. This next competency will do more for you becoming the preeminent leader in your market, than any of the other competencies:

4) Strategy Vs. Tactics

Now we're going to talk about marketing. But before we begin, we need to break down marketing into several categories. The first is to really understand the difference between strategy and tactics.

Strategy means that you have determined, in advance, an ultimate goal you would like to achieve for each tactic.

Tactics are the things you do to achieve your goal. A tactic is a marketing effort like; a yellow page ad, a newsletter, a speaking engagement, a sales call, a trade show, a newspaper ad, a meeting with a new client, etc.

But before you deploy one of these tactics, you have to determine the ultimate objective you would like to achieve. For example, if you have an interaction with a customer (like a sales call) and we ask you what do you want to achieve, most would simply say: "make a sale."

But we would challenge you that you can achieve a lot more. Maybe you want to build in a preemptive strategy for "disempowering" the competition. Maybe you want to build in an automatic referral program or plant the seed to generate more referrals.

Maybe you want to arm all your clients with better information; Every client you have is a potential salesperson for your organization. What do you want them to say and have you planted all the right strategic positioning into your tactical interface.

The point is that if you're not THINKING this one through, your tactics do not MAXIMIZE on the opportunity at hand.

Of course, once you "strategize" on what you expect from each tactic, now you need to create an actual *policy* or *procedure* to implement that idea with piercing effectiveness at the tactical level.

Also, your tactics *should* be working *together* to achieve the ultimate goal or outcome that you want. Most companies do not look at their tactics as an integrated program.

For example, let's say that I could put all of your best potential buyers all in a room all at once and then I could give you the opportunity to stand in front of them and make your best presentation to these people. This one single opportunity, if properly executed, could forever change your life. Or ruin it, if you are not effective.

Imagine, that you had all the time you needed and this incredible opportunity to tell all your best potential buyers exactly what you want them to know about you and

your business. What would you say? Here are some things you should think about before you get in front of this group:

A) What is the long-term reputation you want and are you operating today in a way that is going to achieve that reputation?

B) Exactly how do you want to be perceived?

C) What's different or better about how you do things over everyone else? Every company has something unique to offer, something that sets them apart... If you don't than you should have. You'd better think about it and make sure you are communicating it. So what's different about you?

In other words, what is the ultimate position and perception you want the market to have about you and your products or services? And our question to you now is: Does your marketing today reflect the ultimate reputation or position you want in your market? Have you really thought about this?

If you have great strategies, great strategic positioning and your tactics are always deploying a little strategy, than all your tactics begin to add up to something. Your tactics work harder and smarter for the same money if they deploy strategy every time you use a tactic. ***Same money, bigger result if you're THINKING and PLANNING before you execute.***

In order to really make marketing effective, you need to really sit down and think about what you want to say. So, as a subset of this competency, we want you to write down: "BUILD MY STORY." We want you to take a Saturday or Sunday afternoon and sit down and think through all the questions we just asked you so that you can tell your story to that big room of people and get the majority of them to want to do business with you.

The better your story is, the better all of your marketing is going to be.

Once every 12 weeks, you are going to look at all the ways you make contact with clients and potential clients. Look to see if you are deploying strategy with those tactics. Is part of your story, or all of your story, always being told in each of your tactics? Are you accomplishing the most you could accomplish from each of your tactics?

Can you see what we're saying? Do you get the full meaning of this? Does this ring true for you?

Now you are ready for the next competency:

5) Get CUSTOMERS

Once you know what you want to say to your clients, then you are ready to expand the ways in which you get them. Once every 12 weeks, you need to sit down and think of new strategies and tactics for getting clients. How often do you do this now? Stop the world and work ON your business? Again, if you're serious about building a bullet-proof business, then do what I'm saying here. The results will amaze you.

Let us give you a strategy for getting clients, and then let us give you how that strategy might be implemented tactically. This will illustrate a few points really well, including the preceding competency.

WE HAVE A CONCEPT CALLED "*THE DREAM 100 SELL.*"

Write That Down.

Every society/market is geared toward paying attention to the leaders or high visibility people in the society/market. We want you to become the most popular, most trusted and respected business of your type in your community/market. That's an example of thinking strategically.

To simply think in terms of getting clients, is a very tactical approach. To think in terms of becoming the most trusted and respected company in your area of specialty is an example of thinking strategically. Here's how you'll become the most trusted and respected person in your field:

I want you to build a list of what we call, "Market Influencers." This means that you are going to target the people in your community or market who have the most influence: The leaders, the CEO's of your best client candidates; If you sell to consumers, who are the "Market Influencer" consumers who have the most influence over the other consumers you want to attract? Local politicians? Captain of industry? Community group leaders? Publication? etc... Meaning, if you were a financial advisor in Detroit, you would target the 100 (or more) most influential people in that community: Keep reading we'll show you what to do with them.

If you sell B2B, who are the best possible buyers you could target? Who are the biggest buyers, the companies that need what you have, will pay the best prices to get it and will put you on the map in a huge way if you get them?

The secret here is to target your marketing efforts where the best buyers are, or to those who wield a lot of influence. Your goal is to help this groups go from "I never heard of this company," to "who's this company I keep hearing about," to "Oh yeah, I've heard of that company before," to "That's my supplier."

Your Dream 100 might be only fifty, or it may be 250, or it may be 2500, depending upon the size of your market, but it's always cheaper to go after best buyers rather than all buyers. Your target group will now hear from you at least once per month.

Most of the people on the list will throw the letter away the first four or five times that they get it, but remember that you are committed to building a reputation, not just getting clients. Building a reputation is a *strategic* objective, not a *tactical* one. And if you want to build one on purpose, this means you must be targeting the people who will help you accomplish this faster. And who are they? "Market Influencers."

You are going to get something out to these people every month, even if it's only a letter or a flyer. And everything that you communicate to them will have pieces of what your "story" has to say.

The only way you are going to become popular to this group is to have a constant process. This process isn't going to cost you a lot of money (\$60 per month to send 100 letters), but it will be very, very effective.

The first thing you're going to do is to send them a letter introducing yourself and offering a free consultation in your area of specialty. Over the next twelve months, these people are going to hear from you each and every month. So you are going to commit to sending at least one letter per month to your Dream 100 list. This is just one concept about getting clients, but it has helped many clients literally double sales in 12 to 18 months.

See how many different ways you can go about getting clients. Involve your staff in this process. Try to add a few more ways every 12 weeks. Eventually you will end up with a list that you and your staff continually refer to and use.

Think about it, most companies can't think of more than a handful of ways to get new clients. How many could you develop if you were sitting around once every three months with the sole desire to continually expand your methods?

Let's move to number...

6) Effective Presenting

You must keep focusing on your presentation skills and the presentation experience. Studies show that 85% of all motivation is optically stimulated. Can you build some visual aides that will help you communicate YOUR STORY more effectively? Build better and better communication tools. Even if you sell by phone, how can you get more senses involved? We have a client who has put his presentation on the

web. SO now he can take clients through a visual experience while on the telephone. His closing ratio not only doubled, but he more than quadrupled the amount of the sale.

These are the kinds of ideas you've heard before, but the hard question is; "What are you doing about them?" Remember, it only takes one hour per week to work ON your business, resulting in remarkable improvements in all areas.

Once every 12 weeks, you're going to focus on the communication experience and how to improve it with another policy or procedure. When you improve communication skills to clients, all of your marketing improves, including word of mouth. The better you communicate to me, the better I can communicate about you to my friends and associates.

How often have you worked on this area? Now you're going to work on this at least once every 12 weeks.

Now that you have some idea of our material, let's take a minute right here to discuss how you make real progress in any company.

There is no magic trick that you're going to hear that will radically change your life. Let's take the DREAM 100 CONCEPT as an example. We've helped companies double revenues in 12 months flat by that one concept. But that concept requires constant attention. This is our whole point. You will not cause any improvement in your organization without a constant process.

We have tried to make this as simple as possible because we know that regular discipline is more difficult to achieve than spurts of determination. We've made it so all you have to commit to is one hour per week, and we just want to know right now, if you are going to do that?

One hour per week to work ON your business and you will see remarkable results. One hour per week, focusing on a different competency, a different driver, but religiously, you're going to work ON your business and we've given you the subjects, which is half the battle.

If you haven't been doing this and you keep coming to me for breakthroughs, you're doing yourself a grave injustice. THIS has been the missing link to being a truly great entrepreneur. A person who builds a company that runs better and better, every day, week, month, year.

Okay, let's go to the next competency

7) Master The Telephone

The telephone should be used to get connect again and again with clients. It cost six times more to get the attention of a **new** client as it does to get the attention of a client who has already heard of you or used your services. We have a client who has a carpet cleaning business. He instituted an outbound effort to simply and politely remind his customers that it's time to clean again. For the first time in his long history, he has created the way to make his business more predictable. In the slow months, this effort has made all the difference. Once every 12 weeks, sit with your staff, just to talk about how the phone can be used to increase business.

How do you handle inbound new “call-ins”? Can you institute an outbound calling effort?

The best companies constantly use the telephone like a weapon to attract new buyers and best buyers. Break it down into steps, look for your ultimate strategic objective, and work on improving each aspect of what goes on involving the telephone in your office.

One of the things it can be used for, and the next competency is:

8) Get Appointments

The telephone can intensify your DREAM 100 SELL. Can you follow up your Dream 100 approach with a phone call? You're beginning to see how this entire program is a better integration of skills and the systems to drive them, than ANYTHING I've ever even dreamed of offering you. More learning curve;

Any sales organization must be focused, at least 2.5 hours per day, on getting in front of more buyers and best buyers. If you're in retail or sell B2C, then use this competency to hone more ways to get in front of customers on a regular basis.

Can you develop strategic Abraham-style endorsement relationships where other companies are helping you get to more buyers? Once every 12 weeks, you're going to look at this area and look to improve it.

9) Follow Up/Continue The Bonding Process

Too often you will get into an organization and then they never hear from you again. Or, you can wait too long after a meeting to follow up and they forgot your name while you were waiting. Once every twelve weeks, think about how you can better follow up with clients and with organizations to build a better and better relationship.

Continue The Bonding Process. You need policies and procedures in this area. Leaving the follow up process to the individual skills and moods of staff is an organization that will never be at the head of its market.

10) Traits Of Overachievers

We have a program called The Ten Traits Of Overachievers, which helps motivate yourself and your staff to behave in a way conducive to building a phenomenal reputation in your community. If you don't get our program, you must think about the kinds of behaviors and traits you would like to promote within yourself and your staff.

These traits must be posted for all employees to see, so that they know what behavior is expected of them. Once every 12 weeks you are going to further define, what makes an overachiever in your business. Have you done this? Is it clear to staff what you consider overachiever performance. Let them help you design it. You'll be delighted at what they help create. This leads us to number 11:

11) Hiring and Motivating

You should establish personality traits and behaviors that would be ideal for yourself and office staff. Through extensive research, we've discovered and developed an entire process for attracting the highest level of talent for each position within a company. Sales, marketing, administration, etc... There is a psychological profile that is ideal for each of these situations, and it makes background almost irrelevant. Determine the "type" of person who functions at peak levels in the various positions in your company.

That's what YOU need to do. --- AND involve your staff. Although, let me give you a warning: The weak staff members will try to help you design a program that will attract people that make them look good. One of our clients had a policy that every potential new employee had to interview with at least six other employees and then they had to have a unanimous vote on whether or not to hire that person.

Sounds like a nice theory, but what happened was that every time a real superstar was found, someone in the six would think of a reason NOT to hire them. A bunch of minnows are never going to want to put a shark in the water.

Get yourself some high performers; they change everything. Each 12 weeks, look at the "ideal" candidates and slant your entire hiring approach to attract them. The PEQ attendees stated that this was their biggest area of need; But half of them didn't even realize it until they came to the event and saw just how much more they could be doing. One week out of the PEQ, using what was taught there, one of the graduates hired three high-powered salespeople for no money down. All three of

them have earned in excess of \$250,000 and this company owner has never made that much.

What do you suppose happens to your organization when you put that kind of horsepower into it?

12) Understanding “The Sales Process”

If you analyze the steps that a client or group goes through in order to make a decision to purchase, and then you break down those steps, and focus on improving them, you will become better and better at the process. We teach that there are seven basic steps to every sale and we encourage that every 12 weeks, you work on improving one of those seven steps.

You need to constantly look to improve the sales process. What are the seven steps each person goes through in order to make a decision to purchase your product or service? How much time have you spent working ON that aspect of your company? How about spending one hour every 12 weeks, at the very least, constantly improving that area.

We've laid out the ultimate approach to building a bulletproof business. If you just use this document as a template, you will run better than any of your competitors.

Warmly,
Jay L. Abraham