

45 Tips For The Aspiring Rock Star!

- 1) Consider a change in scenery when prospecting. Have your beach chair in your trunk, head outside and make those calls while enjoying the weather!
- 2) Want to generate great ideas? Ask yourself the ultimate brainstorming question "In what ways can I (fill in your challenge here). Want to kick it up a notch? Try asking this question in your next sales meeting : "In what ways can we (fill in your challenge here).
- 3) Use <http://search.twitter.com/> to seek out conversations on Twitter that pertain to the audience you want to reach. Once you find the conversations, put yourself smack dab in the middle!
- 4) Use the webcam on your computer to practice your presentations. Relax, its for your eyes only but you need to critique, learn and adjust.
- 5) Consider using a social media search engine like <http://socialmention.com/> in your meticulous [Pre Call Planning](#). This can help you pull up any blogs, tweets etc your prospect and/or their company has been involved with.
- 6) Don't ever go to bed at night without being grateful for something!
- 7) Confucius Say "Leave 25 characters open in your tweets so you can be retweeted"
- 8) Make it a priority in your prospect meetings to narrow the focus of the meeting by asking "Granted I called you . . . what prompted you to take this meeting with me today?" Bonus points if you listen and question further ☺
- 9) Stand up and move when you make your calls. Notice the difference in your energy level. Think your prospect will?
- 10) Add this item to your "To Do" list every day "Have fun and stop taking it all so seriously"
- 11) Read Success Magazine every month. I triple dog dare you not to get at least 1 really cool idea! Note: If you are a competitor of mine, disregard this advice ☺
- 12) Pray!
- 13) Make a monthly commitment of investing in yourself by : Reading a book, buying a magazine, a cd, something to help you be more successful. If you are willing to invest in stocks, perhaps its time you invest in yourself!
- 14) Cross pollinate your social networking efforts by including links to your profiles in your email auto signature.
- 15) The next time someone tells you to send them information, before you offer your rebuttal, capture their email by (get this) asking for it.
- 16) Something to think about next time you do a presentation . . You are the message! Not the power points or the handouts . . .**YOU!**

- 17) This remains one of my favorite [Personal Branding articles](#) by Jedi Master Tom Peters. Hope you enjoy it too!
- 18) When was the last time you listened to your voicemail message on both your office and cell phone. Perhaps its time for a makeover?
- 19) Make it your magnificent obsession to give back regularly. I believe you will feel rather wealthy when you do!
- 20) Don't ever give someone else permission to make you feel like crap. Eye on the prize dude!
- 21) Try this line the next time someone tries to spring an unnecessary meeting on you: (I have stolen this from Tim Ferris) "I really can't- sorry. I've got too much on my plate right now"
- 22) By far [THE Best Day](#) for you to prospect!
- 23) Remember: Everyone has their preferred method of communication. Why would you limit your opportunities by only reaching out via phone? Use a well balanced "sales mix" inclusive of: email, snail mail, networking, social networking, creative door openers, referrals etc. Stop clinging to that damn phone and mix it up!
- 24) When it comes to [Pre Call Planning](#), make sure you do it "suspiciously" as in "What am I missing?"
- 25) When was the last time you really took a hard look at the quality of the questions you ask in your [Needs Analysis](#)? Perhaps its time to revisit what many believe to be the most crucial part of the sales process!
- 26) According to a study by the University of Southern California, if you drive 300 miles per week and you listen to self improvement cds, podcasts etc. At the end of 3 years you will have gained the equivalent knowledge of an Associates Degree. Proof positive for you to enroll in "Automobile University" my friend!
- 27) Having an "Accountability Partner" expedites self improvement.
- 28) Use this ["Money Hours Schedule"](#) to balance your prospecting activities with your administrative tasks.
- 29) ["Crush It"](#) by Gary Vaynerchuk is a must read for anyone who wants to kick butt on the social media battleground!
- 30) Music can help you access peak performance states. Check out this [playlist](#) with 200 songs that will make you want to tear bumpers off of cars!
- 31) How much of your day is wasted? Use this handy dandy [Time Tracker](#) and see for yourself dude!
- 32) Don't ever be focused so much on business that you fail to conquer the world at home!
- 33) The next time you are talking with someone (not just clients) give them the gift of your undivided attention. Turn off or ignore your cell or blackberry. I have a crazy feeling that you will all get more from that discussion!

- 34) Are you aware of the latest discovery with regard to email? Experts say that the world **WILL NOT** end if we can't check the email the moment it hits the inbox. Stay focused on the task at hand!
- 35) Make a list of the most common phone objections and create 3 rebuttals for each. If you have 3 it will never be a question of "Can I respond?" it will always be "How shall I respond?" Want to kick it up a notch? At your next sales meeting have everyone bring their "3". How cool would it be to have an arsenal of responses at the ready? You're welcome 😊
- 36) While dressing for success, don't forget the easy to neglect areas: Clean eyeglasses, fingernails that look like you were raised by wolves, the samples you show (are they clean, up to date and organized) Oh and should you have breath that could start the windmill on an old Dutch painting . . . think Altoids!
- 37) Did you know: Laughter is an awesome remedy for nerves? Try listening to comedy before any activity that makes you nervous!
- 38) [25 Characteristics](#) of Twitter Rock Stars!
- 39) Look in the mirror today. Flag 1 area that you need to improve upon and take 1 action within the next 24 hours. Take it a step further by flagging 1 area that you are awesome at and repeat the same steps. Why an area that you are awesome? Because you want to stay awesome and perhaps get awesomer 😊
- 40) Are you keeping a journal? Perhaps you should! You can capture ideas, jot your thoughts, cool phrases you want to rip off. Like this one "[Castain's Sales Playbook](#) helps you create ridiculous sales chops!"
- 41) Pssst: Call a successful rep today and pick their brain. Why not model someone who is getting the results you desire?
- 42) Can you say butt load of [sales blogs](#)?
- 43) Plan your life better by [visiting your funeral](#)!
- 44) Forgiveness lightens your load and frees up energy. While you're at it, forgive yourself . . . I won't tell anyone!
- 45) We are always so much closer to winning than we think so DON'T EVER GIVE UP!

<http://yoursalesplaybook.com>

