

Hope Happens

How to go from Infection through Recession to Protection and Progression

I. Infection Pandemic affected everything!

Actions/Tactics: _____

II. Recession: History and Strategy

Actions/Tactics: _____

III. Objection Management Guide

1. Economy
2. Rate
3. Affordability

IV. Business Categories

Infection: Residential and industrial cleaning, healthcare, organic food,

Social Distancing/Educational/Spiritual Emphasis: Zoom conferencing, home/business computers, smart phones, home delivery, podcasts,

Recession Ready: Pharmaceutical, hospitals, funeral homes, credit unions,

Protection: Insurance policies, internet security, home security, warranties,

Progression: Appliances, home furnishings, stock market, automobiles, vacations, _____

V. Protection: You and Your Career: Motivation & Inspiration

M__ N__ Y
 O__ O__ T__ T__
 T__ M__
 I__ D__ D__
 V__ S__ B__ T__
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 S__ V__ C__

Actions/Tactics: Create target lists, professional goals, _____

VI. Progression: A glimpse of the future

Sales Standards: Quality, Quantity, Timeliness, Cost

The Ultimate Business Partner: check all the boxes.

Great work + Great Attitude = _____.

When am I most inspired? _____

Resources: rab.com; radioink; wi-broadcasters.org; ama.org;

InstantSalesTraining.com; obrienbetterment.com.

Actions/Tactics: _____

***A person without standards will stumble on the smoothest path,
 while a woman or man with a plan will progress on the toughest terrain.***