



Why

- *To carve a new path into future possibilities.*

How

- *Focus selected habits that replace old habits that kept future possibilities from becoming real*
- *Focus on key relationship which depend on a unique process and unique ability to succeed*

What

- *The Sales Cleanse is a hyper-growth process that ramps up business growth with significant acceleration, raising one's game, and increasing the level of impact delivered to key relationships.*

Model 5/5/5/5

The Sales Cleanse Plan

Area 1: Habits

- What (3) habits must you focus/improve to create your sales outcome(s) desired?
- What must you do more of/less of?
- If you made these habits consistent, what could be possible in your personal life?
- What is the one obstacle keeping you from changing these? (Obstacles are the passages you go through to reach success)
- What is required to foster the change?
- What is the one strength among other qualities that most will aid you in creating your outcome(s)
- What is one step that will help this strength go live and become focused?

What will you START, STOP, AND CONTINUE?

START DOING:

STOP DOING:

CONTINUE DOING:

Area 2: Relationships

Who is your ideal client? Think of your two most favorite clients in your career....what traits inspire and motivate you to work with them?

Make a list of clients that are sucking up your time with weaknesses, dread, and tedious work. What will you do with these?

Make a list of clients that are 80-100% matching your ideal criteria. What will you do with these?

Make a list of clients that you could improve into your ideal criteria, they have the potential. What will you do with these?

Area 3: Your Sweet Spot

Why do people do business with you versus a competitor?

What are the supporting elements, the aspects involved in positioning your sweet spot?

What must you delegate to access more time, attention, creativity, and conversations that tap into your sweet spot?

What else could you do to position your sweet spot better?

Area 4: Your Offer

What is the most unique and valuable quality of your unique process?

What do your clients enjoy most about your unique process?

What part of your unique process does your clients' future success depend on for success?

Part activities do you do today that pull you away from and devalue your unique process from shining fully?

What do you want clients to say about their experience with your unique process in creating value for them?

Your 30 days Priorities

1 - What three habits will you focus your attention on doing, in service to the creation of your goals?

2 - What three steps will you take to put you in front of relationships that depend on your sweet spot, unique process, and best work?

3 - What three steps will you take to enliven your sweet spot to help your brand become a more defining feature of your business?

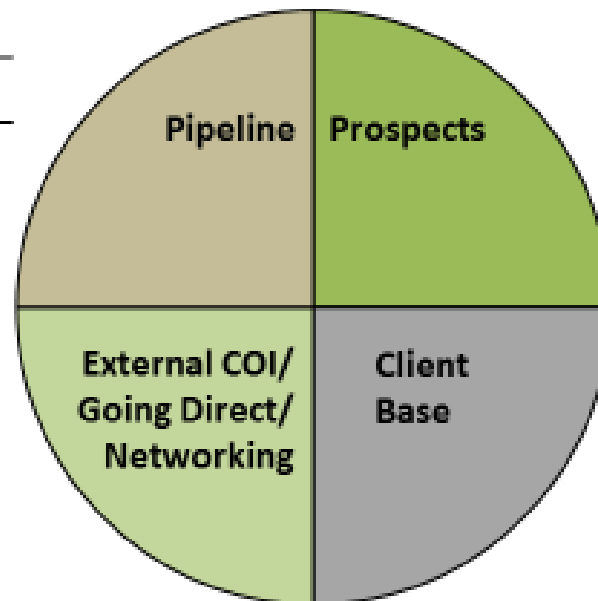
4 - What three steps will you take to strengthen your offer, such that your level of value offered to relationship goes up?

5 - Define how you will ensure you stay accountable to these positive changes, to reach your goals?

Targeting Who to Create Value For Within 30 Days

Your Top 20 Club: List your top 5 organizations/individuals in each category

1. _____
2. _____
3. _____
4. _____
5. _____



1. _____
2. _____
3. _____
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5. _____

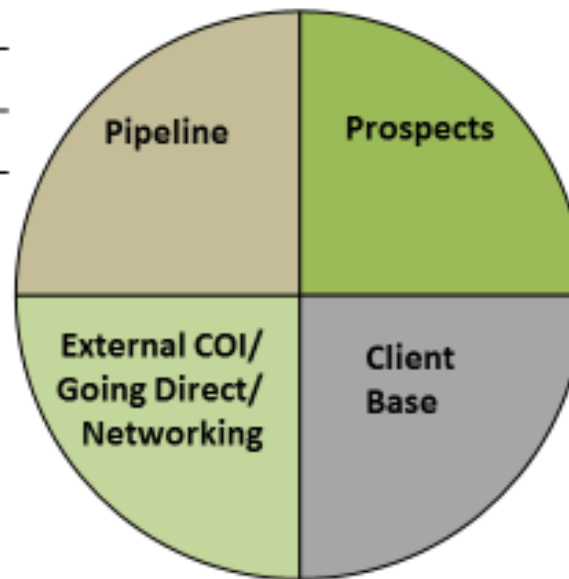
1. _____
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1. _____
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Sales Activity Planner within 30 Days

List your tactics on each corresponding target line—how you're going to convert the relationship into business opportunities? Start by choosing your desired outcome from the relationship, then next steps to make it happen...

1. _____
2. _____
3. _____
4. _____
5. _____



1. _____
2. _____
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1. _____
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1. _____
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The 30 Day Sales Cleanse