

Having a Plan and Executing Your Plan

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Top producers have a plan. They approach each day with a systematic methodology that produces Winners! They have a 4-D Plan: the DRIVE and DESIRE to win, and the DISCIPLINE to DELIVER. They are motivated by daily goals and have the **DO-IT-NOW!** Attitude which produces **\$UCCE\$\$**. Discipline is the basic set of tools required to solve life's problems. Even sales problems. Without discipline, we can solve nothing. Discipline is the bridge we cross from the "dream world" to reality. You must have the discipline every day that fosters business development.

To get the gold, systems must be sold! Being successful in the alarm industry is not a matter of luck. The people you see earning the big bucks are not doing it because of luck. **LUCK IS PREPARATION MEETING OPPORTUNITY.** To become the winner you want to be and to make the income to support the lifestyle you wish for you and your family, you must have an action plan to take advantage of the opportunities. You've got to plan your work in an organized manner, then work your plan DAILY with a dedicated commitment that will take you to your goals.



When you look at the potential of the security sales profession, how can you not get excited about the opportunities in this business? There are over 145 million homes in the United States, and most do not have a monitored alarm system. Plus, only 1 in 7 firms have an alarm system. Additionally, this is one of the only industries where everyone is a prospect. Everyone needs it. Almost every alarm company puts a sign and decals in the property's windows to identify the competition! Think about that. Add to this the new housing starts. And there's a fortune to be made in serving the residential and commercial marketplace. Plus, there are hundreds of thousands of small businesses in America today. If you live or work in the U.S., it is easy to see if you require security services and products. Isn't that fantastic? Can you name another industry with such potential?

Now at this point, you are probably asking, "How do I become a successful residential or commercial sales consultant to reach – and serve – such an incredible potential marketplace?"

SALES TRAINING NOTES

To be a sales winner today requires a commitment to knowing your product, using proper sales techniques, having a positive attitude, being dedicated to prospecting, perfect practice, practice, and more practice, and making productive use of your time.

The equipment and products that you will sell are only one side of the equation for customer satisfaction and success. The other side is you, the security salesperson who must provide the professional competence that comes from learning and practicing the science of salesmanship to complete the SELLING CYCLE.

To be a winner, you are allowed to become:

- A person who **PLANS TO WIN**
- A person who **PREPARES TO WIN** (and then)
- You have every right to **EXPECT TO WIN!**

And That's Why You Are In This Business, Isn't It?

My sales program is built on a philosophy, simple as it sounds, which has spelled success for many security salespeople just like you. That philosophy is simply "taking control" of your market-area. My sales training program, featuring the nine proven steps of the "sales cycle," will show you how sales professionals find, approach, and sell their prospects. The cycle is designed to take your prospect through the logical and systematic process through which they arrive at the positive conclusion you want – **they buy your system as the solution to their need, then provide you with your next prospect.**

But You Have to Develop Good Habits!

Accepting a lower level of competence in my work than I can achieve will cost me an enormous amount of money. This statement can be essential to your sales career. Remember it. Set your goals and commit to continually striving to "stretch" to be the best.

Here is a bit of information that might be of interest to you...

"I am your constant companion. I am your greatest helper or heaviest burden. I will push you onward or drag you down in failure. I am completely at your command. You might as well turn over half the things you do to me, and I will do them quickly and correctly. I am easily managed, but you must be firm with me. Show me exactly how you want it done, and after a few lessons, I will do it automatically. I am the servant of all great people and, alas, of all failures too. Those who are great, I have made great. Those who are failures, I have made failures. I am not a machine, though I work with all a machine's precision plus a person's intelligence. You may run me for profit or ruin; it makes no difference to me. Take me, train me, be firm with me, and I will place the world at your feet. Be easy with me, and I will destroy you. Who am I?"

I am your HABIT.

Your selling habits and income can be whatever you want them to be!

Good luck, happy selling and don't forget to "Get Your Cookie"!

Jack

