

# Ziglar Newsletter

inspiring...true performance



**August, 2007**

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## Zig On...

### Planning

If I were to ask the question, *Would you like to improve your productivity dramatically without working any longer or any harder?* chances are pretty good that you would say, "That would be nice! I'd be more effective and I'd probably get a raise! I might even have more fun in the process."

Question: How many of you, on the night before the day you were going on vacation, sat down and wrote out a list of the things you wanted to be certain to do before you left work the next day? Chances are extremely good that most of you would say you had done that. And most of you would also admit that you managed to complete more than twice the number of tasks you complete on a normal day.

Now think about this for a moment: If planning your job on the day before you go on vacation increases your productivity, doesn't it make sense that if you were to spend a few minutes every day before you start your work day contemplating what is really important and what you really need to accomplish, that you would have the same great results? And the chances are excellent – definitely better than good – that this process will attract favourable attention, probably leading to more job security, perhaps a raise, and maybe even a significant promotion.

The reality is, productivity has a direct bearing on profitability, and all businesses are interested – very much so – in profits. Profitability comes from loyalty, productivity, and having a character base from which to work. So as you ponder this question, I hope you will seriously consider not only planning your schedule as you prepare to go on vacation, but that every day you will spend a few minutes before you go to work planning how you can be more effective that day

It doesn't take long to plan; it does take a lot of time not to plan, because without a plan of action, people will impose on your time with idle chatter and requests that take you away from the task at hand. Not only will you be less effective, but the effectiveness of the people, who take your time for casual chatter, or in some cases gossip, will be greatly reduced and everybody, including management and leadership, will be very unhappy about that.

Chances are good, regardless of the job market, the most productive people with the right attitude are the ones who really have more job security, and in most cases a better income. When you feel good about yourself and your productivity, you probably will also be performing better at home. When there is no job related stress you are more aware of your mate and children, if you are a parent. You will spend more time being better organized so you can

spend more time having that balanced life that all of us are really interested in.

Planning for a balanced life will enable you to deal with the physical, the mental, and the spiritual aspects of your life. It will also enable you to develop more friendships, and stronger, better, more lasting relationships. There are many benefits that go with making the plan a daily part of your life. Time well spent results in more money to spend, more money to save, and more time to vacation. It will allow you to attend more of your children's ball games or school functions as well.

A plan is always successful if the plan is good. And if you've been on the job for any length of time, you can develop a better plan of action so that everyone benefits from it. I'm talking about planning today for tomorrow's future. Think about it. I promise you'll be more productive, happier, healthier, and have a much better chance for increased income when you are secure in who you are, where you are, and what you're doing. I sincerely hope you'll take action immediately to get that plan into your daily life.

To read more from Mr. Ziglar, visit our bookstore.

## **Business**

### **Cold Calling Shocker**

*By Rachel Brady*

Cold Calling Shocker! WHO is Your Best Ally?

By Leslie Buterin

Unbelievable! Turns out the very person sales professionals dread talking to on the phone is not to be dreaded at all.

That's right, the affectionately referred to gatekeeper, bull dog, mean-spirited witch on the other end of the phone ... in polite terms referred to as The Executive Assistant ... is without question your most powerful ally who wants to help you get face time with the executive.

Yep. She is the keeper of the keys to the executive suites. Treat her wrong and she'll keep the door securely closed. Treat her right and you'll be amazed at how quickly you'll get the coveted sales meeting with THE decision maker.

### **As a whole, sales professionals mistreat executive assistants.**

How do I know that? Executive assistants told me so! I asked them pointed questions, and they answered.

I went on the road, visited four cities and interviewed executive assistants. During the interviews, these women candidly revealed the many things sales professionals do wrong during cold calls to executives. Additionally, these powerful women generously gave several important tips as to how to win them over during a cold call.

Warning: The truth hurts, but it will also set you free. You'll want to take a deep breath as you read and process what Assistants say:

"Sales professionals call and are rude, pushy, and treat me as though I don't matter. It's clear that the only person they believe has value is the executive. Fact is, the executive thinks I'm important enough to trust me

with his calendar and to run the business in his absence. Do they think I deserve disrespect?"

"I'd never let sales persons know I was laughing; that would be rude. I represent the office of the executive and do my level-headed best to be respectful at all times. But seriously, you have to laugh. These people call, ask for an appointment, I say 'no' and they call again ... with a disguised voice. Do they think I don't recognize that fact? Please!"

"My first day on the job I told my executive how I handle the daily onslaught of inbound telephone calls from people asking for him. With his approval of my methods I went to the receptionist and told her specifically, how to determine which calls should be sent through, and which calls should be screened out."

### **These phone behaviours tell executive assistants a caller does not belong:**

1. "A caller who talks too fast, making me feel pushed against the wall rather than conversed with."
2. "A sales person who does not announce the bottom line reason for the call and goes to rambling, asking lots of questions to which they should already have answers."
3. "A man or woman who talks as though he or she is a friend of the executive, but I have never heard mention of them."
4. "A pleasant enough person who asks totally, inappropriate questions, such as, 'What's your president's name?'; 'Which of our competitors do you use now?'; 'Are you satisfied with their service?'. I feel embarrassed for a lot of these callers. They don't seem to know how inappropriate they are."

Sure, there are lots more mistakes sales professionals make when they cold call executives, but these are a few to which most can relate!

### **Tips for Building an Alliance**

Executive assistants want to know how to best serve the executive. One way they do this is by identifying callers who potentially have effective solutions for the executive's most pressing business issues.

Although these executive assistants do screen out people who don't belong, the shocking truth is that they are actively searching for people who do belong.

When you call the executive office, be sure to:

1. Converse with the executive assistant rather than talk at her.
2. Speak at a pace that can be easily understood. Avoid the temptation to spew out words at a rapid fire pace in favor of engaging in conversation with the assistant.
3. Develop a statement that, in ten bottom line words or less, conveys the business solution your products/services have to offer the executive.
4. For goodness sake, don't ask lots of questions to which you should already have answers.

Then, before your very eyes, watch as the person heretofore thought of as "public enemy number one" makes a

magnificent transformation from “obstinate gatekeeper” and turns into your strong ally!

For your mini-course “Jealously Guarded Secrets to Cold Calling Company Presidents” visit [www.ColdCallingExecutives.com](http://www.ColdCallingExecutives.com) !

### Ask Zig

We recently gave you a chance to ask Zig a question – and you responded! Here are three questions that were asked, along with Zig’s answer. If you would like to know something else...go to the end of the article and find out how YOU can ask Zig a question!

**Q:** You have served on the Board of the Boy Scouts of America and are aware of the Scout Law. How do you rank these values for business people? – B. Myers

**A:** I would say they are critically important and extraordinarily effective. My father-in-law was a Boy Scout executive; I was a Boy Scout when I was a youngster. Learning the Scout Oath and the Scout Law by attending those meetings and having them shared with me made a huge difference in my life. Scouting teaches character and integrity. It is a very important opportunity for all young boys and girls – Girl Scouts, Boy Scouts. It will make a big difference in a lot of lives.

**Q:** Would any of those values that you received from the Boy Scouts not operate in the business world today? – J. Hellwig

**A:** I can’t think of one that would not operate. As a matter of fact, if you don’t use them in the business world, you’re not going to be in that business or working with that company very long.

**Q:** What skills or attributes would you recommend a young business person learn or adopt, regardless of their chosen career? – S. Hart

**A:** I would say the first thing they need to learn is to always do the right thing in the right way. In other words, build on integrity because with integrity you have nothing to fear because you have nothing to hide. And you take that integrity not only to the workplace, but you take it home, because what happens at home affects what happens on the job and what happens on the job affects what happens at home. I’m speaking about balance in everything you do, no matter where you are.

Do you have a question that you've always wanted to ask Zig? Then you are at the right place! We want to hear what questions YOU would like to ask Mr. Ziglar. "Is Zig your real name?" "What is the most important quality a person should possess?" Whatever you would like to ask him! Click [here](#) to send us your inquiries. We'll pick several to print, along with Zig's replies!

## Words of the month

### Sobriquet

"sobri kay"

#### Noun

1. An unofficial name or nickname, especially a humorous one.

Because he knew a little bit about a lot of things, in our family he earned the sobriquet of Walking Encyclopaedia.

### tyro

("tiro") Noun

1. someone who is beginning to learn something

Even though we were mere tyros, the coach was patient in teaching us the fundamentals.

## What's Happening at Ziglar?

**Sales Training** to drive sales success for all sales people using the TRUST process.

[Read more about the Ziglar Sales System](#)

### SYDNEY

Ziglar Sales System

August

23 - 24

September

19 - 20

### MELBOURNE

Ziglar Sales System

August

27 - 28

September

25 - 26

### BRISBANE

Ziglar Sales System

August

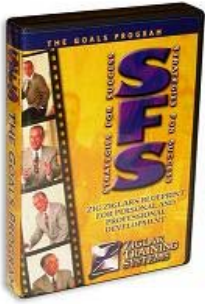
17 & 20

September

21 & 24

## NEWSLETTER SPECIALS!

### The Goals Program



**The Goals Program** is to help you build a balanced life. There's no sense becoming the richest guy or gal in town only to lose your health, or your family, or your values. Build a Goals Program, create a balanced game plan for your life, and you'll become the Difference Maker not only in your life, but the lives of many other people, too!

**Package Details:**

Length: 2 CDs, 2 DVDs and the Performance Planner

Normally \$199.95 – Special offer \$149.95

Note: Only 5 sets available

email [bookshop@ziglar.com.au](mailto:bookshop@ziglar.com.au)

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