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Dear Ray,

You can have everything in life you want if you just help enough other people get what they want.
- Zig Ziglar

Zig On

Moving up in life

It has been accurately stated that when you hire somebody smarter than yourself, you prove you are smarter than they are. We can apply that to all areas of ability. The sales manager should strive diligently to hire sales people who are better at selling than he or she is. That way they can share information and they will both be even more effective. Also, by continuing to learn from each sales person, the manager will stay one step ahead of all of them. Exactly the same thing applies in coaching. A good head coach seeks assistant coaches who know more about their specialty than he does and he learns from them. Ditto for managers in manufacturing, engineering, architecture, etc.

Many years ago Lawrence Welk hired an accordionist named Myron Floren. He was considered the best in his profession. When Mr. Welk told his business manager, he became furious. He felt one accordion in the orchestra was enough. Mr. Welk just smiled and said the hiring was firm. The first night the business manager heard Myron play in the orchestra with Lawrence Welk, he told Mr. Welk that the new accordion player was better than he was. Lawrence Welk smiled and confided, "That's the only kind of musician I hire." That's the best way to get to the top. That also helps explain one of the reasons Mr. Welk and his "Champagne Music" spanned four generations of music lovers. Excellence and the commitment to bring your "customers" the best possible "product" are the predictors of long-term success.

Dave Longaberger's family had been in the basket business for many years before they closed it down in 1965. They manufactured an occasional special request, but the business was dead. One day Dave noticed that the baskets he saw in stores were not up to Longaberger standards. He began to dream of reviving the basket business. His family (all 14 of them) tried to dissuade him, but after a successful test market trial, Dave became committed. Longaberger Baskets was reborn.

Dave had held many jobs and one thing he had learned was that they all required "people skills." He worked hard in his basket business at becoming a people-person and making others feel

important. He obviously succeeded because Longaberger Baskets is a thriving mulit-million dollar business. Not bad for a man with a minimal education, who stutters and has epilepsy.

Dave passed away in 1999 and now his daughter, Tami Longaberger is CEO of the company. He helped make everyone who weaves baskets for his company feel important and each one takes personal pride in "their" baskets. As a matter of fact, Dave's quality control is simplicity itself: Every basket carries the signature of the person who has woven it. When workers have personal pride in their workmanship, what they produce seldom needs to be rejected. Dave figured that if you don't have time to do it right the first time, you won't have time to do it over. Good thinking, but there's even more.

Why was Dave Longaberger so successful? His people say he was honest, independent, a dreamer, approachable, charismatic and sincere in what he did. He earned their respect by asking his employees to evaluate their supervisors, instead of having the supervisors evaluate the employees. Good strategy. So are many of Dave's other ideas, already mentioned. Give 'em a try and I'll SEE YOU AT THE TOP!

Zig Ziglar is a motivator and teacher. He is the author of 26 books and loved by millions of people world wide for his practical wisdom and his gift of hope.

Being Successful

You are what you think about

The above heading has been kicked around for a long time. One enthusiastic young man said he knew it wasn't true because if he was what he thought about, he'd be a girl. There is a great deal of truth in that statement, and it leaves us with the question: What influences our thinking?

I believe that what goes into our minds and the people we associate with influence our thinking. Our thinking influences our actions. Our actions influence our performance. Our performance plays a major role in how successful and happy our future will be.

Have you ever gone to a movie and laughed? Have you ever gone to a movie and cried? Do you really think they put something in the seats that caused you to either laugh or cry? Naturally, you know better. It was what you saw on the screen that made you react with laughter or tears.

The question is, if input can make us laugh or cry, can it also make us helpful or hurtful to others? Two examples say yes. In one episode of "Happy Days," Henry Winkler as "The Fonz" took out a library card. The American Library Association reported that after that show aired, more than 100,000 teenagers across America took out library cards. On an "Oprah" show, The Gap ladies apparel chain had a fashion show featuring their new line of jeans. This was not a paid commercial; it was simply a showing of new fashions. Within seventy-two hours The Gap sold out of those jeans nationwide. In the words of Senator Paul Simon, "If 30 seconds sells soap and 30 seconds sells a car, then 25 minutes of glamorized violence sells violence."

Message: Be careful about what you feed your mind because it's going to affect your actions - which will affect your future. Think

about it, and I'll SEE YOU AT THE TOP!

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Tools for success

Take the opportunity for improvement and continued success! Books are available at [The Ziglar Bookshop]

Management

The book Top Perforamnce

Top Performance:Excellence: You expect it of yourself. You expect it of those around you. So how can you make excellent performance a reality? Maximise your leadership abilities and management skills with Top Performance.

Personal Development

The book See you at the Top by Zig Ziglar

See You at the Top : This revised and updated twenty-fifth anniversary edition stresses the importance of honesty, loyalty, faith, integrity, and strong personal character. See You at the Top emphasises the value of a healthy self-image and shows how to build it. Personal goals are an essential part of any program for success. This important book tells you how to set--and achieve--those goals, and provides step-by-step instructions on how to change the way you think about yourself and your surroundings.

Sales Champions

The book Secrets of Closing the Sale by Zig Ziglar

Secrets Of Closing The Sale:Zig shares tips and techniques from his vast wealth of sales experience. His insights will prove to you over and over why this is the definitive "how to" sales program. This powerful series of timeless sales messages will help you close more sales today as you build a career for tomorrow!

Whether you're a seasoned sales veteran or just now beginning your first sales position, Secrets Of Closing The Sale provides you with practical advice and effective questioning techniques that you can use to transform prospects into clients.

Learn step by step over 100 specific closes and over 700 questions that lead the prospect to the decision table.

For more information about how Ziglar Australia can help you achieve your goals go to the website www.ziglar.com.au or call us at one of our local offices today!

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Sincerely,

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