

Achievement Dynamics Institute's SPEAR Success System™

Keys to Personal Transformation



Organize it – Systemize it – Measure it – Recommit to it!

Stack-it

Identify and Evaluate Needs for Success

PAC it

The Four Cornerstones of Transformation

Evaluate

Make Progress and Make Adjustments

+ "And" +

The Power of Keeping Score

Re-Attack It!

The Decision to Commit and Recommit

Master Prospecting

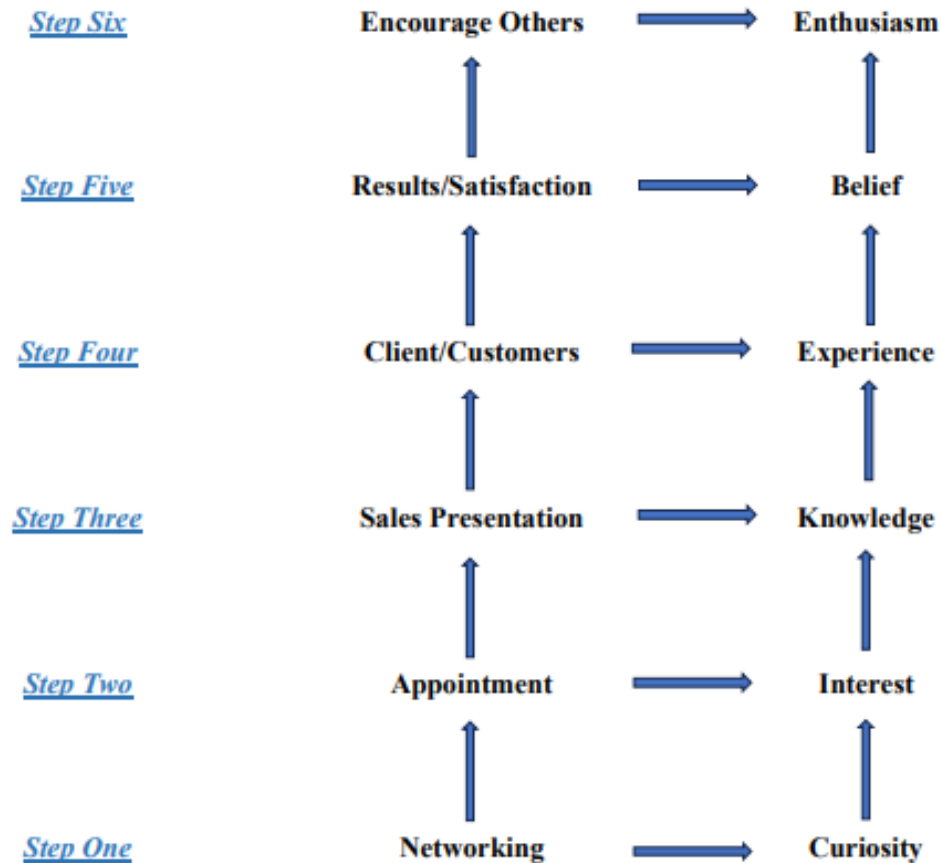
**Your most valuable habits and skillset for Professional Selling.
Become the Goose who lays the Golden Eggs!**

**Professional Selling is Networking a Product or Service
with those who can benefit from their use.**

Becoming a Master Prospector System Building Belief and Enthusiasm!

Achievement
DYNAMICS
INSTITUTE

Building Client Base and Enthusiasm



Develop 5 Curiosity Statements

Stack-it
Identify and Evaluate Needs for Success

Sales Power Lines



Sales Career

Name: _____ Date: _____

Power Line	Importance Level (1-10)	Effectiveness Level (1-10)	Power Gap (1-10)
Focus Area Score			0
Clear Goals & Objectives			0
Positive Perspectives			0
Understands Why People Buy			0
New Lead Development			0
Securing New Appointments			0
Effective Presentation Skills			0
Proficient Product Knowledge			0
Effective Communication Skills			0
Productive Time Management			0
Organized to Win			0
Excellent Customer Service			0
Recommits Daily			0
Focused Diligence			0



Sales Process

Power Line	Importance Level (1-10)	Effectiveness Level (1-10)	Power Gap (1-10)
Focus Area Score			0
Clear Goals & Objectives			0
Positive Perspectives			0
Follows Clear Standards			0
Generates New Leads			0
Sincerity of Purpose			0
Builds Credibility with Prospect			0
Good Qualifying Questions			0
Strong Presentation Abilities			0
Effective Trail Closes			0
Sells Benefits of Product			0
Confident Closing Techniques			0
Professionally Handles Objections			0
Good Customer Follow-up			0



Networking Skill Sets

Power Line	Importance Level (1-10)	Effectiveness Level (1-10)	Power Gap (1-10)
Goals and Objectives			0
Clear Networking			0
Goals and Objectives			0
Powerful Perspectives			0
Positive Expectations			0
Productive Networking Habits			0
Utilize Multiple Pipelines			0
Take time for New Lead Generation			0
Use Progressive Contact Mgmt System			0
Strong Referral Presentation			0
Consistent Daily Activity			0
Timely and Effective Follow-up			0
Referral Hit List			0

Generating New Leads Power Line

*Professional Selling is networking a product or service...
with those who can benefit from its use.*

Name:

Date:

Priority of Importance - Current Effectiveness = Power Gap

Top 10 Prospecting Opportunities

	PI Level	CE Level
1. <u>Cross-Selling Clientele</u>		
2. <u>Acquiring Referrals</u>		
3. <u>Networking Events</u>		
4. <u>Centers of Influence</u>		
5. <u>Social Media Connections</u>		
6. <u>On-the-Spot Observations</u>		
7. <u>Strategic Alliances</u> <u>Associations / Connecting Business Markets</u>		
8. <u>Tracking Decision Makers</u>		
9. <u>Public Events / Teaching</u>		
10. <u>Cold Canvas</u>		

Identify and Modify Power Gaps Strengthen Weaknesses!

Benefits of Power Lines

- Clarify Infrastructure
- Line-up Priorities
- Inventory Strengths
- Identify Power Gaps
- Synchronize Progress



Master Prospecting Tool Kit



Owning a Powerful Elevator Speech

Mario Pinardo

They say the Kentucky Derby is the most exciting two minutes in sports. You only have one minute or less to deliver a powerful introduction to what you offer the world. It is the single most important minute in your sales career. Within a few sentences you must make an impact. As they say, "There is no second chance in making a first impression".

These are five steps that can make a world of difference...

Step One: Appreciate the importance of a good elevator speech.

Big doors swing on small hinges. You have one minute to introduce yourself to a room full of people. These sixty seconds can be the most powerful tool to develop new business opportunities.

Projecting a lack of confidence shuts down interest in you and your services. If you look rushed or nervous getting your message across - you are dead on arrival. Be calm, cool, and collected. Be prepared. Be relaxed. Be confident. Don't forget to smile!

Step Two: Make it interesting.

Don't be fooled into thinking that a memorized set of sentences that just talk about you and the features of your services is a great presentation. You need to do more than inform people of what's on your business card.

You want to gain their interest. If you bore people the first minute they hear you, why would they want to spend their valuable time listening to you drone on in a sales presentation?

If you only talk about yourself or your services in an elevator speech, you will be taking the elevator by yourself when you leave the networking event. If you want to get the listener's attention you must realize it's not about you, it's about them!

Step Three: Understand that to open doors we need to first open minds.

To open minds you need to create curiosity about how you can help those listening to your one-minute presentation. Mention the ways you help your clients. Brag about the benefits they experience.

You create curiosity and interest in what you do with others you meet, by relating to the benefits they would receive by doing business with you! Interest seeks information. If people have questions or want to speak to you afterward concerning your services, you have successfully stood and delivered the million-dollar elevator speech. You have effectively created interest in you and your business!

Step Four: Remember to stay in the allotted time given for each person in the room to give their presentation.

If you go over your allotted time you will turn off your listeners. Your first sentence should introduce you, your company, and what services you offer. The next two sentences should be enough to share some exciting things that can happen when people trust you with their business.

Know when to stop talking and sit down after you have made your points. Leave your audience wanting to hear more.

Step Five: You're not done yet; there is still more work to do!

Because you were so well prepared with your speech, you can concentrate on what others are saying not just your message.

Actively listen while others introduce themselves. Have a pen and paper in your hand noting each person's name and what they do.

Listen for opportunities to connect.

Who is a good candidate for your service?

Who has a similar client base that may be able to cross pollinate referrals?

Put a star next to the name of those you want to meet. You can go over and introduce yourself at the appropriate time during the meeting. This could be the start of a mutually rewarding friendship!

Power on my friend!

Mario Pinaro

Founder and CEO

Achievement Dynamics Institute

Referral Production!

Referral Presentation Flyer



CCSNJ is a member-driven organization that advocates for economic prosperity by uniting business and community leaders.

For more information contact Lynn Bradley, Director of Membership at lbradley@chambersnj.com

Benefits of Membership

- Form Key Business Relationships
- 130+ Events per Year
- Access Valuable Information & Resources
- Marketing Opportunities
- Connect with Government Officials & Decision Makers
- Promote Member-to-Member Business
- Build Your Business Visibility & Credibility
- Association Plan for Employee Dental Benefits

Good Referrals

- | | |
|---------------------------------|------------------------------------|
| • Entrepreneurs | • Family-owned Businesses |
| • Business Owners | • Government Affairs Professionals |
| • Business Development Reps | • Businesses Looking to Grow |
| • Nonprofit Organizations | • Young Professionals |
| • Human Resources Professionals | • Marketing Professionals |
| • DEIB Focused Organizations | • New Businesses/Start-ups |



Tracking Down Decision Makers for Large Companies

Getting past the Gate Keeper?

Ask for a department to find a warm transfer.

Sales Department is your best chance for a possible contact.

You can also try Customer Service, Accounting, etc...

When you get a live person on the phone:

Can you please tell me who is the person responsible for researching for the company?

Reaching Contact:

Introduce yourself. I was advised you are the person who is responsible for researching ... for the company. Is that correct?

If no...I'm sorry to bother you, then who would that person be please?

If yes... I'd like to request the courtesy of your time to research what we have to offer in that area. I believe it could be of value to your company. (Stop talking, wait for their response.)

If they know who but are responsible for screening calls. I appreciated that. I wouldn't want you to step out of that purpose. My purpose is to network our services with those who can benefit from their use. I believe it could be of value to your company. Would you be willing to help me to get my information into the right hands?

Try to turn this person into the messenger.

Try to get their email and the email of the decision maker.

Procedure Assessment Checklist



Achievement Dynamics Institute

Tips for Successful Networking Events

1. **Personal nametag ready to go.**
2. **Have plenty of business cards in your possession.**
3. **Resource table materials or a flyer with a stand-up holder**
4. **Arrive early, (this will help you mentally own the event)**
5. **Expect to have a successful event, (event + perspective = reality)**
6. **Know your purpose, (be careful not to lose focus).**
7. **Mentally be prepared to be proactive in meeting people.**
8. **Be sincere, relaxed and don't forget to smile.**
9. **Be helpful to others, (introduce people, help folks feel comfortable)**
10. **Keep an eye out for loners, (they may have temperament challenges)**
11. **Continue to bounce a bit during the "meet and greet" period.**
12. **Be sincerely interested in what others say (actively listen)**
13. **When it's time, sit where there is the least number of familiar faces.**
14. **Have curiosity and power statements ready to go.**
15. **Don't talk too much about yourself, your products, or your service.**
16. **Stay focused on your mission.**
17. **Enjoy the process and don't forget to have fun!**
18. **Organize your new leads and send a warm follow-up within 24 hours.**
19. **Sort into CRM and follow-up appropriately for each classification.**
20. **Reload your networking materials. Cards, Flyers, Name Tag, etc...**

Possible checks - 20

Actual checks achieved at this event _____ Recommit to checklist for next event.

Event _____ Today's Date _____

PAC it
The Four Cornerstones of Transformation

Perpetual Action Cycles



Weekly Design

Name: _____ Date: April 1st 20XX

Perpetual Action Cycles

TASK	MON.	TUE.	WED.	THU.	FRI.	SAT.	SUN.	TOTAL/GOAL
Referral Presentations	2	1		4	1			8 <i>I</i> 10
Networking Events		1			1			2 <i>I</i> 2
Cross-Selling Contact	3			1				4 <i>I</i> 5
New Appointments	2	2		1	1			6 <i>I</i> 5
Follow-up Contacts	3	2			2			7 <i>I</i> 5
Center of Influence Contact			1					1 <i>I</i> 2

Progressive Action Checklist

Progressive Action Checklist	Completed
1. Develop Referral Presentation Flyer	<input type="checkbox"/>
2. Center of Influence Checklist	<input type="checkbox"/>
3. Send out Johnson Proposal	<input type="checkbox"/>
4. Send out Becker Proposal	<input type="checkbox"/>
5. Make lunch appointment with Jack Hayes	<input type="checkbox"/>
6. Setup virtual meeting with Jim Ryan	<input type="checkbox"/>
-	<input type="checkbox"/>

Evaluate
Make Progress and Make Adjustments

Weekly Power Circuit

Tactical Accountability

Tactical Accountability – Become a Master Problem Solver

1. What results were achieved?
2. What progress was made?
3. What action is working?
4. Are there missed assignments that need to be addressed?
5. What are the possible obstacles to completing the assignment?
6. What do I need to PAC for a successful completion next time?
7. Are there new perspectives or affirmations that need to be generated?
8. Update Progressive, Perpetual and Performance Action Steps where needed.
9. Recommit and Take Action. *Your Life is Worth It!*



Obstacles to Execution

Procrastination – The pit where opportunity is buried.

Blind Spots – Not being aware of additional opportunities that may be available.

Comfort Zones – More motivated by pleasing methods rather than pleasing results.

Not a Real Priority – The personal goals and objectives you have chosen are not as important to you as you make them out to be.

Not Organized Effectively – Slowed down by confusion and bottlenecks.

Value Conflict – Action steps are out of sync with your values.

Time Management Conflicts – Spending disproportionate amount of time in lower pay-off activities.

Weak Perspectives – Have not emotionally accepted and embraced the activities that need to be done.

Training Needs – Uncertain of the best course of action needed to execute objectives.

Fear of Failure – Afraid of a setback or mistake that will be the end of your opportunity.

Accountability – Unwilling to be held accountable for your most important personal action items.

Lack of Confidence/ Fear of Rejection – Lack the courage to act for fear of making a mistake or rejection.

Lack of Commitment – Unwilling to do what you need to do to take care of business.

Empowerment Workshops

Sharpen Personal Effectiveness

Creative Collaboration

The ability to collaborate – changes how we think. What we do together – changes how we live!

The Power of Crystallized Thinking

As we crystallize our thoughts, it challenges us to draw upon our lifetime of education, training, and experience. It sets new standards and creates the best outcomes in our life.

Assessments for Success

These evaluations assist in pinpointing the strengths and weaknesses tied to our life goals and objectives. The most direct path to experiencing breakthroughs to our success lies in converting weaknesses into strengths. Within every weakness lies hidden advantages. By addressing our weaknesses, we reveal sometimes obvious and often hidden potential within our lives.

Building Confidence – With a Strong Self-Concept

It's been said that success is an inside job. A clear and strong self-concept is one of our most valuable assets. This awareness enables us to identify important components for life's decision making. Discover how to strengthen the three levels of your self-concept that supports everything we say and do and enables us to boost confidence and self-esteem; clarifying personal identity to enhance self-awareness.

What Motivates You?

To motivate means to provide with, or affect as, a motive or motives; to incite or impel. Learn the different styles of motivation and how and when to apply them to your goals. *Motivation is inspiration; training is information; and empowerment is transformation.*

Applied Imagination – Developing Our Greatest Asset

Imagination is mankind's greatest asset. To think creatively is to think intelligently! We need to make a conscious effort to create and capture opportunities in our life. Creative problem-solving keeps moving us forward, bringing our dreams and goals into reality. Become a Master Problem Solver and think it through to completion.

Mental Conditioning – Applying Affirmations and Visualizations

Mental Conditioning – Subconscious Programming – Deep Thinking! The greatest computer is the human mind! Knowing how to proactively encode the database that controls our thoughts and emotions is essential to our success and happiness. It is our most powerful asset, or it can be our worst enemy! You get to choose and control its programming and results. This workshop teaches how to change patterns of thought to complement the direction of our goals.

Turbo-Charging Sales Series

Expanding Your New Business Funnel

- Turbo-Charging Business Leads

- Engaging the Law of Attraction
- Multiplying Business Referrals
- Networking a Room Effectively
- Tracking the Decision Maker

[The Power of Decisions – Energy of Commitments](#)

Positive and timely decisions keep us moving in the right direction. Commitments make sure we get where we want to go! Increase your decision-making power and sharpen the spear of commitment to break through the success barriers on your way to your life achievements.

[Conquering Adversity – Strengthen Your Bounce-Back-Ability](#)

Courage isn't the absence of fear, it's the conquest of it! Learn strategies to strengthen your Adversity IQ and your ability to step out of your comfort zone, to be all you are being called to be!

[Kick Procrastination – Do it!](#)

It's been well recognized that procrastination is the pit where opportunity is buried. This workshop is your gateway to decisive action. Learn the causes and cures of procrastination to reduce stress and capture opportunity!

[Get Organized to Win – Keep it Rolling in the Right Direction](#)

Becoming and staying organized is the fastest way to reduce stress, build momentum and maximize productivity. Functioning systems allow us to do more with our personal resources, removing bottlenecks and keeping everything flowing in the right direction.

Streamline your success by organizing your world mentally and physically. Stop wasting time looking for the things you need enabling you to get things done with the least amount of stress and frustration.

[Manage Your Time Effectively – Use it or Lose it!](#)

Time is a shrinking commodity that cannot be replenished. Our only option is to manage it effectively before it's lost forever. Discover how to custom design and execute high payoff activity that is most relevant to your success. Develop habits that will maximize your use of time and make the most of every day.

[The Art of Creative Listening](#)

Being a good communicator is a teachable and learnable skillset that adds knowledge, feelings and interest to our personal and professional relationships. It's the key to adding friends in our social relationships and business network in our professional world.

[Developing an Assertiveness Skillset and Communication Style](#)

Learn how to communicate your needs in a confident and respectful style. Building your self-confidence and while valuing others and their feelings.

[Moving Through Personal Change and Transition](#)

The dictionary defines *transition* as the passing from one condition, place, or activity to another. It is a much more complex and time-consuming process than change. A transition can be a proactive or reactive experience. In a proactive transition, you are the one calling the

shots. You recognized or created an opportunity for positive change and positioned yourselves to make the move.

In contrast, those in a reactive transition feel more like victims than victors. This type of transition can be devastating or even immobilizing, depending on how unexpected the transition. Learn the best ways to handle transitions to land on your feet and gain positive traction quickly as possible.

Stress for Success – Stress to Achieve Your Best

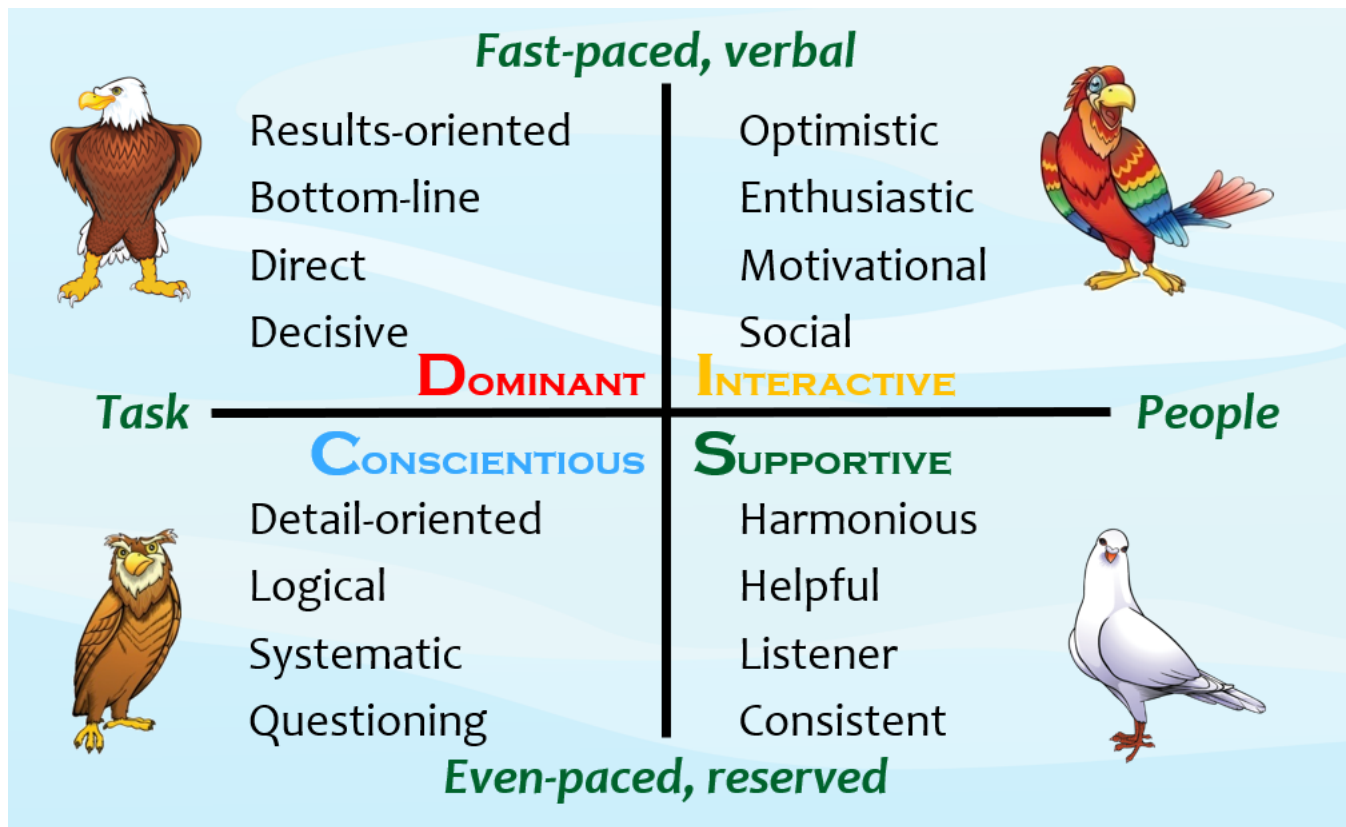
Stress can steal your happiness and affect your health. Learn how to reduce the negative stress and channel the positive stress into energy and concentration needed to generate constructive outcomes.

Reaching Your Humor Potential

A well-timed infusion of comedy can break the tension in a family or business crisis, defuse an ugly scene, or get people going again. It can also be a powerful professional tool.

Built to Fly with Personality EQ – Which Bird Are You?

Are you a confident Eagle, an enthusiastic Parrot, an empathetic Dove, or a logical Owl? This workshop and the individual personality profile that accompanies it, will provide the foundation for understanding yourself and others. This fun and interactive session will help increase self-awareness, discover how to interact with others more effectively and open new doors to team dynamics and goal achievement!



Mental Conditioning

Affirmations for Networking Success

Edit and customize the affirmations below to make them your own.

Record these affirmations in your own voice. You can play inspirational background music to add to your experience. These will take about two minutes. Loop it several times if you can, to run for about ten minutes.

Affirmations work best first thing in the morning to set the tone of the day. You can also listen to them several times throughout the day.

While you listen to your recording, visualize successfully meeting the right people.

Enjoy!

Today is a magnificent day and I feel my mood rising.

Today will be a very productive day and wonderful things are about to happen.

Good things are drawn to me. I feel abundant and prosperous.

I am free to replace any of my old programming with abundant thinking.

I network my products and services with those who can benefit from their use.

All is well in my world, and it is only getting better.

I am aligned with the energy of abundance.

I constantly attract opportunities that create more opportunities.

I attract positive energy and positive people.

I prospect effectively on a consistent basis.

I can see people learning about my services and enjoying the benefits.

I find those looking to benefit from my products and services.

I see abundance everywhere.

Money comes to me in expected and unexpected ways.

I send the vibration of kindness wherever go.

Good things always seem to happen to me.

Everything always works out for me, somehow - someday.

Re-Attack It!
The Decision to Commit and Recommit



Weekly Design

Name: _____ Date: April 1st 20XX

Perpetual Action Cycles

TASK	MON.	TUE.	WED.	THU.	FRI.	SAT.	SUN.	TOTAL/GOAL
Referral Presentations								I 10
Networking Events								I 2
Cross-Selling Contact								I 5
New Appointments								I 5
Follow-up Contacts								I 5
Center of Influence Contact								I 2

The Power of Commitment
Commit to Commit and Re-Commit!
It's Transformative!

Transformation is a Team Sport!

- Collaborate with others who have common interests and enthusiasm.
- Super-charge personal creativity and build upon ideas faster.
- Enhance your ability to transform personal perspectives.
- Build new habits and productive routines faster.
- Stay on track with week-to-week strategic support and accountability.
- Increase focus and concentration while expanding problem-solving skills.
- Improve chances for success by developing networks of opportunity!

Our Facebook - “GAIN Success Communities.”

Super-Charge Your Goals

GAIN = Goals – Action – Ideas – Networking

What do you have to GAIN?

- *Renewed Goals*
- *Innovative Ideas*
- *Success Blueprints*
- *Improved Planning*
- *Revived Enthusiasm*
- *Greater Commitments*
- *Positive Power Friends*

The purpose of joining and participating in our GAIN Communities:

- Collaborate with others who have common interests and enthusiasm.
- Super-charge personal creativity and build upon ideas faster.
- Enhance your ability to transform personal perspectives.
- Build new habits and productive routines faster.
- Stay on track with week-to-week strategic support and accountability.
- Increase focus and concentration while expanding problem-solving skills.
- Improve chances for success by developing networks of opportunity!

Our Kick-off Communities

- Turbo-Charging Business Leads
- Youth Empowerment / Family Empowerment
- Health and Fitness

**Our Mission is to create a
Worldwide Power Grid of Communities**

- ✓ **Goals**
- ✓ **Action**
- ✓ **Ideas**
- ✓ **Networking!**

Master Prospecting Success Checklist

Name _____

Week of _____

Create Your Prospecting Tool Kit

- Referral Presentation Flyer
- Memorized Elevator Speech
- 5 memorized Curiosity Statements
- Memorize Tracking the Decision Maker Approach

Weekly Power Circuits

Measure Progress, Habits and Skillsets

- Networking a Room Checklist
- # Referral Presentations
- # Cross Selling Clientele
- # Networking Opportunities
- # Progressive Checklist

Power Partners

Participate in Achievement Dynamic's Gain Success Community

- Tactical Accountability
- Empowerment Workshops

Mental Conditioning

- Perspectives for Success
- Attitudes and Affirmations
- Continually Commit and Re-Commit