**CTS Live Training Notes**

**August 9th, 2016**

* Now let’s get to our Main Presentation, “*The Art Of Being The Best.*” As we mentioned in the Overview of this Webinar, this topic has been on my mind for quite a while, and there’s a good reason for that. I’ve long been fascinated with Peak Performance, and just what it is that separates the very best in their field from the rest of the pack. And it’s not that most of the elite performers are any smarter than anyone else, they’re not always the most educated, and their environment or circumstances very often has little impact on their success as well. It really comes down to some fundamental qualities and disciplines that all of the top producers develop and practice, and that’s what we’ll review with you here this evening. So take lots of notes during this session.
* Let me begin by briefly sharing my story with you, and I promise this is the “condensed” version. I’ve spent my entire adult life in and around the Direct Sales industry, and I’ve been very fortunate to have experienced a lot of success over the years. But for many of those years, I never really reached what I felt I was truly “capable” of achieving. No matter how much success I had, and I had plenty of “failures” mixed in there as well, I always felt I had the ability to do more, to achieve more, and to become more. I just needed to figure out “how” to take that “next step.”
* That’s when I began reading about and studying the lives of the individuals that were the very best in their fields. Business people, entrepreneurs, athletes, authors, musicians, philanthropists, basically people from all walks of life. I studied how they achieved and maintained their success when so many around them failed. These were the top people in their fields, and I studied the qualities that these successful individuals developed and honed that kept them at the very top. And it was during those years of studying and researching that I discovered something that opened the door for me.
* As it turns out, the vast majority, if not **ALL** of the top achievers in **EVERY** field of endeavor have a lot of traits in common. They all subscribe to similar philosophies, they developed common qualities and disciplines that they practice, and they all share similar work ethics. And as we all know, the surest path to success is to find someone that is achieving the result we want and simply do what that person does. Well that sounds pretty easy. But it’s not. Why not?
* Because of the old adage, “*You have to “give up” to “go up*,” and the sad reality is that this is something that most people quite simply aren’t prepared to do. And I think about being at a professional tennis tournament a week or so ago as a prime example, when I was watching the number one male player in the world, Novak Djokovic, pretty handily dismantle the rest of the top players. It was really something to watch, as this superb athlete dominated player after player, and was nothing short of brilliant throughout the tournament. Some of the shots he made were absolutely incredible, and despite being tested by the very best opposition in the world of men’s tennis, there was never any real doubt that he would win. It was truly a remarkable performance. But what has been the “price” of Novak’s success?
* Simply put, Novak has dedicated his entire life to tennis. He’s been on a court for 5 or more hours a day since he was 6 years old (he actually began playing at the age of 4). He’s now 29. And that doesn’t count the endless hours of physical training he puts in every day. I recall him sharing a story where he was speaking with one of his coaches earlier in his career and he mentioned he had eaten a piece of chocolate cake at his birthday celebration the previous day. His coach barked at him, “*If you want to be number one in the world, you can* ***NEVER*** *eat chocolate cake*!” That’s the kind of sacrifice professional athletes have to consistently make to get to the top.
* One of the most influential sports figures in my life was the legendary football coach Vince Lombardi, who coached those great Green Bay Packer teams back in the 60’s, and who won the first two Super Bowls ever played. Vince was one of history’s greatest motivators, and his legacy was cemented by his unparalleled ability to get the very best out of his players. Many previously “mediocre” football players that came to the Packers in those years consistently overachieved under Vince, and the ones that possessed latent talents became superstars under his tutelage. He has long been one of my strongest role models.
* In 1970, Vince delivered his now famous “*What It Takes To Be Number One*” speech to a corporate audience, shortly before he was inducted into the Pro Football Hall of Fame. This speech stands today as one of the most inspirational talks on human excellence that has ever been given. I have a copy of that speech framed in my office, and I’ve often referred to that content whenever I need a bit of inspiration.
* His son, Vince Lombardi Jr. wrote a great book taking the essence of that speech and identifying several qualities that are essential for anyone to develop if they intend on becoming the best in any field. Tonight, we’ll be identifying some of those qualities and how any one of you can turn yourself into the very best version of “**YOU**” that you are capable of becoming.
* But one very big word of caution here that I want each of you to think about. I suggest that many of you have absolutely no idea of what you are truly capable of becoming. Now that may be surprising to many of you, but it shouldn’t be. One of our most common shortcomings is that we simply don’t recognize that we each have greatness within us, and if we willingly tap into that greatness and nurture it’s growth, we’ll be astonished at what we’re actually capable of achieving.
* Thomas Edison once said, "*If we did all the things we are capable of doing, we would literally astound ourselves*." And one of my favorites comes from another of my strongest mentors, Mary Kay Ash. Mary stated, “*Aerodynamically a bumblebee shouldn't be able to fly, but the bumblebee doesn't know that so it goes on flying anyway*.” And of course one that I think about all the time is, “*You have to think anyway, so you might as well think big*.” All of these thoughts come down to one thing, don’t sell yourself short. The inescapable conclusion is that each and every one of you is capable of achieving much more than you think you are.
* The very first quality that all of the “very best” seem to share is Commitment. Let’s take a close look at that one.
* The most important aspect of commitment is understanding that winning isn’t a “once in a while” thing, it’s an “all the time” thing. Vince constantly told his players, “*You don’t do things right once in a while, you do them right all the time*. Total commitment means 100% effort 100% of the time. Not just when you feel like it, not just when it’s convenient to you, but 100% of the time.
* When we make a commitment, in essence, we’re making a decision to do something. The Latin root for the word decision means to “cut away from,” as an incision during surgery. So when we commit to something, in essence we’re “cutting away” all our other options, all our other possibilities. When we commit to something, we cut away all the excuses, all the rationalizations, and all the negative beliefs we may have.
* Leaders make commitment a clear priority, leaving no room for misunderstanding. When Vince arrived in Green Bay to coach a woeful Packers team, he found very few Pro Bowl players. But there was one such player, a wide receiver with considerable talent. But Vince sensed early on that this players’ commitment level was sadly lacking, and it appeared that no amount of coaching was about to change that. Before the Packers took the field for their first game, that player had already been traded to another team. The message to the team was clear. If you were going to play for the Green Bay Packers, you would do so with a high level of commitment. No exceptions.
* In fact, one of Vince’s famous quotes was, “*The quality of a person’s life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor*.” I have never met a top achiever that didn’t share that philosophy, or that didn’t have an unwavering commitment to being the best they could be all the time. It simply is an indispensable quality.
* And for us at CTS, each and every one of us needs to be totally committed to our process. Now this can be a little difficult when you’re new. But here’s the secret. Always be committed to the process, **WITHOUT** being emotionally attached to your results. That allows you to continue to build your process in the beginning when the results aren’t coming as you expected. Remember, the more time you put into learning the most effective ways to approach new prospects, to get them to visit your site, to follow-up and get them to a Q&A and then move them forward, the more CASH you’ll receive. In the beginning, just remember that if you consistently get better at that, and if you’re speaking with enough prospects, the “Law of Averages” will come through for you every time, and the results will eventually come. But in the interim, focus on the **PROCESS**, not the results. That’s a key distinction.
* The next quality on the list that all of the top achievers possess, and this is really more of a skill, is that they all are excellent goal setters.
* In the immortal words of one of my greatest mentors Zig Ziglar, “*You Gotta Have Goals*.” I can honestly say I have never in my lifetime met a top achiever that didn’t have a process or system for setting and attaining goals. It’s a fundamental building block of success, and you literally can’t get to the top without developing this critical skill. Let’s take a look at some of the reasons why this is so important to the success puzzle.
* The first thing to note is that goals give you direction. Without pre-determined goals you’re like a ship without a rudder. You flail around unable to set yourself in the desired direction. It’s been said many times that it’s impossible to hit a target that isn’t there, and that’s absolutely true. But here’s another thought for you. How can you possibly hit a target that you don’t even have? The simple answer is, you can’t. The only way you can consistently achieve positive outcomes in your life is to list those outcomes as goals, create a plan of action for accomplishing those goals and then implement that action plan. That’s what’s worked for centuries, and it still works today. I’m reminded of a great quote by Henry David Thoreau who said,“*In the long run men hit only what they aim at*.”
* Without goals, you have no way of prioritizing your tasks. It’s been said many times that most people “major in minor things,” and boy is that ever true. Many of us run around being “busy” with trivial stuff that will never contribute to our success. And all the while we think that we’re engaged in productive work. Setting goals and monitoring your progress towards those goals completely eliminates this problem, as it allows us to clearly identify what we should be spending our irreplaceable time on. This sentiment was expressed brilliantly by Bill Copeland when he said, “*The trouble with not having a goal is that you can spend your life running up and down the field and never score.*”
* The other huge benefit of setting goals is that they give you the resolve to hang in there and overcome obstacles that are certain to come your way. When you have set a goal that is meaningful and important to you, and you devise a plan to achieve it, this creates a resolve in you to see it through to completion. And that resolve is what enables you to keep on course despite setbacks and pitfalls along the way. People without firm goals tend to give up on projects the moment they run into difficulties. But those of us that are fuelled by the burning desire important goals have created, have little difficulty forging on to attain the success we deserve. It’s almost like having a protective shield around us that prevents those obstacles from impeding our progress. At least it seems that way. And this thought was wonderfully expressed by B.C. Forbes, founder of Forbes Magazine, when he said, “*It is when things go hardest, when life becomes most trying, that there is greatest need for having a fixed goal*."
* And of course, we have provided you with a great Training Module on how to set and achieve any goal in the CTS Training Center. You can find that module under the “Self Improvement” tab. Just click on the “Goal Setting” link for access. I would highly recommend that each of you make a commitment and a plan to review that training starting tomorrow. If you’ve already been through it and you’re still not setting goals regularly, I recommend a review is in order. It’s one of the most positive actions you can take, and the time to take that action is now!
* Our next quality is something something that is “near and dear” to my heart, and that is discipline. The reason I say that, is that it seems it took me forever to really understand how important developing this quality was, but once I did I became “hooked” on the benefits.
* First, here’s my definition of Self-Discipline. It’s the ability to do the stuff that needs to be done, **WHEN** it needs to be done, whether you feel like it or not. Those last few words provide the all-important key, “whether you **FEEL** like it or not.” Anyone can do the stuff that’s fun, the stuff that’s easy, **WHEN** they feel like doing it. It’s quite another matter to do the hard stuff, like consistently calling prospects, when you just don’t feel like subjecting yourself to more rejection. That really takes discipline.
* But here’s the good news. Self-Discipline is just like a muscle in your body. When you exercise it, it grows and gets stronger. That’s how the top achievers in life develop that “will of iron” to always make the productive choices. They’ve spent years “exercising” that self-discipline muscle, slowly at first, then gradually more and more, until finally, doing the right thing at the right time is just an automatic reaction now. So how do you begin this process? Well, it’s actually a lot easier than you might think. And that’s probably one of the reasons so few people don’t discipline themselves; they think it’s so hard. But it’s really just like anything else.
* Even the most difficult tasks become surprisingly simple and even easy to accomplish when they’re broken down into small, digestible “chunks,” and they’re tackled one at a time until all of a sudden, the goal is attained. It’s really remarkable how effective this process is, and this is the process I suggest that you use. Just identify clearly the task you want to accomplish, break it down into a number of small, manageable tasks, and don’t start a new task until you’ve finished the previous one. This is a remarkably simple strategy, but it’s an unbelievably powerful way to get you “exercising” that “self-discipline” muscle.
* The reality is that developing Self-Discipline isn’t done by making a few **HUGE** decisions and changes. It’s accomplished by **CONSISTENTLY** making several very **SMALL** decisions and changes, that will lead you to more productive behavior, and help you eliminate lots of that destructive behavior. Remember, a small drip of water, over time, can wear away a stone. That’s the principle that makes this work.
* Once you begin executing this strategy, you’ll be amazed at just how simple this is. But **EVERY** day you’ll be making your self-discipline stronger and stronger. It’s not about doing **HUGE** **THINGS** each day, it’s about doing a lot of positive **LITTLE** things that develops your self-discipline. And that’s really the same with success in anything. It’s those small, daily disciplines repeated over time that produce consistent, outstanding results. The more of these small, productive choices you make, the more automatic they become, and you’ll actually begin to **LOOK** for ways to make yourself better at lots of things. That’s when you **KNOW** you’ve become a self-disciplined achiever, and you’ll be headed for the top.
* The next quality that is indispensable to being the “best” is the quality of Excellence, and this is another of my favorites.
* The basic definition of Excellence is, “*The quality of being outstanding*,” which is something that every top achiever strives for. For many years I’ve taught a formula for achieving excellence, and I’d like to share that with you here. Back in a previous life, or so it seems, when I was running around North America doing Success Boot Camps, I would put this formula on a whiteboard and offer any student a $100 dollar bill if they could tell me what it meant. I never once had to part with my $100. Here’s the formula.
* E+E=E. Let’s take a closer look and see exactly what that means.
* The first E stands for Efficiency. Efficiency is doing things right, and that means doing them right 100% of the time. No shortcuts, no exceptions. The quality of ones work invariably will come down to their commitment to doing things right. This is why handmade items produced by craftsmen always cost more and last longer than mass-produced items. People that care about quality invariably take the time to do things right.
* The second E stands for Effectiveness, which is doing the right things. You can do things right until the cows come home, but if you’re doing the **WRONG** things correctly, you simply won’t accomplish very much. At least, you won’t be very productive.
* And it’s only when you **COMBINE** Efficiency with Effectiveness that you can create **Excellence**, which is the 3rd E. So there is the magic formula, Do the right things right, and do that 100% of the time, and you’re destined for the top of the heap in anything. No-one ever achieved greatness striving for mediocrity, it’s always striving for Excellence in everything you do that produces great achievements.
* Our next key quality that every person that’s at the top of their field possesses is that they all have developed productive habits.
* Habits are those actions that we engage in without a lot of conscious thought. A habit is something you do so often it becomes automatic; it’s behavior you keep repeating. Successful people have productive habits - unsuccessful people don’t! If you persist at developing a **NEW** behavior, eventually, **IT** becomes automatic - a new habit. If you want to distance yourself from the masses and enjoy a unique lifestyle, you need to absolutely understand that your habits will determine your future success.
* The habits you develop from **THIS DAY FORWARD** will ultimately determine your future productivity. Negative habits produce negative results. Positive habits produce positive results. However, you can turn negative results into positive results simply by changing your habits **NOW!**
* Typically, habitual behavior can be changed in about 21 days. Once you have been repeating a behavior for 21 consecutive days it now becomes a new habit. However, you need to think about how long you’ve owned your bad habits, because if you’ve had some of them for 20 or 30 years, don’t expect to easily change them in a short period of time. To illustrate the power you now hold, just think if you changed only **FOUR** habits a year, starting today. Five years from now, you would have **TWENTY** productive new habits. Let me ask you a question. What kind of a difference would twenty productive habits make in your life?
* Not only that, but you would have **ELIMINATED** the negative results of twenty bad habits! All this from simply changing four **BAD** habits a year into four **PRODUCTIVE** habits over a period of 5 years. This is what the very best people do, and it’s what unsuccessful people can’t be bothered doing! Remember, if you keep doing what you’ve always done, you will simply keep on getting more of what you already have!
* The first step in beginning the change process it to identify the negative habitual behavior you have developed over the years. Until you clearly understand what’s holding you back, it’s difficult to develop more productive habits. Also, understand that the people you hang out with have a strong influence on what you do. Remember, you will always receive either positive or negative results from your actions, and the key is to simply **REPLACE** the actions that are producing negative results, with actions that will produce **POSITIVE** results for you. Let’s take a look at a proven 3-step formula to help you to effectively implement this process.
* In **Step 1**, you identify the habit that is holding you back, along with the consequences of that habit if you keep repeating the behavior. Be specific. For example, if you simply aren’t prospecting enough, detail **WHY** you think you aren’t. What is it that is causing you to habitually avoid prospecting? What will happen if you continue this behavior? Write all of that down.
* In **Step 2**, clearly define your successful **NEW** habit, which is usually the opposite of step 1. For instance, if in step 1 your bad habit was not prospecting, in step 2 your new habit would be to commit to continually prospecting through calling lead lists (or whatever your choice may be) for two hours at a time three days a week. Everything you do now must support that commitment. Which means you must actually block the days and times in your planner for making calls a week ahead of time. And make sure you write out the **BENEFITS** that this new habit will have for you. More interested prospects to contact, more CA$H in your pocket, and specify what that additional CA$H will mean to you and your family. And remember, 100% effort, 100% of the time, no exceptions.
* **Step 3** requires you to list **THREE ACTION STEPS** you will take to turn your new habit into a reality. For example, the first Action Step might be to review the appropriate training modules in the CTS Training Center to learn how to call lead lists successfully. The second item might be to order leads to arrive at the proper time. The third action item might be to record your calling days and times in your planner. Then, pick a start date and get going! No excuses, just **DO IT**!
* You now have all the ingredients to change that negative habit of inconsistency to becoming a consistent producer here and attaining the results you seek. You just need to **IMPLEMENT** your plan of action, and in 3 months begin again on changing another Negative habit. Before you know it, you’ll see a **HUGE** difference in your results.
* And here’s something else I suggest each of you do. At the end of each month, candidly review your progress on your new habits to confirm you’re heading in the right direction, and make any changes that may be necessary. This regular self-assessment is what will keep you on track, and help you avoid those pesky “detours” that most of us seem to make when attempting to change our behavior. Remember the old adage, “*What gets monitored gets managed, and what gets managed gets improved*.”
* And another important quality all of the top producers have developed is consistency. Being a tennis player, I can tell you without fear of contradiction that this is a key quality for us all.
* There’s an old saying that even a blind squirrel will find a nut once in a while. What this means is that we all can experience occasional success, even if only by accident. You could simply call the right prospect at the right time and he or she joins by simply looking at your site. That does happen from time to time. But without consistency, you’ll never be able to repeat success often enough to make it worth while, and you’ll never make it to the top.
* The Rio Olympics are in full swing now, and last Saturday was the first full day of competition. Genie Bouchard, a 22-year old Canadian Tennis player gained an upset victory over the 22nd ranked player in the world, American Sloane Stevens, who happens to be one of my favorites. I just love how Sloane plays the game. Her aggressive style is very inspirational to me. Given Genie’s play over the past year or so, this result really was a surprise, but not to her. When asked how she played so well to win the match over the extremely talented American player, Genie replied, “*I’m happy that I was just mentally very focused. I’m really working a lot on being more consistent, to do it match after match after match. That’s what the great ones do*.”
* What an interesting comment, “that’s what the great ones do,” and Genie is right on with that one. That’s a winner (no pun intended). **ALL** the great players are able to consistently duplicate excellence, which is why they’re so hard to beat. That’s what gets them to the top, and that’s what **KEEPS** them at the top. And the same thing applies to all of us. We can get “lucky” once in a while, or we can establish excellence in our process, consistently duplicate that excellence and become financially free.
* That means paying attention to fundamentals all the time, and consistently monitoring the results of our efforts. Why do you think professional athletes practice so much? Just watch a professional golf tournament, and see all of the golfers practicing between rounds and again before they tee off. Tennis players are on the practice courts every day between matches. Football and basketball players practice every day between games. Why? Because you can’t become consistent unless you continually get better at your craft, and you can’t get better without regular practice.
* And this is something we all need to do on a consistent basis if we’re to keep moving forward on the road to the top. For us, that means regular, planned visits to the CTS Training Center. It means taking lots of notes on what we learn, and setting firm plans to act on the knowledge we obtain to ensure that knowledge becomes a permanent part of our process. It means taking specific action with Cash Generating Activities to turn our knowledge into success. And the more consistently we do that, the closer to the top we get.
* OK, that should give everyone some good ideas on how you can begin to work on developing some of these qualities and disciplines that are shared by the best people in their fields.
* And our final quality here that all the Top Achievers in their field seem to excel at is planning, and it’s one each of us needs to master as well.
* There’s an old adage I learned more than 30 years ago that has become one of the “building blocks” of my working life, and that is to “*plan your work and work your plan*.” Planning and action are inseparable, because planning without action is useless, and action without planning is chaos.
* Let’s go back to my mentor Vince and see what he can contribute here. One of Vince’s greatest and best known quotes was, “The will to win is everything,” and that’s something I have always subscribed to. But over the years I’ve added something to that quote. My version finishes with, “*The will to win can be rendered completely useless unless it is accompanied by the will to prepare*.” Remember, those two items, preparation and action, are inseparable. You **MUST** have both.
* The key to proper preparation is to always plan your actions well in advance. The more extensive and consistent your preparation is, the more success you’ll enjoy. But completing the planning process well in advance gives you one **HUGE** advantage. And that is you have time to “tweak” your plans as new ideas come into your mind. For example, I’ll be working on the next Webinars tomorrow morning, so when I finish writing it a few days before the event, I’ll have had about 10 days to rethink and rehash what I’ve said, and I’m bound to come up with lots of things I can add or express more effectively to make this a better experience for you. This kind of “creative thinking” can only be done in a “non-stress” environment, which is why it’s so critical for you to plan everything well ahead of time.
* My planning process is quite simple. I spend 20 minutes or so every night planning the next day, I spend an hour on the weekend planning the next week, I spend a few hours at the end of each month planning the next month, I spend a few hours at the end of each quarter planning the next quarter, and I spend 6 hours or so at the end of each year planning the next year. All of my goals are clearly identified with specific action plans laid out that I actually execute on time. I can honestly say this is one area of my life where I allow absolutely no exceptions. I’ve been doing it this way for 30 years, and I would be absolutely lost without this planning process. It all comes back to that one very simple saying, “*plan your work and work your plan*.”
* But the other vital part of that process is the “timely execution” of the plans you make. This is where a lot of people get stuck. They make lots of plans, but those plans never get put into action. Here’s why I think that happens. When you’re planning, there is no rejection to deal with. It’s pretty safe. But when you take action on those plans, that’s another matter, because you definitely will get lots of rejection. But you also get lots of success and CA$H along with that to enable you to now live the lifestyle you want. Remember, you can’t get to the “Yeses” without hearing lots of “No’s” along the way. And every time someone says “No” to you, you’re one step closer to hearing a “Yes.” If you always keep that thought in the forefront of your mind, you’ll be much more anxious to put those plans into action. One of my favorite quotes on Action comes from David Schwartz. David said, *"Life is too short to waste. Dreams are fulfilled only through action, not through endless planning to take action."* I couldn’t have said it better myself.