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Decide Commit Become

The Power of Your A - Z Fever

This topic of *"A to Z Fever"* is for those of us who are in the business of selling something...that's right selling an item, idea or concept to an individual, a team and or their supporting cast. This is the momentum building block for individuals in sales, sales team leaders, internal sales support personnel, client experience support team, etc. Yes this *mode of energy* has broad applications in everyone's life, professionally and or personally. Have fun...it's contagious!

- The Buy In -

- 1) **It All Starts** with an understanding of the successful sales person. Simple question; Do you believe they are *excited about* passionately sharing their stories / products with prospects, clients or customers when the right time presents itself? **Yes!**
- 2) **Headline..."Excitement Breaks Barriers!"** Have you ever met anyone who was really excited about getting something accomplished but thought there were barriers or obstacles? **No way!** You know it...when you are purely excited to do something, you go and get it done without ever thinking of reasons why not to. *Ahh, remember those fabulous days?* Why not get into the same zone again?
- 3) **85% Attitude + 10% Planning + 5% Effort = Success!** The truth is, the higher the attitude the higher the altitude. Your attitude is dictated by the level of belief in what you have to offer and how you offer it. Then plan your directional delivery...*That's the A - Z plan below.* Now use your effort to deliver the story / product to A - Z. BTW...Effort is for free!

- The Planning -

- 1) **Develop Your Top Storyboard**
Craft your unforgettable product storyboard...5 bullet points at most, so it is repeatable in the audiences' minds. Remember that this storyboard is one that the audience needs to remember. No data dumping allowed! Make certain your *ask request* completes the storyboard.
- 2) **Rehearse It, Rehearse It and Rehearse It...Memorize it!**
You know for a fact that a well rehearsed storyboard presentation with a prepared set of answers for the top 10 questions is absolutely bulletproof. The only requirement here is put in the "effort" to do this well. Once again....Effort is free, use it!
The Intro...
"Can I share something very exciting with you that I'm literally sharing with all my clients, colleagues and strategic partners? This is something that doesn't come around very often, but I know you're a fan of timely and unique stories. So I'd like to share this one with you." Ok?
- 3) **Create Your A-Z lists of Prospects, Clients, Customers, COI networking, etc.**
Yep, 26 letters in the alphabet creates 26 different directions multiplied by your types of lists. Wow, now you have so many people to get feverish with about your top storyboard(s). Time to get into "A-Z Fever Mode".

- The Delivery -

- 1) **Office Time Blocks**
When not in face to face meetings, carve out *1-2 hours every other day* while in office to make your A - Z calls. Try that first. You may need more or less time depending on the scope/ size of your A - Z pool (lists).
- 2) **Rinse And Evolve:** Your A-Z Fever effort is rewarded with the immediate elevated sales momentum you created, thus earning you another professional opportunity with your audience. Dedicate to at least one A-Z campaign per quarter. In between, prepare to *go bigger* with the subsequent A-Z campaign.
- 3) **Have A Goal** to complete one every quarter or two...as you excel and deliver on this path your audience will be asking what is your current A-Z Fever story this quarter...I want to know! Ahh...Got them now! Remember that the vital intention of your storytelling with A-Z campaigns is *Educate to Obligate!*