

ZIGLAR BUSINESS OWNER **BOOT CAMP**

PHENOMENAL BUSINESS SYSTEMS



Ziglar

PHENOMENAL
PRODUCTS, Inc.
STOP Being a SLAVE To Your Business!



ZIGLAR BUSINESS OWNER
BOOT CAMP



BORN TO WIN

*FREE ENTERPRISE
COURAGE PERSISTENCE*

TOMORROW

**HAPPY
HEALTHY
PROSPEROUS
SECURE
FRIENDS
PEACE
FAMILY
HOPE**

DESIRE

WORK

ATTITUDE

GOALS

**YOUR RELATIONSHIP
WITH OTHERS**

SELF-IMAGE

**ELEVATOR
OUT OF ORDER**

FAITH

LOVE

HONESTY

LOYALTY

INTEGRITY

CHARACTER



THE EIGHT THINGS IN LIFE EVERYONE WANTS:

1 H

2 H

3 P

4 S

5 F

6 P

7 F

8 H



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THE SEVEN CORE AREAS OF OUR LIFE

1 P

2 M

3 S

4 F

5 C

6 F

7 P



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Zig Ziglar's number one key to success _____

V _____ and D _____ are key to becoming all that you are meant to be!

"Your dreams are the edges of the puzzle of your life." Tom Ziglar

P _____ C _____ is the number two reason for Zig Ziglar's Success

Every business has five key areas: M _____, S _____,

O _____, A _____, L _____

No matter what your career or role in life, take the time to identify the key spokes that will make you successful.

"G _____ are the links in the chain that connect activity to accomplishment."

Tom Ziglar

"G _____ are simply the outside knowledge or information you need to help you climb from where you are to where you want to be." Tom Ziglar

G _____ was the center of Zig Ziglar's hub and the reason his ride in life was supercharged!

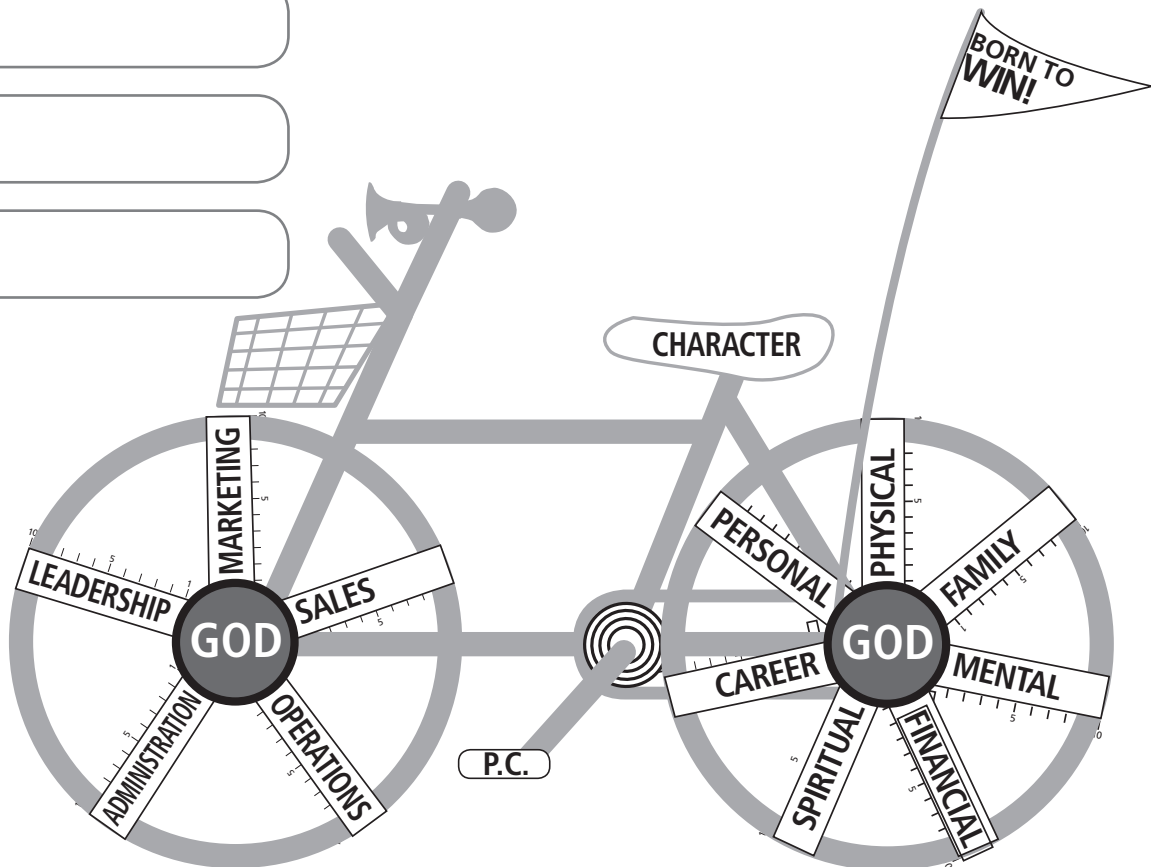


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BORN TO WIN

Eight empty rounded rectangular boxes stacked vertically, intended for handwritten notes.





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PERSONAL WHEEL: ASSESSMENT SHEET

Directions: On the following pages rate yourself from 1-10 in each category. Divide your total by 10 to reach your final number in each category. Using spokes of the wheel image below, plot your number in each category and connect the dots to see how smooth your ride is.

Physical

- appearance
- regular checkup
- energy level
- muscles toned
- regular fitness program
- weight control
- diet & nutrition
- stress control
- endurance & strength
- enough sleep
- TOTAL ÷ 10 = _____

Spiritual

- believe in God
- inner peace
- influence on others
- spouse relationship
- church involvement
- sense of purpose
- attitude for giving donations
- prayer
- Bible study
- abundant gratitude
- TOTAL ÷ 10 = _____

Mental

- attitude
- intelligence
- formal education
- continuing education & training
- creative imagination
- inspirational reading
- inquisitive mind
- self-image
- enthusiasm
- Automobile University
- TOTAL ÷ 10 = _____

Family

- listening
- good role model
- principled but flexible
- forgiving attitude
- build self-esteem of others
- express love and respect
- meals together
- family relationships
- dealing with disagreements
- time together
- TOTAL ÷ 10 = _____

Financial

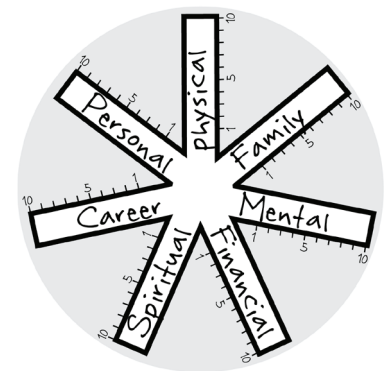
- proper priority
- personal budget
- impulse purchases
- earnings
- living within income
- money in savings
- adequate insurance
- investments
- financial statement
- debt free
- TOTAL ÷ 10 = _____

Personal

- recreation
- exercise
- friendships
- community activities
- service clubs
- quiet time
- growth time
- consistent life
- appropriate social media
- time management
- TOTAL ÷ 10 = _____

Career

- love what I do
- understand my job
- co-worker relationships
- productivity
- understand company goals
- understand my activity in relationship to my goals
- appreciate company benefits
- opportunity for advancement
- well-trained for my job
- own my business/have career path
- TOTAL ÷ 10 = _____



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PHENOMENAL MARKETING SYSTEMS

Marketing is everything you do to _____ to your business.

Phenomenal Marketing delivers a meaningful _____ that engages, educates, and entertains.

A Phenomenal Marketing **System** is a group of working parts that _____ consistently.

The 7 M's of Marketing

1. What is your Phenomenal _____ ?

2. How much Phenomenal _____ will you invest?

3. What is your Phenomenal _____ ?

4. Who is your Phenomenal target _____ ?

5. What is your Phenomenal _____ ?

6. What are the Phenomenal _____ to best connect with them?

7. What is your Phenomenal _____ a.k.a. your Phenomenal _____ ?

All of Business is About _____

"A _____ is nothing more than what people say about you when you are not around."

– Dr. Joseph Michelli "Your _____ comes from the _____ you build"



MARKETING ASSESSMENT

Marketing

_____ Meeting or exceeding my sales goals through effective lead generation and promotions

_____ We have a clear position in the marketplace

_____ We have clearly defined our prime target market

_____ We have clear definitions of our product and/or services

_____ We have a pricing strategy that is profitable

_____ We are consistently marketing to our house list (client base)

_____ We have an effective referral relationship program

_____ We have an effective referral/affiliate reward system

_____ We have a written, posted marketing calendar

_____ We have an effective Internet marketing system that includes websites(s) that clearly communicate what we do; we utilize SEO; we are consistently capturing e-mail addresses and using them to communicate to our e-mail audience; and we have a strong presence on social media

_____ TOTAL ÷ 10= _____



PHENOMENAL SALES SYSTEMS

▲ **Sales** is everything you do _____ into _____
 _____.

▲ **Phenomenal Sales** delivers a meaningful _____ that engages, educates, and entertains.

▲ A Phenomenal Sales **System** is a group of working parts that _____ consistently.

▲ **The 7 Step Sales System**

1. Establish _____

2. Connect with _____

3. Build _____

4. Perceived _____

5. Outline _____

6. Quote _____

7. Overcome _____



PHENOMENAL SALES SYSTEMS

▲ The Most Profitable Sale Ever Made...

▲ _____

▲ The COST to YOU...

▲ \$ _____ x 5 days per week = _____

x 52 weeks per year = \$ _____

▲ 5 Ways to Overcome Price Objections

1. _____ the Value

2. _____ Options

3. Change the _____

4. The _____ Offer

5. _____ Program



SALES ASSESSMENT

Sales

_____ We answer the telephone live

_____ We have effective telephone answering/transferring systems

_____ We have an effective sales script that appeals to our target market and closes the maximum number of inquiries

_____ We have an effective system for responding to Internet leads

_____ We have an effective sales process for each of our profit centers

_____ We have an effective up-sell and down-sell process

_____ We have effective processes and scripts for overcoming objections

_____ We have an effective process for identifying ongoing and changing customer needs

_____ We have clearly defined account management policies and procedures

_____ We have effective customer management software in place

_____ TOTAL ÷ 10= _____



PHENOMENAL OPERATIONS SYSTEMS

Operations is everything you do to _____ your _____.

Phenomenal Operations delivers a meaningful _____ that engages, educates and entertains.

A Phenomenal Operations **System** is a group of working parts that _____
consistently.

9 Steps to the most phenomenal service experience ever!

1. Engage with their _____ state
2. Develop your _____ and your _____
3. Make them feel _____
4. Anticipate their _____
5. _____ them
6. _____ them
7. Have phenomenal _____
8. Have phenomenal _____
9. Build _____ relationships



OPERATIONS ASSESSMENT

Operations

- _____ We have developed our unique service experience
- _____ We have clearcut service systems in place that are exceeding our client expectations
- _____ We respond immediately to client concerns
- _____ We have clearcut return/refund policies
- _____ We get customer feedback on a regular basis to ensure we are exceeding expectations
- _____ We have regular production meetings to ensure on-time delivery
- _____ We have a key customer appreciation process
- _____ We have effective project management processes in place
- _____ We have inventory management and office supplies/equipment processes in place
- _____ We have the latest, most effective equipment to deliver our unique service experience
- _____ TOTAL ÷ 10= _____



PHENOMENAL ADMINISTRATION SYSTEMS

Administration is everything you do to _____ .

Phenomenal Administration delivers vital _____ that gives you the proper feedback on your progress.

A Phenomenal Administration **System** is a group of working parts that _____ consistently.

Every Income Statement (Profit & Loss)

\$ _____	Sales
- \$ _____	Cost of Goods Sold (COGS)
= \$ _____	Gross Profit (GP)
- \$ _____	Fixed Expense (Overhead)
= \$ _____	Net



ADMINISTRATION ASSESSMENT

Administration

- _____ We track and report sales by profit center weekly, monthly and annually
- _____ We track and report total sales daily
- _____ We track and report sales by referral/affiliate/ad source weekly
- _____ We track and report sales closings daily (# of calls vs. # of sales)
- _____ We track and report number of returns or re-services as they occur
- _____ We track and report our profit and loss weekly
- _____ We track and report our balance sheet monthly
- _____ We have a cash flow management process in place that includes systems for Accounts Payables and Accounts Receivables
- _____ We plan our taxes annually before year end
- _____ We review our legal and insurance exposure annually (or as often as required)
- _____ TOTAL ÷ 10= _____



PHENOMENAL LEADERSHIP SYSTEMS

- ▲ **Leadership** is _____ your Vision (Mission, Values, Purpose).
- ▲ **Phenomenal** Leadership delivers a meaningful _____ that inspires the team to implement.
- ▲ A Phenomenal Leadership **System** is a group of working parts that _____
_____ consistently.

A Leader is a Coach

- ▲ A coach gets you from where you _____ to where you need to _____.
- ▲ A coach _____ you to reach your peak potential.
- ▲ A coach holds you _____.
- ▲ A coach ensures you have received _____.
- ▲ A coach makes sure you are in the right _____.
- ▲ A coach exercises _____ while remaining _____.



PHENOMENAL LEADERSHIP SYSTEMS

A Leader is NOT...

A leader is not _____!

A leader is not the _____

A leader is not the only one who _____

A leader is not the only _____

A leader is not the only _____ one

A leader is not a _____



PHENOMENAL LEADERSHIP SYSTEMS

The Difference Between Leaders and Managers

- ▲ Leaders are concerned about _____
- ▲ Managers are concerned about _____
- ▲ Good leaders aren't necessarily good _____, but managers must be good _____

A Phenomenal Leader is...

- | | |
|-------------------------------|--------------------|
| ▲ One who loves _____ | ▲ One who is _____ |
| ▲ One who loves _____ | ▲ One who is _____ |
| ▲ One who is a positive _____ | ▲ One who is _____ |
| ▲ One who is _____ | ▲ One who is _____ |

The 5 Vital Components of a Phenomenal System

1. _____
2. _____
3. _____
4. _____
5. _____



LEADERSHIP ASSESSMENT

Leadership

- _____ We have a one-sentence mission statement that everyone understands and follows

- _____ We have effective management systems in place that include recruiting, hiring, orientation, training, coaching, employee reviews and termination processes, and have ensured they are legal

- _____ We have an up-to-date employee handbook

- _____ We have a written business plan that includes our vision, goals, a marketing plan, sales plan, operating plan, and administration plan that is reviewed and updated quarterly

- _____ We have a written and posted organizational chart

- _____ We have regular team meetings

- _____ We have written position descriptions for every position

- _____ We have a training system in place for every position

- _____ We have policies and procedures for all areas of our business

- _____ We have an effective compensation plan in place that includes attractive pay and benefits that create high employee morale and retention

- _____ TOTAL ÷ 10= _____

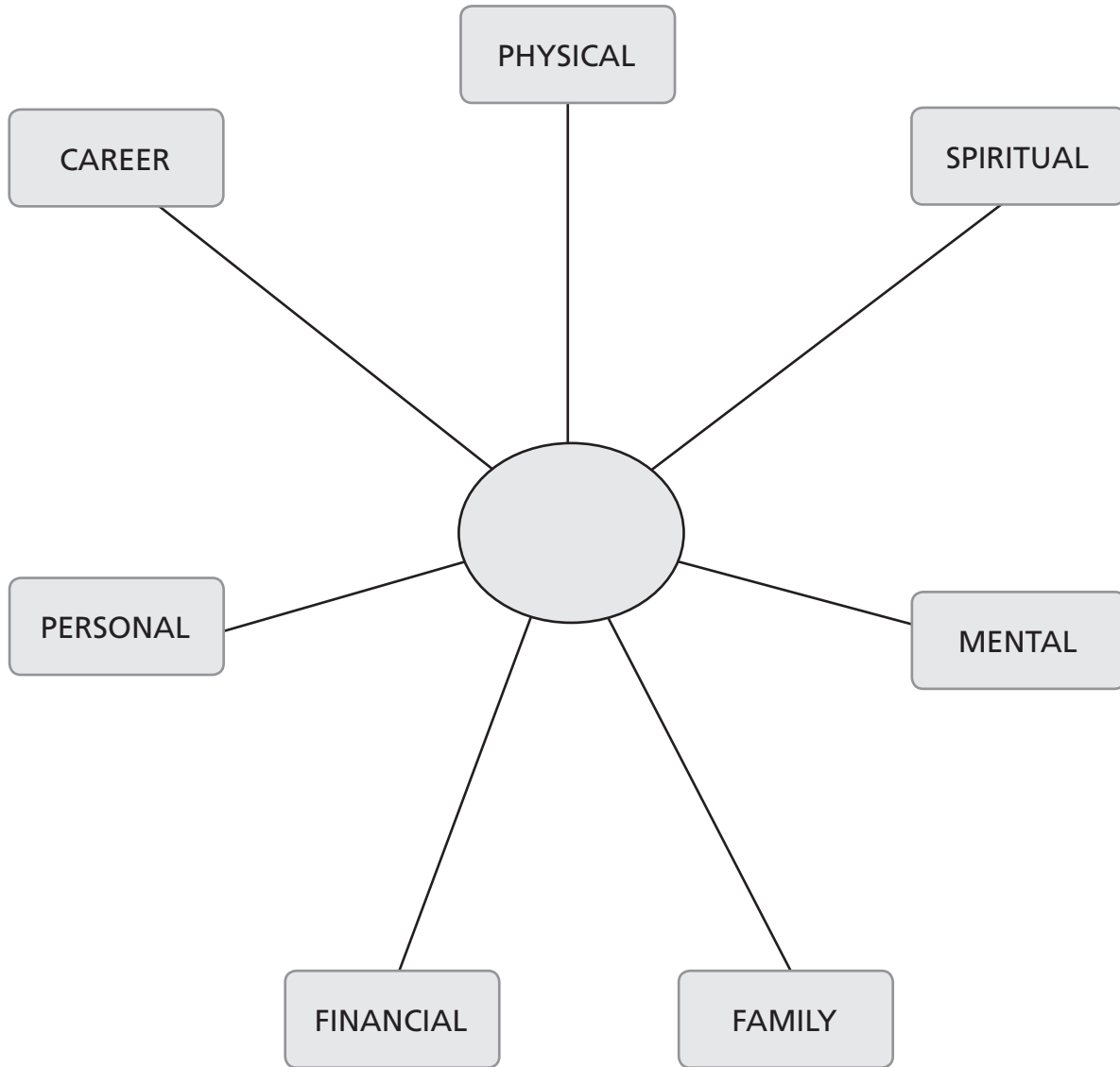


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DREAM SHEET – CONFIDENTIAL





FIVE STEPS TO QUALIFYING YOUR GOALS

Step one: Write down everything you want to be, do or have (the dream sheet).

Step two: Ask yourself "why?"

Step three: Ask these five questions, all of which must have a "yes" answer:

1. Is it really my goal? (If you're a minor living at home, an employee or a team member, some of your goals will be set by the coach, director, parent or employer.)
2. Is it morally right and fair to everyone concerned?
3. Is it consistent with my other goals?
4. Can I emotionally commit myself to finish this goal?
5. Can I "see" myself reaching this goal?

Step four: Ask these questions, you must get a "yes" to just one:

1. Will reaching this goal make me happier?
2. Will reaching this goal make me healthier?
3. Will reaching this goal make me more prosperous?
4. Will reaching this goal win me more friends?
5. Will reaching this goal give me peace of mind?
6. Will reaching this goal make me more secure?
7. Will reaching this goal improve my relationships with others?

Step Five: Choose four goals to work on right now.



GENERAL GOALS PROCEDURE CHART

Using your General Goals Procedure Chart, volunteer a goal you want to work on. Your partner will help you decide how to best take each of the steps.

The Seven Steps in Goal-Setting

1. Identify the goal
2. List the benefits – what’s in it for me?
3. List the obstacles to overcome
4. List the skills and knowledge required
5. Identify the people and groups to work with
6. Develop a plan of action
7. Set a deadline for achievement

Sample Goals Statements

Family

1. Spending 4 hours per week with my children.
2. Having weekly “dates” with my spouse.

Physical

1. Walking 30 minutes briskly every day.
2. Enjoying the health club membership regularly.

Mental

1. Reading two inspiring books per month.
2. Discovering inspired ideas as I concentrate and meditate daily.

Social

1. Enjoying weekly involvement as a volunteer at the hospital.
2. Opening our home for neighborhood fellowship one evening each month.

Spiritual

1. Spending 30 minutes each morning reading the Bible.
2. Attending our church on a regular basis.

Financial

1. Saving \$15 per week totaling \$780 for the year.
2. Earning \$400 per month with our part-time family business.

Career

1. Accepting more responsibility on my job.
2. Beating my monthly quota by 10 percent.

Recreation

1. Planning vacation to Hawaii.
2. Enjoying my new hobby.



GENERAL GOALS PROCEDURE CHART-EXAMPLE

STEP 1

Identify Your Goals

Read two inspiring books per month for an entire year.

STEP 2

My Benefits From Reaching This Goal

Motivated to do more, increase my vocabulary, learn new skills, keep my attitude positive.

STEP 3

Major Obstacles and Mountains to Climb to Reach This Goal

Lack of time, finding good books, expense of books, slow reader.

STEP 4

Skills or Knowledge Required to Reach This Goal

Quicker reading skills, vocabulary, where to find lists of inspirational reading materials, time management.

STEP 5

Individuals, Groups, Companies & Organizations to Work With to Reach This Goal

Library, my family, bookstore, the Internet, friends, coworkers.

STEP 6

Plan of Action to Reach This Goal

Begin compiling a list of books from the Internet, family, friends and coworkers, check library/bookstore for books, spend 15 minutes reading before bedtime, schedule 30 minutes each Saturday and Sunday to read, keep new ideas and thoughts prompted by books in a journal.

STEP 7

Completion Date

08-31-08



GENERAL GOALS PROCEDURE CHART

STEP 1

Identify Your Goals

STEP 2

My Benefits From Reaching This Goal

STEP 3

Major Obstacles and Mountains to Climb to Reach This Goal

STEP 4

Skills or Knowledge Required to Reach This Goal

STEP 5

Individuals, Groups, Companies & Organizations to Work With to Reach This Goal

STEP 6

Plan of Action to Reach This Goal

STEP 7

Completion Date



GENERAL GOALS PROCEDURE CHART

STEP 1

Identify Your Goals

STEP 2

My Benefits From Reaching This Goal

STEP 3

Major Obstacles and Mountains to Climb to Reach This Goal

STEP 4

Skills or Knowledge Required to Reach This Goal

STEP 5

Individuals, Groups, Companies & Organizations to Work With to Reach This Goal

STEP 6

Plan of Action to Reach This Goal

STEP 7

Completion Date



GENERAL GOALS PROCEDURE CHART

STEP 1

Identify Your Goals

STEP 2

My Benefits From Reaching This Goal

STEP 3

Major Obstacles and Mountains to Climb to Reach This Goal

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GENERAL GOALS PROCEDURE CHART

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Identify Your Goals

STEP 2

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