

# Back To the Basics Checklist

The most successful people in our business are the individuals who DO these basics most consistently. They do not have any fancy secrets. They JUST DO THE DUPLICATABLE basics of our business. Go ahead and score yourself on these basics on a scale from 1 to 4. Give yourself a 4 if you are DOING this basic 100% of the time, give yourself a 2 if you are DOING this basic 50% of the time, and a 0 if you don't do it. The key here is to be BRUTALLY HONEST with yourself and rate yourself on what you are REALLY doing out there, not what you SHOULD be doing. When you're done rating yourself on each, add up the total (max 100 pts). Remember in school? A= 90-100, B= 80-89, C=70-79, D= 60-69, F= below 60

1. \_\_\_\_\_ **Work** at least **8 hours per day** calling on 30 prospects, at least 5 days per week, (minimum of 40 hours in the field in front of prospects each week)?
2. \_\_\_\_\_ Have a set start time (you never start later than this time) & you have a set stop time (you never finish earlier than this time)?
3. \_\_\_\_\_ Do at least **6 closing demonstrations** each day?
4. \_\_\_\_\_ Use the **Daily Goal Cards** each day?
5. \_\_\_\_\_ Complete and Follow your **Weekly Game Plan** each week? (most effective when shared with a team leader)
6. \_\_\_\_\_ Use the approaches, as they were taught at Sales Academy. Smile, **wipe your feet** while moving forward, and ask for a place to sit down in every approach?
7. \_\_\_\_\_ Use the demonstration, **word for word**, as it was taught in Sales Academy?
8. \_\_\_\_\_ Use the **Close**, word for word, as it was taught in Sales Academy?
9. \_\_\_\_\_ Close 3+ times, using the responses, in every sales presentation after an objection?
10. \_\_\_\_\_ Use the **Responses**, word for word, as they were taught in Sales Academy?
11. \_\_\_\_\_ **Create the Need** in the introduction on the indirect costs page by asking, "thinking through your situation... (single-parent, single/dual/fixed income, young kids, kids in college, business owner, etc....) If you couldn't work for 6-12mos., how would that affect your family financially? Why do you feel that way?"
12. \_\_\_\_\_ **Fill the Need** by showing how the Features, Benefits, and Advantages fill their personal need for the product? (Your cousin had 100 rounds of chemo/radiation, can you see how the \$300/treatment or \$30,000 would have helped your cousin? Can you see how the \$30,000 from this one benefit would help your family?)
13. \_\_\_\_\_ Ask questions throughout your presentation, to determine the prospects interest?
14. \_\_\_\_\_ Read **2-3 Testimonials** and **2-3 Eagles** (rotate which ones you read) each morning?
15. \_\_\_\_\_ Review your **Goals** for the week, and why **they are important** to you, at the beginning of each week?
16. \_\_\_\_\_ Review your goals for the day, and why they are important to you, each morning?
17. \_\_\_\_\_ Ask everyone for, keep and use neat; organized **Pre-Approach** throughout each day?
18. \_\_\_\_\_ Get **Referrals** from EVERYONE you speak with, whether they bought or not?
19. \_\_\_\_\_ Spend 15 - 30 minutes every morning reading **positive**, uplifting material (**Attitude Food**)?
20. \_\_\_\_\_ Spend 15 - 30 minutes every night **study** technical sales material, (sales talk, close, responses, etc....)?
21. \_\_\_\_\_ Use 5 - 10 **Names** during every Approach?
22. \_\_\_\_\_ Use 10+ **Names**/Names List during every presentation?
23. \_\_\_\_\_ Listen to positive, instructional, uplifting material in your car?
24. \_\_\_\_\_ Before finishing today, know EXACTLY where you are starting tomorrow?
25. \_\_\_\_\_ Using what you have access to; **Fit-Training** or **Conference Calls**?

WHAT'S YOUR  
SCORE? \_\_\_\_\_



*"You can practice shooting eight hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way... Get the fundamentals down and the level of everything you do will rise."*  
-Michael Jordan