

# Lee Milteer's Millionaire Smarts® Coaching Program Characteristics of Top Performers

## Lee Milteer Interviews Steve Clark

### IV. Strategies for Becoming a Top Performer

#### Dear Millionaire Smarts® Members,

Our focus this month has been on the characteristics of top-performing salespeople. Our expert guest is Steve Clark, who is sharing invaluable tips that are applicable to every industry.

As Steve says in our interview, even if you're not a dynamite salesperson, and even if you don't have the desire to become a sales superstar, you can be better than you are by a multiple...you can get two or three times better than you currently are. Steve poses an interesting question that you should really ask yourself: "Can I double? Can I be twice as effective as I am at this thing called sales?" If so, it would mean monumental success for you.

In our final report this month, Steve is sharing some tips for becoming a top performer. The following is from Steve Clark and is for your personal use only.

#### Be Honest With Yourself

(Take a few minutes and answer these questions)

1. Am I proud of my profession?
2. Am I in the top 20% of my industry?
3. Do I genuinely like myself?
4. Is there any aspect of selling that I don't like? If so, what is it?
5. Does my Self Concept include a high level of income?
6. Can I cope with the rejection that I will inevitably encounter in selling?
7. Am I Goal Oriented? Do I have a detailed, written, daily/weekly activity plan?
8. Do I take 100% personal responsibility for what I think, say and do?
9. Do I have a personality that turns strangers into friends quickly?
10. Do I strongly believe in my company, product and marketplace?

After completing this, what do you need to go to work on in the next 30 days?

Assignment: Write out a detailed plan of what you intend to do to improve in this area!

## How To Become A Top Performer

1. **Set Goals** –Set annual, monthly, and weekly income and revenue goals. Identify what and how much sales activity must be done weekly, monthly and annually to achieve those goals. (It is not hard to do this. But you do have to THINK!)
2. **Visualize and Dream** – Create a dream board on a sheet of poster paper. Take trips to see houses, cars boats, etc. Put yourself mentally in those places. Listen to the *Salesmind* CD to create new mental pictures of the person you want to become.
3. **Read and Study Daily** – Commit to learn everything you can about psychology, sales and human nature. Read at least 30 minutes per day in one of these areas. At that level you can read at least one book a month. Did you know that 90% of all the sales books bought each year are bought by 10% of the salespeople? Guess which 10%. There is a correlation.
4. **Listen to Audio Tape/CD programs** – The average sales rep spends hundreds of hours each year behind the wheel of their car. Turn that time into a learning experience. Turn off the radio and listen to something that will help you make money. Set a goal to listen to one new Tape/CD program each month.
5. **Journal and Debrief** – Keep a journal and debrief ALL of your sales calls. That way you can reinforce what you did right and learn what you need to differently the next time. I you do this you will become your own best sales coach. Don't expect your manager to do this for you. It is your life not theirs.

Go to [www.newschooselling.com](http://www.newschooselling.com) to find out more about Steve Clark and Sign up for your Free Gift—Steve is offering a Free copy of his new book: *Profitable Persuasion—Proven Strategies for Sales and Management Success*.

### Homework from Lee:

Take some time to honestly answer the questions from Steve. Do the assignment Steve suggests and write out a detailed plan of what you intend to do to improve your sales game.

What of Steve's strategies for becoming a Top Performer are you currently NOT doing? If you're not regularly setting goals, start today. If you don't have a vision board of the things you want, start collecting images from magazines and online.

Your Mindset and Performance Coach,  
Lee Milteer

**P.S.** How to Access the Millionaire Smarts® Membership Site: Go to [www.milteer.com](http://www.milteer.com) and put in your code for the month at the top of the web page on left where it says COACHING SIGN IN. It

will take you to the private and password protected Millionaire Smarts® Coaching membership site.

Remember, on the membership site you can download the interview for your portable devices, a transcript of the program, and all four reports. You'll also find Free Bonus reports from me, Dan Kennedy, Phone Sales Doctor Chris Mullins, Newsletter Guru Jim Palmer, Health and Fitness Coach Joe Carabase, and Leadership Coach Kevin Eikenberry. Share these valuable reports with your staff to improve your mindset and profits.

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