



Daily Do NOT Do List:

- I will not waste time chasing unprofitable leads or deals that never close.
- I will not show up late for any sales call.
- I will not go on a sales call without proper planning and preparation.
- I will not pretend to listen; rather I will stay fully present.
- I will not talk politics, religion or sex.
- I will not talk about what I like, only what the prospect likes.
- I will not talk about features without discussing the benefits specifically applicable to the prospect.
- I will not quote a price before establishing value.
- I will not skip steps in my sales process.
- I will not over-promise.
- I will not under-deliver.
- I will not let a week go by without reading something to improve myself.