



Best practices for companies moving to the next level
Friday, February 23, 2007

In this issue... 10 characteristics of top performers

Upcoming Events

April 24-25 - Gazelles Sales & Marketing Conference in Atlanta, GA - Hear some of the greatest sales and marketing minds in the world including Dr. Victoria Husted Medvec, John DiJulius, Laura Ries, Randy Schwantz, Erik Darmstetter, Cameron Herald, Dave Kurlan and Verne Harnish. [Click here to learn more](#)

7 Synergies of Business Success

1. Grow from the inside out.
2. Develop a brand promise and live it daily
3. Put people first.
4. Hire leaders and managers.
5. Values validate valuation.
6. Lead to create and maintain value.
7. Monitor, monitor, monitor
...whatever you measure will improve.
Plus...The quality of the company is directly proportional to the quality of the CEO.

For an article about the 7 Synergies of Business Success [click here for the article](#).

Opportunity:

Free Assessment To see how you stack up against other growing companies, complete the 7 Synergies of Smart Growth Assessment - write info@smartgrowth.com or [click here for the assessment](#)

Top 10 Characteristics of Top Performers

Observing my 16-year old daughter Anna sell Girl Scout cookies this year provides a reminder of the characteristics of outstanding performers, whether in business or outside.

Top performers:

1. **Set their own goals** - Bosses (or parents) do not have to cajole them into stretching when they set their goals. I thought Anna's goal to sell 1,000 boxes of cookies, a 28% increase over last year, was too aggressive. She just proved me wrong.
2. **Create memorable programs** - Instead of selling cookies to eat, Anna marketed her cookies as a treat for the military serving overseas. As her mother this was a triple win...we did not take possession of the cookies being shipped overseas.
3. **Monitor and report on their goals** - A top performer will always tell you how they are progressing on their goals. The colored-in thermometer on my refrigerator is evidence.
4. **Stay positive** - Taking a page from "The Secret, "The Laws of Attraction" and other works, a top performer keeps a positive frame of mind. For every 100 boxes of cookies sold at my house, a new motivational saying appeared on the refrigerator door.
5. **Ask for help** - Especially in sales, the shortest distance between you and your next sale is a referral, according to Gaylene Pringle of the Leadership Edge, Inc. in San Diego.
6. **Follow-up** - They do not wait for you to check in with them...they follow up with you to find out if you are going to help them. As Anna learned selling cookies, sometimes people forget to place the order and need a reminder.

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7. **Aim for the top** - Once the 1,000-box cookie club was created, Anna set her sights on becoming a member.

8. **Organize** - You never have to nag a top performer to make an action plan. Anna created her own systems for writing letters, receiving orders, posting payments, tracking results, etc.

9. **Share their secrets** - They are not threatened to teach their skills to another person.

10. **Execute** - Action not talk is their mode. They try to make something happen every day. Like making calls to prospects on days that no cookie orders came in the mail.

(Lest you think that I was an influence of these behaviors, note that I said Anna was 16 not 6 so I could not possibly have a valuable message for her. She really did initiate and execute on her own.)

-----**More money, less work, more fun!**™

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