

The Secret to Winning in Business & Life

As a society, we are captivated by winners—those lucky souls who exude excellence and make what they do look effortless and graceful. But what is it that **really** distinguishes the average from the very best?

When searching for the winning combination, it is important to notice what winners **DON'T DO** in their daily lives. Sometimes it's what we say "no" to that opens doors and gives us the best chance to succeed.

Winners Don't:

- Complain about their circumstances
- Wait for things to change
- Avoid hard work
- Turn to gimmicks
- Pay attention to negative influences
- Insist on going it alone
- Give up easily

What does it take to be a winner in business and in life?

7 Winning Secrets:

Stay focused on your goals – When things get difficult think about how reaching your goals will improve your life.

Have a winning attitude – Pour great amounts of positive energy into customer service and building the relationships that lead to repeat business and referrals.

Master the fundamentals – Instead of chasing after the "new and next," focus on the productive activities that make the most difference.

Be consistent – If you do the necessary tasks and stick to a routine, the results will come.

Always seek input and improvement – Find a few experienced people willing to offer advice and assistance.

Do what it takes – Practice longer and more often to build key skills; look for solutions to your challenges.

Never give up in mind, heart or spirit – Determination could very well be the most essential element of a winning approach.

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Shami Sandhu



RE/MAX River City
301-10171 Saskatchewan Dr NW
Edmonton, AB T6E4R5

Office (780) 439-7000

shamis@remax.net
www.RiverCityRealEstate.ca

There is no magic pill you can take to propel you to the top of your game. The formula for success looks (and feels) a lot like hard work. In fact, a winner is defined by Webster as “one who is successful through ability or hard work.” Not “the lucky guy who was in the right place at the right time.”

Take a look at some of the defining habits and daily activities carried out by high performers in the real estate industry...

STRATEGIZE

- ___ Write down specific goals for excitement and motivation.
- ___ Complete two hours of lead generation every day:
 - Outgoing phone calls
 - Pop-By's
 - Personal notes
 - Monthly Items of Value sent to their database
- ___ Plan additional daily, weekly and monthly activities according to their most important priorities.

Tip: Determine your top three business and personal priorities for each day and make them non-negotiable—use a pen to mark them in your schedule.

EXECUTE

- ___ Put systems in place that facilitate excellent service and frequent contact with clients and prospects before, during and after transactions.
- ___ Follow a working business budget.
- ___ Ask for referrals regularly, educate clients on how to refer friends or family and explain how working by referral benefits their clients.

ENRICH

- ___ Focus on positive thinking; fill their mind with inspiring stories, books, music, movies or other media every day.
- ___ Enlist a coach or accountability partner to stay on track.
- ___ Take time off to rest, reflect, workout and rejuvenate on a regular basis.

High Performance Exercise

Go through the list above and put a “V” (for Victory!) next to the habits or disciplines you have already adopted. Then choose two of the most important for you to implement in the next 30-60 days and put a star next to them. Keep this sheet in front of you; make time for those activities in your schedule throughout the week.