

52-Week Sales Planner

Daily sales improvement with low-key, incremental progress on a consistent basis!



Your New Year Starts Today!

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

With Mike Marchev

Your new sales year begins when you do.

Your 52-Week Sales Planner

You made a good decision.

This sales planner will work for you in direct relation to how committed you are to following the system. Your goal (challenge) is to do a little more than you are doing today with regard to sales and marketing activities. No heroics are required or recommended. What you do, and in what volume, is up to you. The secret lies in the consistency of your “making things happen.”

It is important that you stay within your personality and, please, do not make this a chore. Yes, you must do something, and you must do it consistently. The choice is yours, as is the level of success you wish to achieve.

My number is 800.508.1364 if and when you need a shot-in-the-arm or some guidance. Now, go into your marketplace and make your own luck . . . and have fun building your business!

Mike Marchev

Instructions

Objective: Accumulate 100 points each week for 52 weeks.

LEFT PAGES

1. Regardless of when you begin this program, write the appropriate dates on the lines adjacent to “Week 1.” Fill the dates in the next 12 weeks now.
2. On Mondays, read the message in the “Become the Exception” box. Get the message!
3. On Mondays, read the Travel Tips box. Give it some thought.
4. You can find helpful sales and marketing materials by clicking through to www.marchev.net/plannerarticles.htm and clicking on to pertinent subjects.
5. On Mondays, read the quote from one of my chosen business building books. Reflect on the message.

RIGHT PAGE

1. Review all activity options in the grids.
2. On Fridays, or over the weekends, select the tasks you want to tackle in the coming week and record the number of times you plan to implement each task in the appropriate “Target” box. Example: If you plan to send 10 sales letters, write the number 10 in the box next to the “Send Sales Letter” category. When this is successfully accomplished, it will represent 10 points towards your goal of 100 points for the week. (Only two letters per day, and you’re there!)
3. Work your targeted plan — and keep track of your progress.
4. At the end of the week, add your scores and place the total in the designated box. Then, add this number to the box immediately to the left on the left-hand page. This is where you accumulate your ongoing annual point total.

That’s all there is to it! What you do is up to you. How much of any one activity is up to you. Your success will come from your consistent commitment. Now, spend a moment reviewing the grid selections — and begin roughing out your first week’s campaign!

Week 1 : _____ to _____

Become The Exception:

Create A Glowing Future

Here is some good advice: If you don't want to regret your past, don't mess up your future. And the future is entirely up to you.

When asked whether he had any regrets, the comedian Woody Allen answered: " I feel I had grandiose plans for myself when I started. And I have not lived up to them. I've done some things that are perfectly nice. But I had bigger plans. What has made it double poignant for me is that I never was denied the opportunity. The only thing standing between me and greatness is me." And the only thing standing between you and greatness is you.

Are you living up to your plans for yourself? Whatever your definition is for success, have you achieved it yet, or are you getting closer? If not, why not? The only thing standing between you and your goals may be you.

Think about whether you are helping your cause or standing in your own way. Maybe it is not the economy. Maybe it is not the industry. Maybe it is not your employees. Maybe it is you. And if it is you, then get out of your way. You too have many opportunities to make your life one you can be proud of.

Starting today, begin making your life work for you. Get out of your way and don't waste any more time on regrets. They are yesterday's news and the future is yours for the grabbing.

Mike Marchev



THIS WEEK'S SALES TIP

Now's the perfect time to send picture postcards to your clients with photos on the front that remind them it's time to get out of the house and on the road. Cruise liners, beach scenes, summer vacation destinations . . . and if you mail 100 postcards for 23 cents each and close one cruise sale, you've paid for the promotion!

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Give customers whatever they want, how they want it, when they want it, wherever they want it.
Do whatever it takes to create happy, delighted, satisfied customers."
(Dr. Michael LeBoeuf)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 1):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 2 : _____ to _____

Become The Exception:

Make "Great" Happen

It is your responsibility to make your clients, customers and guests feel special.

Here is how you do it.

Decide what response you want to hear when you ask your clients: "How was your experience with us ?" Here are a few possible replies: "Fine." "Good." "Okay." "Not bad." "I enjoyed it." "Fair." "Disappointing." "Could have been better." "Could have been worse." "Exactly what I had in mind." "Nothing like I had in mind."

None of these replies are satisfactory.

Here is what you want to hear when asking the question "How was your experience with us?" Answer: **"GREAT!" or "FANTASTIC!" or "INCREDIBLE!"** If these three responses are the only ones that satisfy your customer service requirements, then you can deliver the service that will result in these three responses.

Know the intended result. Then, make it happen. No wishing. No hoping. No flying by the seat of your pants. You want to hear "incredible," give them "incredible." You want to hear "fantastic," give them "fantastic." You want to hear "great," give them "great."

People expect "poor" service. They appreciate "good" service. But it is only with **GREAT, FANTASTIC, and INCREDIBLE** service that loyalty, trust, and relationships are built.

Mike Marchev



THIS WEEK'S SALES TIP

Pull out the local telephone book or the chamber of commerce directory, and find three bridal shops in your city or region. Drop by these shops with cruise and resort brochures in hand, and talk to the owners about partnering to sell honeymoons.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Dream big —
but keep it simple."
(A.L. Williams)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 2):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: _____ points
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Week 3 : _____ to _____

Become The Exception:

Stick To The “Done-Dids”

What you don't want, is to look back on your life and utter the useless phrase, “If only I...”

What you "should have" done, and what you "could have" accomplished while arriving on today's page on the calendar is a waste of time. Whatever opportunity you clearly see over your shoulder is “yesterday's news”. Yesterday is a memory, while tomorrow is merely a dream. Today is your reality. **What can you do today to make a difference?** Make this answer count, so tomorrow when you look back at today, you can be proud of what you remember.

A recent TV commercial shows a grandfather surrounded by three young children. He is holding a toy Harley Davidson motorcycle and telling his grandchildren about the days he was **thinking** about riding into the sunset on two wheels. One of the kids asked him if he owned a Harley. With remorse in his voice, the grandfather sheepishly replied that he had invested in aluminum-siding instead. The kids immediately retreated to seek out more memorable experiences from Grandma. The old man looked disheartened.

I have nothing against aluminum siding but the lesson is clear: Eliminate the should-haves, would-haves, could-haves, and focus on the "done-dids".

This week, make up your mind to make decisions that will add life to your resume, put a bounce in your step and make your grandchildren think you are really cool and fun to have around. Go ahead. Stick your neck out a bit and live life a little larger than usual.

Mike Marchev



THIS WEEK'S SALES TIP

Find as many new ways as possible — your web site, your client newsletter, your emails, window displays, ticket stuffers — to emphasize the importance of booking early. Give concrete examples of the savings you can lock in for clients if they can confirm their annual vacation plans now, especially for popular cruises or year-end holiday trips.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“Stop working for your business — and start working on your business.”
(Jason Jennings and Laurence Haughton)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 3):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 4: _____ to _____

Become The Exception:

Take a Power Walk

The **Power Walk** is an effective marketing tool. Make it a habit to get out of your office for the next 60 days to take a walk. You pick the time. The secret is to ... walk.

Don't concentrate on anything but walking. The positive effects will surface all by themselves. Your mind will take over and exciting ideas, solutions, thoughts and remedies will pop into frame. Don't force it. The **Power Walk** has refined itself over the past 500 years and it works without much practice. Just walk every day and enjoy the results.

You might be wondering how far you have to walk?" As long as you feel like it. When you start getting tired, turn around and head back to the office. The idea is to get out of your daily environment and enjoy the world around you while grabbing some exercise. Your mind will kick-in all by itself.

A close relative to the Power Walk is the **Power Shower**. Hot water bouncing off your body does wonders for the creative mind. The Power Shower also works without much work. The single snag here is that you must **Power Shower** alonesorry! The **Power Walk** can become a group activity.

Don't make this difficult. All you have to do is take a walk or take a shower on a regular basis and you will arrive at all the answers you need. It's a new week. What a truly tremendous time to reenergize yourself. Begin the process today. Take a walk.

Mike Marchev



THIS WEEK'S SALES TIP

Find three friends (or students, or neighbors, or fellow agents, or even clients) and ask them to click through every corner of your agency's Web site to give you their honest (even critical!) ideas about improving it — everything from downloading time to reply/booking forms.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"We can learn to soar only in direct proportion to our determination to rise above the doubt and transcend the limitations."
(David McNally)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 4):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 5 : _____ to _____

Become The Exception:

Get Your Act Together

Which story defines your organization?

Story #A. I do the work. I called a store and asked about a replacement glass cover for a kitchen light fixture. I was told that I would have to take a picture of the part and come into the store since they were not computerized. I am not saying a computer makes or breaks a business. I am saying that the burden was quickly transferred onto my shoulders and what at first appeared as an easy fix was becoming more difficult by the second.

Story #B. You do the work. I ran out of shipping boxes and had to call my supplier. Before I could finish my “hello” and explain my predicament, the gal on the other end of the phone was checking my past order on her computer screen, calling me by name, and confirming my shipping address. Within 47 seconds I had placed my new order, received a confirmation number and was off the phone.

Which story depicts **you**? “B” obviously is my vendor of choice. Is **your** act together? Or at the very least, is it coming together? Are **you** easy to work with? When **your** clients and prospects hang up on **you**, are they pleasantly surprised? Are **you** leaving a friendly, easy-to-work-with reputation in **your** wake? If **you** do (when **you** do) the people **you** touch will be feeling better having met **you**. And this is what **you** can be working on this week.

Get your act together and make it easy to do business with you.

Mike Marchev



THIS WEEK'S SALES TIP

Before this month disappears, think about new ways to grow your travel insurance sales. Have you maximized commission levels with your current insurer, or is it time to switch companies? Should you use waiver forms that your clients must sign if they travel without coverage? When clients balk, remember “Far & Wide,” “Renaissance Cruises,” . .

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“It is fun to do things that people don't think are possible or likely.”
(Michael Dell)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 5):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr/> _____ points
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Week 6 : _____ to _____

Become The Exception:

Ask For The Business

Here is the long and the short of it: Professionals ask for the business. Amateurs don't. (This has nothing to do with aggressive or manipulative behavior.) The choice is yours. Are you a pro or are you a wanna-be? Here are some facts:

Some people are going to think you are pushy no matter what you do or say.

Some people are going to tell you to "buzz-off".

Some people are going to threaten to call the cops.

Some people are lazy and although they are looking at you straight in the eye, they don't have clue what you just said to them or asked them to do.

Some people will be reluctant to do business with you but they will agree just the same.

Some people will be glad you asked ... others will take offense.

Some people won't wait for you to ask and they will demand you to take their money.

Some people are looking for someone like you who knows what they are talking about.

Some people are shy and are depending on you to make the first move.

Some people just don't know what to ask, what to say, or what to do.

Some people are really glad that you came upon the scene.

Many people will need you. Most people won't. This is what makes the world such a competitive planet. It takes all kinds. As long as you are not a crook, thug, or a dishonest ex-con, you have nothing to apologize for. Just stick to your knitting. Go out there and mix with the people. **And keep on asking for the business. You are a professional.**

Mike Marchev



THIS WEEK'S SALES TIP

Talk to the owner or manager of your local bookstore about organizing a travel book club (or a regular monthly travel night) where you can talk to customers in the bookstore about new travel titles and sell trips to the destinations profiled in the books.

Take a look at

www.marchev.net/plannerarticles.htm

for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"G-A-P-S.

Go for the 'Shoulds.'

Analyze the 'Is.'

Pin down the causes. And

Select the right solution."

(Ken Blanchard)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 6):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 7 : _____ to _____

Become The Exception:

Think About “Them”

When my internet provider bought out a competitor the switch made my life miserable. I had all sorts of problems with the connection from, let's call them XYZ, and I wasn't a happy surfer. My local newspaper printed an article about the whole mess mentioning how clients were more than mildly upset. When I read the words XYZ in the headline, my attention was drawn to the article. It said in effect, "Hey bub, if you are the recipient from this bogus treatment, I'm talking to you." When the article stated that XYZ was having trouble all over the country, they couldn't have impressed me less. I was concerned about New Jersey. I didn't care about Kansas and I don't care about Iowa. When they started to talk about how this problem was also affecting television viewers, I began skimming through the article. My TV worked fine. It was only when I spotted the words "New Jersey", "internet", "XYZ", "problem" and "fix" did I concentrate on what was being written. What was happening here? I was only reading what concerned me. And that was the internet problem XYZ was having in New Jersey.... and what they were going to do about it.

Take a lesson and get this straight: **FOCUS ON THE IMMEDIATE WORLD OF YOUR PROSPECTS AND CUSTOMERS.** It is the only world they know and care about and the only world they have time for. Your prospects and customers only hear and see the words that involve them. Period! So when you write a letter to a customer, write it with your customer in mind. When you speak to a client, focus on your client.

This should give you plenty to think about this week. **Go think about “them.”**

Mike Marchev



THIS WEEK'S SALES TIP

Go to the reference desk at the local library, and ask for help in using national media directories to pull contact information for local reporters and broadcasters. Then, send a one-page letter with story ideas for summer family vacations or your best travel tips — and enclose your business card.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“No more victim thinking,
procrastinating, or blaming.
I can only change me.”
(John G. Miller)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 7):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr/> _____ points
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Week 8: _____ to _____

Become The Exception:

Think Details

In a “me-too-only-cheaper” competitive environment, the fundamentals and strict adherence to the little things will position companies faster and more accurately than anything else.

Fact: Clients are in the driver’s seat.

Fact: They know it and have a number of options when preparing to make a purchase.

Fact: Your success will have everything to do with how you manage the “details”

If it is true that it takes months to find a new account but only seconds to lose one, then it makes sense to give a 100% effort to your valued prospects and customers. Solidify the base of accounts that you have and make them glad they have chosen you as a supplier of goods and services. Since the smallest error, mistake, misinterpretation or oversight could blow your previous accomplishments out of the water (and set your company back a couple of months), focus on the task at hand. Dot those i's... cross those t's ... and think "details".

Each and every employee must pull their weight. “Each” is spelled E-V-E-R-Y-O-N-E. Avoid shooting yourself in the foot and losing what you already have for some foolish reason, or as a result of taking a shortcut. Now is the time to prove your value and worth to your current client base. You can do this by simply doing what you say you will do.... the right way ... each and every time.

The little things will kill you if you let them. Remember: Elephants don't bite. Mosquitoes do.

Mike Marchev



THIS WEEK'S SALES TIP

Start a “Travel Wall of Fame” in your agency. Ask clients to send back or bring in a copy of their favorite photograph from a recent trip. Frame or mount these photos and display them on a wall in the front room of your agency or office.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“Customer service has always mattered.
But now that power has shifted to
the consumer, it matters a great deal more.”
(Seth Godin)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 8):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: _____ points
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Week 9 : _____ to _____

Become The Exception:

Execution!

E-X-E-C-U-T-I-O-N is a nine-letter word that identifies the reason most companies (and individuals) fail to meet their full potential. Or put another way, a "lack of execution."

Webster's New World College Dictionary defines "execute": [to carry out; perform; do.] The issue is not a lack of "knowledge". It is a shortage of "do." This week, focus on the concept of E-X-E-C-U-T-I-O-N.

The author Tom Peters (In Search of Excellence) is known for saying, "It is amazing how many people in the oil business fail to get the message that in order to strike oil, you have to dig a hole." Popular clichés remind us that "Talk is cheap." And "after all is said and done ... more is said than done."

You want to strike oil, dig a hole. You want to grow your business, do more.

I'm not suggesting that planning ... thinking ... reflecting ... and strategizing are not necessary steps to establishing excellence. I 'm reminding you that sooner or later you must put your money where your mouth is, put your knowledge, skills and personality into motion, and execute your plan. Here is this week's three-pronged attack: 1) Finish what you start. 2) Perform job tasks like the confident professional you are. (3) Do what you say you will do. This week, **execute your skills** with energy, enthusiasm and confidence.

Mike Marchev



THIS WEEK'S SALES TIP

Can you remember the last time you received a handwritten note or thank-you letter in the mail? It's a vanishing art — and that's why handwritten notes sent to your clients or prospects can make an enormously positive impression.

Pick up blank notecards and envelopes at the office supply store this week.

Take a look at

www.marchev.net/plannerarticles.htm

for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"It is safer to keep your mouth shut and appear the fool, than to open it and remove all doubts."

(Jack Canfield and Mark Victor Hansen)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 9):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 10 : _____ to _____

Become The Exception:

Be Resourceful

“While we can all become frustrated and discouraged, we must remain in the end a people prodigiously resourceful – resilient – and creative.” Don’t ask me where I saw this quote but it caught my attention when I saw it. I think it is safe to say that at times, many of us allow ourselves to become ---- frustrated. Confused. Doubtful. Queasy. Anxious. Scared. Hesitant. Sad. Resentful. Soured. I’m betting you can come up with a dozen or two more terms that might fit your negative mood now and then.

In the end, don’t fret. Your true stripes will win out. Because as the quote implies, among other things, you are resourceful. Taken literally, that means you are full of resources. You have the tools, the contacts, the ideas and the wherewithal to succeed. All you have to do is recognize this trait within, and select a time to “let ‘er fly”.

You are also resilient. This means that you have the power and the capability to bounce back. You are human, and at times will stumble and fall. You will experience your share of failure. But you will also learn from each and every mistake and return to the game with a noticeable bounce in your step.

And you are creative...a little “off the wall.” You know what it means to “think out of the box”. You realize and appreciate that having fun trying new things is ”fun” and “refreshing.”

This is a good week to be resourceful, resilient and creative. And while you’re at it, make others extremely happy that they know you.

Mike Marchev



THIS WEEK'S SALES TIP

Don’t overlook sales that can introduce you as a travel expert to bigger audiences. For example, many travel agents balk at organizing cruises and tours for charitable organizations, because there’s little profit left for the agency after the charity receives its share. But, think about the exposure you’ll get with the folks who support that group . . .

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“Treat others the way they would like to be treated.”
(Mike Marchev)

**HERE’S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 10):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 11 : _____ to _____

Become The Exception:

Concentrate!

It is more important than ever that we "CONCENTRATE." Not only on our families, friends, relatives and loved ones, but on ourselves, and our futures and our goals. How about CONCENTRATING on our businesses?

Define a goal you want to reach by this coming Friday. Make it believable and meaningful.

Write it here: _____

Then, with razor-like precision, CONCENTRATE on achieving this goal as it relates to your customers or prospects. On Friday, you can identify your next goal for the following week.

Examples: Call 10 current clients and thank them for "hanging tough" with you. Polish your database by weeding out 50 old or inactive clients/prospects and adding a few "inactive leads." Draft an introductory letter that will be sent to 20 new prospects over the next two weeks. Send a press release to your local papers announcing your NEW customer-friendly policy on airline ticketing, refunds, etc. Answer the phone with the specific goal of making those who called glad they did. Call back everyone within five minutes with a pleasant sounding, concerned, SORRY-I-MISSED-YOUR-CALL voice. Have each employee send five postcards to somebody/anybody.

People are not only watching you. People need you...and are counting on you.

This week-----**CONCENTRATE!**

Mike Marchev



THIS WEEK'S SALES TIP

Too many travel agents compete solely on PRICE — "I'm going to get you the best deal you'll find anywhere!" And that's tough to do these days.

Focus this week instead on ways that you can compete by becoming the traveling consumer's best friend (e.g., giving your clients a printed copy of their airline's basic policies from MyTravelRights.com).

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Simple ideas are easier to implement and prospects find them easier to understand."
(Al Ries and Jack Trout)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 11):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr/> _____ points
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Week 12 : _____ to _____

Become The Exception:

Fail Faster

What would you try if you knew you couldn't fail? More than you are attempting today, I bet.

Failure has a way to erode one's self-confidence. And self-confidence is a delicate thing. It makes a huge difference between what we accomplish and what we don't attempt for fear of failing. Most people talk themselves right out of accomplishment and right back into a more comfortable state of mediocrity. Why? Because they don't think they can succeed. Over the years they have trained themselves to feel content on a certain rung of the ladder. Just as water seeks its own level, people tend to gravitate toward their own comfort zone.

The truth is you can **do more** ... and you can **be more**. And once you come to terms with the fact that failure plays a key role in growth, you will find yourself enjoying accomplishments that once were considered beyond your grasp. For nearly 15 years, I have been urging people to accelerate their failure curve. If you want more . . . fail more . . . fail faster . . . fail with flair . . . fail with a little bounce in your step. A positive off-shoot of failure is that you will be leaving many of your boring attributes behind. Failure is never boring.

So this week, enjoy the ride. Stop boring people with your negative thoughts and comments thinking that they somehow care. They don't. And try grasping for something that is just beyond your reach. Trust me. You will be more fun to be around, and you will begin adding to your already long list of achievements.

Mike Marchev



THIS WEEK'S SALES TIPS

Don't forget promoting travel as a gift item for holidays that we sometimes overlook: graduations, Mother's Day, and Father's Day. Also, weddings (and honeymoon sales) now happen all year around, not just June! You can sell both trips over these actual holiday dates as well as travel gift certificates given now and redeemed for trips later.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles
written by a cross-section of marketing
specialists. Print and read pertinent articles
when time allows. **Information is Power!**

"Starting earlier
offers a lifetime edge."
(Daniel Goldman)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 12):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 13 : _____ to _____

Become The Exception:

Fill a Need

The concept of “supply and demand” infers that if there is no need for your particular skill, product or service, there is little justification for your employment. If people (owners, managers, clients or prospects) don’t feel you provide value, then you are in for some bad news . . . similar to the same bad news you read about everyday in your morning paper when it announces another 5000 jobs have been eliminated in an attempt to save the company.

If somebody, somewhere, somehow indicates a need for what you do, and they are willing to compensate you for your contribution, you had better be pretty good at satisfying this need.

If you can perform a task better than anybody else, and there is a need for what you offer, you are sitting pretty . . . for the time being.

If your product or service is mediocre and people begin to question your contribution, value or worth, then you better start rethinking your career path.

Most people think they are very good at what they do. Most people are wrong. Everybody can, and must get better at what they do for a living. This week, make a concentrated effort to improve your value. . . . and then get better at what you do. Bring measurable value to the people you touch this week. Make this a habit and you will never have to worry about clearing off the dinning room table or cleaning the spare bedroom to launch your new business. This week, **get better at what you do.**

Mike Marchev



THIS WEEK'S SALES TIP

CONGRATULATIONS! You’re now 25 percent closer to your 12-month sales goal. This week, thank the clients who’ve gotten you this far with a special raffle: Send them travel trivia questions, a travel-themed crossword, or the “missing” piece to a travel puzzle displayed in your office — and give prizes or discounts on future trips to your clients who call or email or stop by to chat with you.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“It’s ludicrous to operate any business without carefully crafting a clear, strong, appealing Unique Selling Proposition (USP) into the very fabric of that business’ daily existence.”
(Jay Abraham)

**HERE’S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 13):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: _____ points
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First 13-Week Quarterly Review

1st Q

TARGET POINTS = 1300 for the quarter (1300 to date)

ACTUAL POINTS = _____ for the quarter (_____ to date)

1. Of all the activities, which ones seemed to work the best?

2. Of all the activities, which ones seemed to work the least?

3. What activity did I enjoy the most?

4. What activity did I enjoy the least?

5. New accounts:

a. Name _____

How did I win it? _____

b. Name _____

How did I win it? _____

c. Name _____

How did I win it? _____

d. Name _____

How did I win it? _____

e. Name _____

How did I win it? _____

6. Lost Accounts:

a. Name _____

How did I lose it? _____

b. Name _____

How did I lose it? _____

c. Name _____

How did I lose it? _____

7. In the next 13 weeks, I plan to:

Week 14 : _____ to _____

Become the Exception:

Stop Trying to Sell

“No Worries” is an Australian phrase that defines a philosophy worth investigating. Unlike Americans, Aussies don’t appear to be “selling” all the time. They are more laid back. They allow relationships to develop based on simple communication — a refreshing approach.

Few people enjoy the idea of “being sold.” A key step toward becoming more successful in sales is to adopt a contrarian approach to this selling thing. Once you manage to pull this off, you will find yourself in a more natural and comfortable position. You will become more pleasant to be around. Your words will not only be heard, but your recommendations will be considered. Your success has a better chance. What is this contrarian approach?


Four words say it all: **Stop trying to sell!**

Notice I didn’t say stop calling people ... meeting people ... questioning people or listening to what people have to say. I didn’t say stop seeking opportunities to be of service or to stop fine-tuning your presentation. I didn’t say stop writing to prospects or sending newsletters, postcards or press releases. I didn’t say stop attending trade shows, seminars, workshops or conferences. I didn’t say stop subscribing to trade papers, magazines or bulletins. I didn’t suggest that you sleep late or watch TV until four in the morning.

Stop trying to sell this week — and experience the wonderful feeling that comes when *more people buy*.

Mike Marchev

THIS WEEK'S SALES TIP



Remember that many travelers in your city or region — especially prospects who may never have booked with a travel agent before — are always on the lookout for discounted “long weekend” driving getaways.

Plan ahead this week and find several drive-tour packages from your city that you can recommend.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“Rainmakers concentrate their calls on the highest potential accounts.”
(Jeffrey J. Fox)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**
5,200 points

**Where I Stand Now
(Week 14):**
_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 15 : _____ to _____

Become The Exception:

Share Your Enthusiasm

I remember I once was given the opportunity to address an audience for 10-minutes at an annual convention, which isn't much time to "connect" with an audience. I gave it my best shot and was pleasantly surprised at the warm and somewhat lengthy ovation I received at the conclusion of my message. I hadn't said much. But then I realized that they were not applauding my words. They were recognizing someone who was happy at his work... a speaker who didn't take himself or life too seriously ...and someone who didn't appear to have an axe to grind.

I talk for a living, and time and time again I notice that a successful program has less to do with what I say rather than how I say it.

When people witness an example of genuine, from-the-heart, sincere excitement.... joy.... and happiness, it is only natural for them to try to join in the celebration.

This week's message is a simple reminder to those of you who have a keen desire to make your lives work better. Get enthused about yourself, and what it is you do for a living.

Your prospects will notice and appreciate you for it. Your management will notice and appreciate you for it. Your employees will notice and appreciate you for it. Your family will notice and appreciate you for it. Your enthusiasm is both welcome and appreciated.

Give me some of it!

Mike Marchev

THIS WEEK'S SALES TIP



This week, install a new lead-generation system in your agency. For example, set a goal — for yourself, as well as any inside and outside agents with whom you work — to generate 10 new leads a week and to close two of those leads for sales. (And, don't forget to celebrate those successful sales!)

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Prospects do not buy how good you are at what you do. They buy how good you are at who are you."
(Harry Beckwith)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 15):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: _____ points
---	---

Week 16 : _____ to _____

Become The Exception:

Change Your World

Some people walk around looking as if they have just lost their best friend. These people are communicating to the world that life is, and will continue to be, an unfair experience. Daily existence is a total drag while life offers nothing in return for their “showing up.” If you know one or more of these types (and I’m betting that you do) let me suggest that trying to improve the future of anyone engaged in an exercise in self-pity is often an exercise in futility.

Don’t think that it is your responsibility to get these people singing happy songs. Your job is to get **your** thinking straight, in gear and firmly positioned so that you can contribute to those eager to enjoy the ride.

Here is this week’s phrase that pays:

You can’t change the world but you can change YOUR world.

Your job is to energize **you** while making certain that you don’t get confused for the walking dead. Once you take care of **you**, your actions will do the rest. People are attracted to those who are alive, energetic, and happy -- who have ideas and exciting notions about life -- who have kind things to say about others. So, if you truly want to become the exception, pick a gameany gameand then get into the game. **Become a positive player**today!

And what better time to start showcasing the new and attractive you than **this week!**

Mike Marchev

THIS WEEK'S SALES TIP



You’ve heard those too-good-to-be-true success stories about travel clubs? Yes, they’re lots of work — but if that concerns you, think this week about trying a small version in your city, such as a “Christmas Club” approach (regular payments by clients all year long for December trips) or a themed club like “small ship cruising.”

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“I believe you can do 99 percent of the things right, but not possess a winning attitude, and you will fail.”
(A.L. Williams)

**HERE’S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 16):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: _____ points
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Week 17 : _____ to _____

Become The Exception:

Buddy Up!

Savvy entrepreneurs know that there is help available to them ... if they look for it ... and if they are receptive to it. An interesting article by Allison Fass in *The New York Times* commented on "alliances": "In this day and age, where competition is so great, companies can't isolate themselves. They're going to have to reach for 'out-of-the-box' opportunities." Business is becoming more difficult, and competition is getting so intense that entrepreneurs are beginning to talk to each other more freely, more openly and without a hidden agenda. Businesses are realizing that going it alone may not be the answer.

Then, in another edition of the *Times*, I spotted this quote:

"To cope with this often dreaded aspect of work, more independent consultants of all types are banding together, forming working alliances on projects and sharing tips about new work."

There it was again: **banding together and sharing**. Smart people are beginning to talk to other smart people. There are plenty of fun, eager, and interested people who share your same concerns, challenges and anxieties. Go find them and talk to them. Meet with them. Brainstorm with them. And if you are fortunate, you will find one to "project" with. There is a good chance that you are making life harder than it has to be. This week, get out of your box and into the game. Contact an enthusiastic entrepreneur in your home-town and invite them for a cup of coffee. Be open. Be willing to share information. Be a leader and look for a working alliance.

Mike Marchev

THIS WEEK'S SALES TIP



Get outside your comfort zone this week — and pick a new travel niche. No, not a new travel specialty, but a new niche of travel customer. For example, you might decide to focus on senior travel clubs for banks. Make a plan now to spend the summer months finding local banks with (or without clubs) and targeting them.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Nothing fails like success. Most successful companies become so locked into their way of doing business that they refuse to acknowledge new ways." (Jason Jennings and Laurence Haughton)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 17):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 18 : _____ to _____

Become The Exception:

Keep Your Word

Here are three questions to ask yourself: "How Can I Add More Value To My Relationships?" "What Makes Me Different?" and "How Can I Get and Keep My Client's Attention?"

The answer consists of only seven words, and I arrived at this answer having witnessed two recent events. The first revelation came as a result of meeting a man at a trade show booth. After swapping business cards I told him that I would be getting back to him. When I called him the next morning, he said the following: "I never thought in a million years you would actually follow through. I thought your words were the typical sales chatter meaningless." What did I do that was so exceptional? I called the guy back like I said I would.

The second instance was a bit less taxing. I answered the telephone when I heard it ringing. When I did, the voice on the other end quickly said, "So you actually do what you say you do. You do answer your own phone." I remember saying to myself, "You must be kidding?"

In fact, these two fundamental customer services have become remarkably noticeable, and I am sorry to say, very much of a BIG DEAL. The answer to the questions above consists of just seven words: **Do what you say you will do.**

Simple? Yes. Profound? Absolutely. You will find this to be easier said than done but very much worth the effort.

Starting this week and until the end of time, **do what you say you are going to do.**

Mike Marchev

THIS WEEK'S SALES TIP



As Mike recommended earlier, it's time this month to take a "power walk" and get outside your office for networking. This week, find one new local civic club, community organization, or nonprofit group to join for contacts. Don't over-extend yourself by volunteering for projects — but you've gotta eat lunch somewhere, right?

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Positive reinforcement goes a long way, and most people don't give (or get) much of it."
(Tom Peters)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 18):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
---	---

Week 19 : _____ to _____

Become the Exception:

Be Empathetic

Em* pa* thy: The experiencing as one's own the feelings of another.

This is important to remember: People think in different ways. People interpret events in different ways. Some give more thought to their words than yours. A day does not go by that we don't pick up a newspaper and read about some incredible, unbelievable predicament somewhere in the world. These stories must be true because you can't make some of this stuff up.

Before long, you find yourself in discussions where you don't agree with what is being said and what others consider "true" and "obvious." It is not necessary to win these debates. But when these people begin to appear agitated with their own words, be bigger than the situation dictates and stay calm while trying to understand their point of view.

Listen. Reflect. Feel their pain. Try to see their picture as they explain it. But do not fuel their anger.

Past events have proved, and future goings-on will continue to prove that we are a country made up of exceptional human beings, but who see things from different sides of the room.

Be patient. Be understanding.

Above all, **be empathetic.**

Mike Marchev

THIS WEEK'S SALES TIP



This week, concentrate on at least ONE new sales procedure that you can introduce in your business that screams "Personal Service" to your clients.

For example, set up a calendar system to give your clients a personal phone call when they return home from trips. That's one more call than they'll get from the typical travel Web site!

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"It seems there is no tougher challenge that we face than to accept personal responsibility for not only what we are but also what we can be."
(David McNally)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 19):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 100%;"/> points
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Week 20 : _____ **to** _____

Become The Exception:

Be a People Magnet

At a recent trade show, I found myself questioning what I was "bringing to this party". I was speaking to a room full of hard-working exhibitors who had dumped a bundle into this chance to find new clients. Trade shows are the ultimate "crap-shoot". People pay for the privilege of having nine out of 10 people walk past their booth. With any luck, an interested prospect pops in and leaves an address. So what could I tell them that would be worth their time?

Most people believe that dogs can tell when humans are frightened of them. I decided to focus on the phenomenon that people share this same psychic power. I reminded the audience that most humans know when they are approaching a genuine, sincere, interested fellow human being. Trade show attendees are attracted to those who magnetically draw them into their "space". If those people in the booth aren't standing right, looking right, and feeling right, this magnetic field flips and actually repels potential visitors from stopping in.

Too mystical for you? I don't think so. You can take this to the bank: **You either attract or repel others. Just like a magnet.** I attempted to deliver the fact that most people can't be fooled when it comes to animal magnetism. If you aren't proud of yourself ... proud of your work ... proud of your company and proud of your staff, your clients and prospects can tell and they will vote with their feet.

This week, work at becoming a people magnet. And remember that your clients don't have to do business with you. They want to do business with you.

Mike Marchev



THIS WEEK'S SALES TIP

Where do you want your clients to hear about travel news — from national magazines, on TV shows, or from your agency? Think about ways this week that you can begin sending frequent updates to clients on travel conditions, airline security rule changes, etc.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"It is really dangerous if everyone in a company starts thinking the same way."
(Michael Dell)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 20):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 21 : _____ to _____

Become The Exception:

Be Something Special

Little things make a huge difference in the way we are perceived among strangers.

When I ask the women in the audience if they recognize the courtesy of a man walking around to the passenger's side door to open it, virtually every woman in the room nods in the affirmative. Women do not NEED this sign of respect, but they certainly appreciate the courtesy. And more importantly, they NOTICE.

Like it or not, we all have become lazy with our manners, and it is for this reason alone that I call your attention to this enormous opportunity to position you and your company as something special. The door thing was just an example. I am sure you can think of many other positioning statements. How about simple eye contact. Or opening and holding a door... any door. Or walking people to the door. Or calling people back in a timely fashion. Or sending thank-you cards. There are a million examples of forgotten courtesy. And thanks to our laid back society, each time you make an effort, you will be noticed for it.

I would never tell you what to do. I am simply offering a reminder that if you put a little more thought in your actions, you will personally benefit. This week, focus on doing the little things.

Be polite. Be courteous. Be kind. Be alert. Be attentive. Be considerate. Be sincere.

Be something special.

Mike Marchev



THIS WEEK'S SALES TIP

This week, take time to review your agency's fee structure, and make sure that you're projecting a consumer-friendly image with your charges. For example, if you impose your own fees on clients who cancel FIT trips, consider giving those clients a credit slip so that they'll come back to re-book their plans.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Make better choices."
(John G. Miller)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 21):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 22 : _____ **to** _____

Become The Exception:

Take Nothing For Granted

A large advertising agency lost a very lucrative account after 70 years of service and \$70 million in annual billings. The well-known agency had been respected for nearly three quarters of a century. Employees walked the halls thinking this account was in the bag for another 70 years.

I know most of you don't care about advertising agencies, but the message should be hitting you loud and clear.

It's a mess out there and relationships, although having become the popular buzz-word of the new millennium, are as fragile as our self-esteem. I am not sure if the word "loyalty" even exists in today's encyclopedia. I think it has been replaced by the word megabyte.

You can't afford losing a good client these days. And today's client is playing by a new set of rules. There are no guarantees and the sure-thing is a thing of the past. Your future is up to you. Don't open yourself up for any unnecessary surprises.

This week, I want you to list your top ten accounts. Then, I want you to phone each and every good account to thank them for the business — and to remind them that you are there for them. While on the phone, ask them if there is anything you can do for them at the moment. This call should take no more than 3 minutes and will help prevent what happened to the agency highlighted in this week's message. 70 years of service — gone in an instant. Go figure!
Don't let this be you.

Mike Marchev



THIS WEEK'S SALES TIP

Very few people will become professional speakers. But you can definitely take advantage of local opportunities to promote your agencies in front of groups of potential clients. This week, find at least one opportunity to present a talk about travel (public library sessions, civic clubs, etc.).

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"The one-shot anonymous visit is a sure route to failure."
(Seth Godin)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 22):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr/> _____ points
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Week 23 : _____ to _____

Become The Exception:

Make Your Bobcat Dance

The man I hired to dig a hole in my backyard used a machine called a "Bobcat" — a hole-digging machine on four wheels. It is basically a mini-bulldozer. I was digging the hole for a swimming pool and this guy could make that machine "sing." Within minutes of arriving, he was bobbing and weaving while a perfectly smooth and level hole was being introduced to my backyard. This hole (conservatively) would have taken me seven days and a whole lot of back pain. As I watched him work his magic, I thought of what professionalism really means. This guy not only knew what he was doing, but he probably knew it better than 99% of the people in his business.

Do you know what you are doing? Better than anyone else? Can you save your clients time, pain and stress by plying your trade with skill and dexterity? Do people stop and gawk at you while you are performing your skills? Do people want to pay you extra for a job well done? With time and a little pain, most people can probably accomplish what it is you do for a living. But can you do it better, faster and with greater skill?

Can you make your Bobcat dance? I marveled at the way this man worked. In addition to paying the invoice price, I tipped him an extra couple of bucks to say "Thanks for the show."

Make it your business to work your magic in whatever it is you do. Strive toward making your clients marvel at your skills in the way you get the job done.

Go out and make your Bobcat dance.

Mike Marchev



THIS WEEK'S SALES TIP

Where do most people turn when they open the newspaper? The obituaries. What's the next most popular section for many readers? The letters to the editor. Here's your sales tip for the week: Every time a big travel-related story hits the news, drop a quick 100-word letter to the editor of your local paper.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Fear always springs
from ignorance."
(Jack Canfield and Mark Victor Hansen)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 23):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 24 : _____ to _____

Become The Exception:

Come Prepared

People exhibit at trade shows ready to do business and wanting to do business. They come to the SHOW wanting to meet new prospects. They come to the SHOW with very good intentions. But on more than one occasion, when I ask someone for their business card, they tell me they don't have one. Not only that, but it doesn't appear to bother them.

No wonder salespeople have earned such a poor reputation over the years. They feel that their "gift-of-gab" will get them through the day.

This lack of professionalism always catches me by surprise. How can anyone invest in a trade show and not have calling cards at the ready? This is almost as ludicrous as going to answer a telephone without a pencil and note pad. This is more common than you might think but incredibly insane just the same.

Coming prepared is a professional skill. Prepared in every way. My message to you this week involves "preparation". Come to the party prepared. Come to work ready to play. Come to the phone with a pencil (you just might need it). Go to the boat show with plenty of calling cards. Greet each day knowing you are ready, prepared and eager to do business.

What the world does not need is another person who forgot his/her calling cards.

What the world does need is an upbeat person who cares enough to come to work prepared.

Mike Marchev



THIS WEEK'S SALES TIP

This week, take a really good look at your outgoing email. Use the tools in your email software to add a message ("signature") at the bottom of every outgoing email — your name, contact information, Web site address, and even upcoming travel deals and specials. Jazz up those outbound emails!

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"You'll be on your way up!
You'll be seeing great sights!
You'll join the high fliers
Who soar to great heights.
And will you succeed? Yes! You will indeed."
(Dr. Seuss)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 24):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 25 : _____ **to** _____

Become The Exception:

Double Your Competency

You don't have to venture too far to witness examples of **incompetence**. I hear myself asking no one in particular all the time, "How did that person get into that position?" Don't companies, organizations, associations, etc., realize that it is employee competence that makes or breaks organizations? And don't these very same people realize that it only takes seconds to judge the competence of an individual? And yet ...

"Good enough" and "We are who we are" and "Training costs too much" and "What you see is what you get" seem to be popular mantras for 99% of the companies I am introduced to today. Then we moan and groan about the current problems associated with today's business. Then another week passes without our paying attention to our own level of "competence."

Exhibiting competence in knowing what you're doing (or knowing how to get something done) is communicated in a number of ways. There's the obvious level of actually being able to do what you say you can do. Your "non-verbals" — how you look, the sound of your voice -- go a long way toward conveying competency. So does the style of behavior you choose — whether you come across as a very casual person, or as someone who's a professional and takes him/herself seriously.

Notice I said "the style of behavior you choose," because you do have a choice. Think in terms of small improvements. A little at a time. If you can improve your competence by 1% every day, in a quick 70 days, you will have doubled your **competency**. **Think 1% this week.**

Mike Marchev

THIS WEEK'S SALES TIP



This week, think about reinforcing one of your biggest competitive strengths compared to travel Web sites: your clients' ability to contact you — a living, breathing human being — if they have travel questions or problems. One idea: Give out business cards with your cell number or the agency's after-hours number highlighted.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Stop trying to sell stuff and spend more time locating individuals who have a genuine interest for what you represent."
(Mike Marchev)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**
5,200 points

**Where I Stand Now
(Week 25):**
_____ **points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 26 : _____ **to** _____

Become The Exception:

Be The One Who Cares

Take a lesson this week from Charles Schultz, the creator of the Peanuts cartoon character. Here is a reminder that it is the "ordinary" people who make a difference.

Name the five wealthiest people in the world, the last five Heisman trophy winners, the last five winners of the Miss America contest, 10 people who have won the Nobel or Pulitzer prize, the last half dozen Academy Award winners for best actor and actress, and the last decade's worth of World Series winners.

The truth is, none of us remember the headliners of yesterday. These are not second-rate achievers.....they are the best in their fields. But after the applause dies and the awards become tarnished, achievements are forgotten, and the accolades are buried with their owners.

Here's another quiz. See how you do on this one: Name a few teachers who aided your journey through school, three friends who have helped you through a difficult time, five people who have taught you something worthwhile, a few people who have made you feel appreciated and special, five people you enjoy spending time with, and half a dozen heroes whose stories inspired you.

The people who make a difference in your life are not the ones with the most credentials, the most money, or the most awards. **They are the ones that cared.**

Now go out into your world this week . . . and **be the one who cares.**

Mike Marchev



THIS WEEK'S SALES TIP

At least once during the year — after a busy summer or fall travel season, for example — think about scheduling a “customer appreciation event.”

For example, have hors d'oeuvres and soft drinks in your agency one night, invite your best clients over, and do some “soft selling” for future bookings!

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“Many companies increase their clients and profits merely by shifting their focus from trying to make a huge profit on the acquisition of a new client to making their real profit on all the repeat purchases from those new clients.”
(Jay Abraham)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 26):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: _____ points
---	---

Second 13-Week Quarterly Review 2nd Q

TARGET POINTS = 1300 for the quarter (2600 to date)

ACTUAL POINTS = _____ for the quarter (_____ to date)

1. Of all the activities, which ones seemed to work the best?

2. Of all the activities, which ones seemed to work the least?

3. What activity did I enjoy the most?

4. What activity did I enjoy the least?

5. New accounts:

a. Name _____

How did I win it? _____

b. Name _____

How did I win it? _____

c. Name _____

How did I win it? _____

d. Name _____

How did I win it? _____

e. Name _____

How did I win it? _____

6. Lost Accounts:

a. Name _____

How did I lose it? _____

b. Name _____

How did I lose it? _____

c. Name _____

How did I lose it? _____

7. In the next 13 weeks, I plan to:

Week 27 : _____ **to** _____

Become The Exception:

Use Your “Down Time” Wisely

What do you do when you find time on your hands? Clean the files? Drink coffee? Chat with fellow workers? Complain? Take a smoke-break?

I was recently reminded of "wasted down time" when I rented a device from Home Depot. It was not until I returned home that I discovered that the man responsible for renting me the gizmo gave me two parts which were not meant to operate together. I had wasted a good hour of my Sunday morning thanks to this "oversight," and I was not pleased. I thought this man should have known better. After all, he was the "pro" when it came to renting gizmos. I found myself (right or wrong) questioning the proper use of his down time. How could he have been so careless? His mistake/error/oversight certainly did not make my life easier, and after all, isn't that what we sales people are all about . . . making life easier for clients? I thought that if he was the "rental guy", that he should have had a firm grasp of his "rentals." And since he did not use each and every tool himself, shouldn't he be studying every chance he gets during his down time?

How do you use your downtime? By improving your skills? Or are you simply apologetic once you make a mistake and foul up somebody's day? How many mistakes could you avoid by using small increments of time each day learning more about what you do for a living?

Becoming the best won't come easily. Studying is not a common trait. Being good at what you do takes concentrated effort. It is time we all make a little more effort. **Down time — look for it, cherish it, and use it.**

Mike Marchev



THIS WEEK'S SALES TIP

Quick quiz: Can you name your top 10 clients (in terms of sales volume)? And, can you name your 10 most profitable clients? If you're having trouble coming up with a complete list with complete names, spend this week buried in your agency database finding them. And, from now on, keep those two lists updated and handy.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“However, before you take action, go down to the front and make sure your prospects want to buy a service as badly as you want to sell them one.”
(Al Ries and Jack Trout)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 27):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: _____ points
-----------------------------------	---

Week 28 : _____ **to** _____

Become The Exception:

Drop The Rock!

As soon as I heard the gentleman from Indiana mention this phrase during Friday evening's welcome reception, I knew I had just heard my new "battle cry": **LEARN TO DROP THE ROCK!**

He was a very successful man. Full of life. Full of fun. Full of ideas. And more than financially sound. We were talking about why some people are more successful than others when he began to wax eloquent on the subject. He said, "Most people are just too scared to drop the rock". I knew I had just heard a "keeper".

The reason that many people are not more successful today is because they are holding onto self-imposed limitations ... as if they were anchored to a huge rock for stability. They are burdened by what others may think and shackled by a bunch of negative "what-if" energy-sapping scenarios.

We can't do that./We have never done that before./That is not the way we do things./Don't be silly!/What would people think?/That isn't me./Sounds too much like work./What if it doesn't work?/You're kidding...right?/That would never work.

Bottom line: They become one of the ducks plain vanilla predictable moderately successful ... one of the gang.... invisible.

This week, focus on identifying the rock(s) you are tethered to, and think about the possible results if you manage to drop them!

Mike Marchev



THIS WEEK'S SALES TIP

Want to increase your closing rate with requests from prospects who come through your email or your Web site? Always post your agency's phone number (especially the toll-free line, if you have one) on every Web page and in all email signatures. Many agents say their closing rate with callers exceeds email closings several times over.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"People worry about a lot of things that actually have a very low probability of actually occurring."
(Daniel Goldman)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 28):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 29 : _____ **to** _____

Become The Exception:

Marketing Works

I don't consider myself an impulse buyer ... but I have purchased a vacuum cleaner from a TV infomercial at 3:30 a.m. I'm usually asleep at this time of night, but on this particular Saturday I was "tuned-in." Something caught my attention and, before I knew it, I was the proud owner of "The Stick Shark." It sucks up screws and bolts like nothing you have ever seen.

Later that very same week, I read in *The New York Times* about a new book titled *The Tipping Point* by Malcolm Gladwell. It looked like something I might be interested in but I didn't give it another thought, until I was browsing at Barnes & Noble on Saturday afternoon and I spotted the book in the business section. I was soon reading *The Tipping Point*.

In both instances, a product was brought to my attention and I was given a few reasons why I might want to consider owning this product. I was not shopping for a vacuum, nor does my office library need another business book. I am not sorry in either case, but the point is that it wasn't in my plans to purchase either product until the product was brought to my attention. In my mind, this is proof-positive that marketing works. It doesn't work all the time on every single prospect, but in the long run it works. I can promise you it won't work unless you do.

Introduce yourself and your product/service to people — and give them a few good reasons why they should have/own/use your "stuff." This week, go connect with people and simply tell them what you've got. Go do a little "marketing". Some people will pay attention, others will not. Some may even give you their credit card number. **Marketing works.**

Mike Marchev



THIS WEEK'S SALES TIP

Regardless of the time of year, it's never too early to start promoting year-end holiday trips (and the usual Thanksgiving and Christmas airline reservations) with your clients. Remind them that planning ahead could save them lots of time and hassles in November and December.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Rainmakers make friends,
not enemies."
(Jeffrey J. Fox)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 29):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 30 : _____ **to** _____

Become The Exception:

Have Fun

While grouting my bathroom tile of all things, the following question popped into my mind.

"When was the last time I actually had FUN?"

It seems the older we get the less time we spend having or looking for fun. Chores, work, obligations, duties, sleeping and eating fill most of our days. And the days turn into weeks . . .

Maybe we should adopt a new mantra: FUN IS US! Or FUN IS ME! Here are a few ways to introduce some fun back into your life:

1. Meet a new person and "get into" their story.
2. Lose the deadbeats in your life.
3. Close a new piece of business. (Making money can be loads of fun!)
4. Call up an old client simply to say hello.
5. Write a "who gives a damn" letter just to see what comes of it.
6. Make an attempt to meet your role model.
7. Pick a role model, then go back to #6.
8. Surprise somebody (anybody) by writing a "thank you" note for a service you are still enjoying today but was rendered some time ago.
9. Dig in and finish the day's work by 4pm. Then go out and take a Power Walk.
10. Be nice to yourself. This step should become a habit!

Mike Marchev



THIS WEEK'S SALES TIP

How are your "futures" looking? You know — cruise and tour groups that have space held or even deposits down for trips taking place six months to three years or longer down the road. If you're sitting in your agency this week without any futures booked for the next calendar year and beyond, you'd better get up and start selling . . .

Take a look at
www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"All you can do
is all you can do,
but all you can do is enough."
(A.L. Williams)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 30):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 31 : _____ to _____

Become The Exception:

Make Things Happen

Things work when you make them work. Your job is to make things work.

If this thought is so logical, then why isn't there more proactivity going on? Here are three ideas to think about this week.

#1. The Lunch Meeting: Last week out of the blue, an unknown subscriber of mine called and asked if he could meet over a salad and a cup of coffee, just to brainstorm. My calendar was clear so I agreed. How'd this meeting materialize? Someone asked me to lunch.

#2. Referral Introduction: A client thought I would enjoy meeting an associate of his. He called and asked if I would be receptive to a meeting. Sure! I was soon meeting with a marketing director of a small firm to discuss how we can fix the world by coupling our marketing wisdom. (Only kidding!) How'd this happen? A client asked.

#3. Telephone Conversation: I found a special report on the Internet that I wanted, but I hesitated typing in my credit card number. I called the Houston phone number on the site, and for the next 60 minutes I had one of the most refreshing and stimulating conversations I have had in a long time. How did this happen? I dialed a phone number.

Things will happen when you make them happen. Ask for a meeting. Dial your phone. Good things will happen.

Mike Marchev



THIS WEEK'S SALES TIP

When you're on the phone or sitting down with a client, remember the Golden Rule of closing sales:

Ask for the business — and, then, be very quiet.

If you've done your selling well, the client will speak first and close his or her own sale.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"This is a fact of paramount importance: Each human being, whether he lives in India or Indianapolis, whether he's ignorant or brilliant, civilized or uncivilized, young or old, has this desire: He wants to feel important."
(David J. Schwartz)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 31):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 32 : _____ **to** _____

Become The Exception:

Focus!

People are not more successful because they dilute their efforts and try to do too many things for too many people in too many ways. We often try to achieve a level of proficiency that may be beyond our grasp. FACT: There are only 24 hours each day. How you decide to use your time (resources) is entirely up to you. Your choices will determine your success.

Bigger! Better! Faster! Leaner! Meaner! More! Less! Service! Quality! Relationships! Innovative! Smarter! These words all have meaning and all make sense. These are popular buzz words — responsible for more debt, more stress, more anxiety, more doubt and more sleepless nights. They are all the right words — but they could be watering down your daily efforts.

The answer: **FOCUS.**

Focus on your customers. Focus on your strengths. Focus on your business.

Focus on your target market. Focus on today. Focus on your career.

Focus on your sales & marketing tactics. Focus on the results. Focus on what you do best.

Stop giving time to chores, ideas, people and things that offer limited benefit to your focal point. **Only focus on that which promises the most likely return on your investment of both time and money.**

FOCUS!

Mike Marchev



THIS WEEK'S SALES TIP

How many times do you catch yourself (or other agents in your business) selling the features of a cruise or tour or all-inclusive package — and not the benefits? This week, tape this tip on every phone in your agency: “Don’t sell features — arouse emotions. Travelers rarely book trips based on logic.”

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“In positioning, don’t try to hide your small size. Make it work by stressing its advantages, such as responsiveness and individual attention.”
(Harry Beckwith)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 32):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 33 : _____ **to** _____

Become The Exception:

Get Visible

Macy's Department Store (Federated) closed a number of facilities for reasons related to profits. This came as no surprise (it is tough out there), but the fact that a major department store was destined for mothballs and was situated close to my home was a major surprise. Why? Because I didn't even know it existed. I often drove by the location of the store hundreds of times, but I never remember seeing the store. And how could Macy's managers expect me to shop there if I didn't know there was a Macy's there? No wonder it had to close.

For years I have been telling business owners that their biggest problem is that not enough people know they are alive. If I am going to do business with you, I have to know you are one of the choices before I can choose. If you are going to do business with me, I have to make my presence known. But after you tell people you are alive, you have to tell them again..... and again and again. As difficult as this is to comprehend, you are not high on other people's agendas. People are concentrating on doing their personal "Happy Dance" to the beat of their own drum. As soon as you are out of their sight, you are out of their minds.

How many of you reading this message woke up this morning wondering how your good old friend Mike Marchev was doing? Nuff said.

Starting today, **shout it from the rooftops: "I'm alive and well — and ready to serve you!"**

Mike Marchev



THIS WEEK'S SALES TIP

This week, learn to love the word "No." You hear it day in and day out from potential travelers. Here's the key: Sit down and calculate your contacts-to-closing ratio (how many "Nos" it takes you to get to a "Yes" from clients), and divide that number into your average commission. For example, if it's 10 "Nos" to get to each "Yes" for a cruise that brings in \$150 on average, you're earning \$15 every time you hear a "No."

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Everybody loves being recognized."
(Tom Peters)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 33):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 34 : _____ **to** _____

Become The Exception:

Make The Call!

There are people out there you want to "catch up" with. People you want to talk to. People you still care about. People who you have lost touch with for some reason or another.

Stop procrastinating and make the call!

You're waiting for them to call you and they're waiting for you to call them. You probably have little memory of how this distance unfolded, but who cares? **Call 'em.**

I made two of these calls last week: one to a former business associate (friend) whom I haven't spoken to in over 15 years, and the other to an old friend I tried to give up on. I could not understand why he didn't return my calls. I made the call and we mended the fence even though it really didn't need mending. I learned that he was simply embarrassed to call since it had been such a long time. This excuse may appease others, but not you. **Make the call.**

People are busy. You (we) must become the exception when it comes to holding relationships together and we must be big enough and confident enough to make the first move. And the second. And the third.

Pick up the phone and make the call that will make both of you feel better.

Be confident. Be concerned. Be the exception. **Make the call.**

Mike Marchev



THIS WEEK'S SALES TIP

How many sales do you pick up a year from client referrals? If you don't have a very well-developed system in place for requesting referrals, the answer may be slim to none. This week, sit down and plan how you're going to ask for — and reward — your existing loyal client base for sending their friends and family members to your agency.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"The most important thought that you can ever hold is: 'Your life matters.'" (David McNally)

HERE'S MY PROGRESS TO DATE:

My Points Goal For The Full 52 Weeks:
5,200 points

Where I Stand Now (Week 34):
_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 100%;"/> points
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Week 35 : _____ to _____

Become The Exception:

Your Mind Will Quit First!

Remember this when things don't make sense to you: **THE MIND QUILTS FIRST!**

Under the pressure of day-to-day activity, it will sometimes sound like a good idea to throw in the towel. For some, this may very well be sage advice. For most of you, it will prove to be a big mistake. Regardless of your industry, job, position or experience, there will be times when you will decide that selling hot dogs from a truck sounds like a better plan, a breath of fresh air, a much-needed "walk in the park." Ask a Hot Dog Wagoneer if he has problems? I'm betting he does!

As cliché-ish as this sounds, there isn't any easy way out of this thing called life. And you are not alone. We are all in this together. We go through doubts. We question the sanity of it all.

When your mind starts to play games with you, fight back by doing something positive. Define in concrete terms whom you would like to meet and eventually do some business with. Polish up your outdated database. Get rid of "yesterday's news" and add "today's opportunities." Begin writing a rough draft for that Special Report you know you should be "rough drafting."

Don't allow your mind to negatively get in the way. Trust me. It will try. In fact, it may be the only thing your mind is good at — bogging you down

It is the mind that quits on us first. Spend time this week working on your mind — and all else will fall into place.

Mike Marchev



THIS WEEK'S SALES TIP

Many travel agents have built substantial client bases by making presentations to travel clubs, senior group leaders, and other "pied pipers" for group trips Here's your rule of thumb for group pitches: You've got their attention for no more than 17 minutes, and repeat the basic trip offer at least five times.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Every communication must be crafted with the goal of ensuring that it is not the last one."
(Seth Godin)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 35):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 36 : _____ **to** _____

Become The Exception:

Be A Good One

When David Ogilvy, the great advertising genius was beginning his business, he found himself "pitching" his new one-man agency to a large company. The smug buyer informed Ogilvy that the competing advertising agency was offering 30 people to handle his account. "How many people will you put on my account?" asked the buyer. "How about one good one?" replied Ogilvy. The rest is history. Ogilvy was awarded the business.

Fast forward to the present. This past weekend, I got around to calling my cell phone company to cancel my account due to poor service and a monthly bill that I failed to understand --- for 24 straight billing cycles. The customer service woman (Donna) somehow convinced me by professionalism and apparent understanding, to simply change billing plans, which I agreed to do. Later, to confirm what I had just done, I decided to call to make sure all was in order. Three subsequent calls failed to contact (Donna), resulting in new frustrations and a serious question as to my decision to hang with this particular cell phone service. During a fourth attempt, I managed to connect with a friendly representative (Tracey) who acknowledged my frustration and made it her business to solve my problem in relatively short order.

So, what's the message? There are good people out there and there are less than adequate people given the opportunity to deal with customers. You can't change the world -- but you can be on the lookout for the good people. But perhaps more strongly, I am suggesting that you and your people be one of the "good guys". Work at it and realize that there are folks out there just waiting for you to freshen up their life and help them solve their problems!

Be like Tracey. Be a good one.

Mike Marchev



THIS WEEK'S SALES TIP

Instead of holiday greeting cards, set up a weekly system to personalize cards for clients whose birthdays fall next week, and drop them in the mail (stamped, not metered!). Throw in a coupon if you want as a nice "thank you." Birthday cards stand out — Christmas cards get tossed!

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Some people will say 'Yes' and some people will say 'No.'
So what? Keep right on asking!"
(Jack Canfield and Mark Victor Hansen)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 36):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 37 : _____ **to** _____

Become The Exception:

Lose The Poor Service

I was all ears when my host at a dinner party began sharing stories about his driveway service. He mentioned how he and his weekend golfing cronies spend much of their Saturday morning sharing war stories about how their service providers are fouling life up for them. From lawn services to baby-sitters. From yelling matches to small claims court. I heard them all. Even though I don't belong to a golf club, I don't hire baby sitters, and my driveway is a functioning slab of asphalt, I do consult with service providers who feel that the competition is getting too severe for them. My advice to them: "Get over it. There are people out there who need you." As a general rule, service stinks today and the poor service one receives is over-priced. This is the gospel according to these wealthy New Jersey "swells" who need people they can trust.

1. Jesse James had it right when he told the judge he robbed banks "cuz that's where the money iz". **GO WHERE THE MONEY IS.**
2. There is a good chance that the people who hold the purse strings are not enthralled with their current provider. They expect more, but will pay more.
3. BUT, they don't know you are alive, and they don't have the time to go out and find you. **GET UP. GET OUT. GET VISIBLE.**
4. If you are good, honest and hard-working, there is plenty of money out there for you.
5. **STOP WHINING** ... and simply go out and earn your money.

POOR SERVICE PREVAILS. Now go out and do something about it.

Mike Marchev

THIS WEEK'S SALES TIP



Here are two tips this week for closing more travel sales:

- (1) People love to buy travel after they "own" the trip in their minds, so make them see themselves on the beach and hear the cruise ship music before you hit the close, and (2) Know the booking procedures so well that you don't lose the sale by hesitating.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"At every opportunity that presents itself, thank customers for the opportunity of calling them customers."
(Mike Marchev)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 37):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 38 : _____ **to** _____

Become The Exception:

Be “Happening”

When I return to speak to the senior class at my high school, I advise them to run away from negative influences in their lives. I remind them that it is easier to neg people out than to lift them up, that misery loves company, and that they should stay away from whiners at all costs.

The flip side of this advice is to migrate toward “happening” people. When you come across a person full of ideas and who is not frightened to try new things, make every attempt to hitch your wagon to this stabilizing force and explore the possibilities.

The power of positive people and positive comments is an interesting phenomenon. Just talking to a "positive" person on the phone or enjoying a few minutes in their company has a tendency to lift one's spirits. (Just yesterday I spent time with an 85-year old woman, high heels and all, who had the mind and the quick wit of one of today's 20 year olds. It was both refreshing and stimulating.)

I have a number of associates I call on a regular basis and I find myself laughing and cajoling and brainstorming myself right out of a negative mood. It works every time. So, if and when you find yourself heading for the doldrums, dial up one of your "A Team" associates and "snap out of it". We are all in this thing together and we will all get out of this thing together. Try something new. Attempt something bold.

Oh! One more thing. When somebody calls you, it may be a disguised call for help to pump some life back into their world. So, don't let them down. Answer the phone this week like you have it together. There are people out there who need you. And they are counting on you.

.Mike Marchev



THIS WEEK'S SALES TIP

Who's clipping the local newspaper for your agency?
Every day and every week, you can send congratulatory notes to the local citizens featured in the announcements for engagements and job promotions, etc. In fact, make it a goal: 10 clippings a week!

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“When one message conflicts with another, you compete with yourself and you confuse the prospect.”
(Al Ries and Jack Trout)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**
5,200 points

**Where I Stand Now
(Week 38):**
_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr/> _____ points
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Week 39 : _____ **to** _____

Become The Exception:

Don't Go Bowling Alone

In his book titled *Bowling Alone*, Robert Putnam shows how we have become increasingly disconnected from family, friends, neighbors, and our democratic structures-- and how we may reconnect. Putnam warns that our stock of "social capital" — the very fabric of our connections with each other — has plummeted, impoverishing our lives and communities. Putnam draws on evidence including nearly 500,000 interviews over the last quarter century to show that we sign fewer petitions, belong to fewer organizations, know our neighbors less, seldom meet with friends, and even socialize with our families less often. We're even bowling alone. More Americans are bowling than ever before, but they are not bowling in leagues.

Putnam shows how changes in work, family structure, age, suburban life, television, computers, women's roles and other factors have contributed to this decline. In fact, fewer members are taking the time to attend club meetings (down 58%). Family dinners are down 33%, while friends coming to dinner is down by 45%.

I've caught myself labeling myself a "social bafoon" on more than one occasion. This is not a good thing. Make it your business to add more High Touch to your High Tech world. Get out of your cozy comfort zone and get into the faces of people who mean something to you. Prospects. Clients. Employees. Family & Friends.

Make a few phone calls. Stop cocooning thinking that email is all you need to maintain sound relationships. And for heavens sake, stop bowling alone!

Mike Marchev



THIS WEEK'S SALES TIP

CONGRATULATIONS! You're now three quarters of the way towards achieving your sales goal! As you slide into the fourth quarter of this program, now's a great time to review your preferred supplier deals. Which ones are working, which ones aren't, and which ones need a few final sales this year to earn more pay?

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Try the 'Strategy of Preeminence' — the ability to put your clients' needs always ahead of your own . . . A successful business starts with the desire to provide a solution to another's problem."
(Jay Abraham)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 39):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Third 13-Week Quarterly Review

3rd Q

TARGET POINTS = 1300 for the quarter (3900 to date)

ACTUAL POINTS = _____ for the quarter (_____ to date)

1. Of all the activities, which ones seemed to work the best?

2. Of all the activities, which ones seemed to work the least?

3. What activity did I enjoy the most?

4. What activity did I enjoy the least?

5. New accounts:

a. Name _____

How did I win it? _____

b. Name _____

How did I win it? _____

c. Name _____

How did I win it? _____

d. Name _____

How did I win it? _____

e. Name _____

How did I win it? _____

6. Lost Accounts:

a. Name _____

How did I lose it? _____

b. Name _____

How did I lose it? _____

c. Name _____

How did I lose it? _____

7. In the next 13 weeks, I plan to:

Week 40 : _____ **to** _____

Become The Exception:

Stuff Happens!

The "East Coast Blackout" was a big story not long ago. One minute, there was "juice". In less than a blink and without warning, there was blackness.

This is another example of how quickly things change . . . and can change . . . and will change. One minute you are sailing nicely, the next you are hung up on a sand bar. One minute you have all the business you can handle, the next your pipeline is drier than an Arizona mid-summer's day. One minute, life is grand, the next you get snake-bit by an unexpected phone call from a distant relative.

Stuff Happens. The lights went out in Georgia, and they went out in New York. Your lights could be next. And as a matter of fact, you should plan on it. Someday, one day, your lights will go out. And my question to you is "Will you be prepared to handle it?"

Ask yourself, "What is the absolute worse thing that could happen to me this week?" Then, do everything in your power to make certain it does not happen.

You don't have to be caught in the dark if you just exercise a little emotional intelligence.

Make it your business this week to make certain you are prepared for the worst by not allowing it to happen. This simple exercise will most definitely position you as one who is truly "the exception".

Mike Marchev



THIS WEEK'S SALES TIP

Send follow-up letters, thank-you letters, and confirmation letters to your clients? Researchers say one of the prime spots in any letter for marketers to plant an offer or a special deal is in a postscript.

Try listing your best offer in every "P.S." from now on.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Anger is never without a reason,
but seldom a good one."
(Daniel Goldman)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 40):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 41 : _____ **to** _____

Become The Exception:

Hold On To Your Clients

I was asked to stop by an automobile dealership to share a few ideas with their sales team. The monthly sales target is to sell 300 cars. (That's a lot of cars). Each salesperson in the room carried a gold marker in their pocket reminding them that they were the best in the business.

The dealership's one word mission statement caught my attention: **LOYALTY.**

This point was driven home in every sales meeting and their single objective was to hold on to their customers for a long time. Their objective was to sell 300 cars, but their strategy was determined by how well they treat their current clients.

TREAT YOUR CLIENTS AS IF THEY HOLD THE KEYS TO YOUR FUTURE — because they do.

We often treat our neighbor's child with more respect than we treat our own children. We are often more polite to strangers than we are to our loved ones. We go out of our way for prospects more readily than we do for seasoned clients. The real winners in a winning business are the customers. They are treated as if the company sincerely wants them to return.

Focus on the needs of your current client base and make it your business to hold on to every single one. Build your business based on a 100% satisfaction level of those you are currently doing business with.

Mike Marchev



THIS WEEK'S SALES TIP

Don't forget the one big advantage of many holidays in the coming year: Everyone's home at the same time! Contrary to popular wisdom, holidays can be a great time for direct marketing to your clients for family vacations and reunions for the following year.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Rainmakers welcome customer objections because they know objections are simply the way customers express their desires."
(Jeffrey J. Fox)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 41):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr/> _____ points
---	---

Week 42 : _____ **to** _____

Become The Exception:

Think!

Be an activity role model this week: Think — Do — Achieve!

1. Write one letter to a person in your community who has made a difference. You can pick out this person from your morning newspaper. (Acknowledge their contribution and invite them for a cup of coffee.)
2. Write a "Thank-you" note to one of your treasured clients. (A sincere thank-you note)
3. Write the opening paragraph for the article you have always thought about writing. Think about a catchy title (Headline) Example: "10 Sales Lessons I Learned From Watching The Animated Movie 'Shrek'"
4. Catch an employee doing something good this week and applaud them. (Make a habit out of doing this.)
5. Pick one file from a bulging cabinet and clean it out. (Do this preferably after hours.)

Your next good client is out there wondering where the heck you are hiding. Go find them. Go meet them. Go help them!

Mike Marchev

THIS WEEK'S SALES TIP



Don't go crazy with coupons and discounts. Chances are that your steady clients need a simple discount or offer with the goal of encouraging them to book early for the next year — and you could leave a lot of money on the table with new prospects who are simply shopping only on the basis of price.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"You cannot be all things to all people. You must focus on one thing."
(Harry Beckwith)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 42):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 100%;"/> points
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Week 43 : _____ **to** _____

Become The Exception:

What Gets Measured . . . Gets Done!

I know when there are fewer than 60 days left until Christmas. Most of you either did not have a clue or have no way to be sure until you pull out a calendar and start adding up the days on your fingers. I know for a fact when there are exactly 60 days left.

How do I know? Because Christmas is a very special occasion in my wife's yearly event schedule. She has a countdown calendar on our kitchen wall right next to the breakfast table. Every morning, religiously, Barbara subtracts a single day and, voila, we once again know the time remaining until Christmas. Take a lesson.

What Gets Measured . . . Gets Done!

Once you determine what is important to you, I strongly recommend that you begin "measuring" in some form. You want to lose weight? Start measuring your calories or your time on the treadmill. You want more sales? Start measuring the number of contacts you are making on a daily basis. You want to become more intelligent in any one particular field of interest? Start measuring the time you spend reading about the subject matter.

As we all know only too well, time has a habit of passing us by. Let's agree to the following: For the next 60 days, decide what is meaningful in your life and begin to measure your progress. If you try this simple, effective maneuver, in 60 days you will be miles ahead of where you are today.

Mike Marchev



THIS WEEK'S SALES TIP

Take Mike's ideas about measuring results to heart — and begin outlining your next co-op marketing proposal for a preferred supplier. "Surely, every supplier's marketing budget is gone by now?" you ask. There's always marketing money, somewhere, somehow, for a great promotion.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"You beat 50 percent of the people in America by working hard. You beat another 40 percent by being a person of honesty and integrity and standing for something. The last 10 percent is a dogfight in the free enterprise system."
(A.L. Williams)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 43):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 44 : _____ **to** _____

Become The Exception:

Use All Your Time Wisely

Young people have neither won nor lost the game of life. Their game will be getting started the moment they graduate from high school. And even then, many will postpone any ramifications from poor judgment for another four years. But just the same, I found myself sharing a number of ideas and suggestions with a group of high school seniors.

I reminded that their "win" column will be determined by the choices they make and the company they keep. That failing faster while failing smarter is still the quickest way to the success circle of fame. That having fun is acceptable as long as you earn the right to laugh. That there is more than one road to the winner's circle. That everything worthwhile begins with a dream. That dreams transform into new goals that enforce well-grounded beliefs, which results in confidence, which leads to success. I became excited when I spotted clusters of teenagers "connecting" with my words. But I became less than enamored when I thought other young people were missing the point entirely. With today's "yootes" (that's New Jersey for "youths"), I suppose a certain hit-or-miss ratio should be expected. But with you, and other adults, I am not so quick to forgive.

The largest difference between high school seniors and today's business professionals is that today's young people have more time to rebound from judgment errors. You and I must be more calculating.

Every decision counts. Every missed opportunity hurts. Therefore, act accordingly.

Mike Marchev



THIS WEEK'S SALES TIP

What do veteran travel agents identify as sure signs that your client is ready to close? Begin closing the sale when your clients have been talking at a certain pace and suddenly slow down, or they suddenly speed up talking with you, or they've been mostly listening but now have lots of questions, or they're definitely seeing themselves on the trip.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Reward success and failure equally —
punish inactivity."
(Tom Peters)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 44):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 45 : _____ **to** _____

Become The Exception:

Learn From Your Failures

If your profits are below the break-even mark, your business may not be failing — you may be failing at "doing business". You may not even be giving your business a chance to fail.

Business involves a number of activities that need to be implemented on a regular basis. Are you being faithful to these activities? If you are not doing them, you can't be failing at them. You simply are failing to do them. (You are not giving your business the chance it deserves.)

Here are some things you may be failing to do.

- Clearly defining your service and understand what it is you are bringing to the party.
- Building a growing, meaningful database of qualified prospects and future clients.
- Contacting prospects on a regular basis.
- Being creative while trying new ways to attract favorable attention.
- "Blowing your customers' minds" with service... and then delivering more "unexpected" service.
- Understanding and accepting that a certain number of clients will "drop you like a hot potato" for no good reason whatsoever, now and then.
- Focusing your attention on finding just one more new client each and every week.
- Looking to build alliances with other smart people in your town or industry.

There is work to do and fun to be had. Get started. Your business is probably not failing. You may be just failing to do business!

Mike Marchev



THIS WEEK'S SALES TIP

This week, take an extra-long lunch hour one day and walk around your office. Now's the time to re-stock your office with marketing collateral — postcards, mailers, brochure shells, and other items — offered by major travel suppliers like cruise lines and tour operators.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"The important thing is not where you were or where you are, but where you are going."
(David J. Schwartz)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 45):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr/> _____ points
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Week 46 : _____ **to** _____

Become The Exception:

Don't Coulda — Woulda — Shoulda

Have you used any of these excuses before?

- I would have done it if I had more money.
- I could have tried it if I had more time.
- I should have called if I had only known

These excuses are heard more often than not when you get an idea and fail to act on it. This simply does not have to happen. Once you have an idea or a notion to do something, do it. Don't think it to death. And don't procrastinate until you forget what it is you were going to try, or your idea simply loses its shine.

I have always thought that one of the most powerful words in the English language is the word "IDEA." Ideas are good things. Ideas are exciting things. Ideas are intriguing things. Ideas are fun to have and fun to try. People like to hear about ideas. Get 'em and then act on 'em. Not all ideas work. Most ideas won't work. As a matter of fact, most ideas don't ever leave the new idea launching pad. Work on generating more ideas. Then, give them life by sharing them with your prospects and customers. In other words, I want you to propose a few action thoughts with people you would enjoy doing some business with. "Blow in their ear." Say something to them that might even lead them to an idea of their own. (Heaven forbid!)

That's how you'll eliminate "coulda/woulda/shoulda" from your vocabulary!

Mike Marchev



THIS WEEK'S SALES TIP

If you're the agency owner or manager (or you work as a home-based agent or outside sales agent), you should be spending at least 50% of your time collecting leads, qualifying those prospects, and closing sales. Delegate the cruise paperwork and ARC reports to a trusted colleague.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Always bear in mind that your own resolution to succeed is more important than any one thing."
(David McNally)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 46):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 47 : _____ **to** _____

Become The Exception:

Show Up

"A record Belmont Park crowd witnessed the biggest upset in Belmont Stakes history as Sarava, at odds of 70-1, upset War Emblem's Triple Crown bid and returned a record \$142.50 to win for every \$2 wager. "

I love to read about upsets and beating the odds. This is what makes life worth living. Games worth playing. Businesses worth running. 70-1! Those were the odds that this unknown horse would win the Belmont. The smart money was on War Emblem. But life doesn't always unfold the way the newspapers and "those-in-the-know" predict.

The GOOD NEWS is that your odds for success are a lot better than Sarava's were. The message: **Show up every day ready to run.**

Big doesn't mean didilee-squat these days — and favorites are not sure-things.

This is what makes it all fun and worthwhile:

Showing up — ready to play, ready for action, with a sense of fun, expecting that you may get tossed around now and then, taking a stand, and working like hell.

You won't always win . . .

. . . **but you'll never win if you don't show up!**

Mike Marchev



THIS WEEK'S SALES TIP

While you're away enjoying the upcoming weekend, spend some time away from the office thinking about this statistic: Successful retail agents in the U.S.A. report on average that 80% of their annual sales come from referrals or repeat business. Is your agency there yet?

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Each time you ask for something, you will get a little bit better at it."
(Jack Canfield and Mark Victor Hansen)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 47):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 100%; border: 0; border-top: 1px solid black;"/> points
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Week 48 : _____ **to** _____

Become The Exception:

Go Fish!

"Chivas Regal and Johnnie Walker start preaching to the choir in campaign aimed at Scotch lovers."

This headline grabbed my attention not long ago.

The gist of the article is "**Fish where the fish are.**"

It appears that there is an intense competition going on between "white" spirits and "brown" spirits. This competition is heating up and apparently, there is a need to change the strategy for selling more booze. "Rather than remaining focused on stimulating demand among consumers who do not already drink Scotch, the campaigns now getting under way concentrate on wooing consumers who already do."

This is called "swimming downstream," and it makes good sense to me. Sell cruises to people who already appreciate the smell of a mid-night buffet. Sell lawn rakes to people who do not see the value in hiring a gardener. Sell computers to people who already know how to reboot. Or, on a personal level, "Talk to your kids when they come to you with a question". Get the idea?

Go with the flow. Swim down stream. Fish where the fish are. Pick the low hanging fruit first.

Why would you waste time trying to impress, explain, coerce, sell or cajole somebody who does not speak "your language" when you could be bonding with someone who is prepared and eager to give you a tumble? You want to sell Scotch? Talk to the scotch drinkers.

Mike Marchev



THIS WEEK'S SALES TIP

Rick Steves (ricksteves.com) built a huge travel business by writing guidebooks to Europe and hosting PBS travel specials — but his agency in Washington state swears by the regular series of travel seminars hosted every month for local consumers. Plan ahead to offer your own round of travel seminars locally.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Remember that enthusiasm is contagious.
Look alive!"
(Mike Marchev)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 48):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: _____ points
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Week 49 : _____ **to** _____

Become The Exception:

Energize Yourself

The Rolling Stones is a rock group .. a really old rock group. They are still doing their thing after nearly 30 years of rocking & rolling. Incredible. They still have “the juice.” Here is a quote from the New York Times as the boys prepared to take on Madison Square Garden: “Rock and roll requires a certain amount of energy,” said Mr. Jagger (Mick). “You just can't do rock 'n' roll sitting on a bicycle going 10 miles an hour. You really have to wind up the energy level — that's part of the main ingredient. It's not like you have to be a brilliant musician, but you need a kind of explosive kind of musical energy to play rock 'n' roll well. And we have that.”

These lads aren't the best in the business. They are not the best singers, dancers or musicians. They certainly are not the best looking people on stage. But they still have “the energy.” And it is “energy” that still sells. Always has. Always will.

Whether you are 15 years old, or going on 60 like Mick (or older), the key word is ENERGY. That is what people buy. That is what we want to see. That is what other people need and want to see. ENERGY.

You don't have to be the best guitar player in the world. You don't have to be the best anything in the world. But you do need ENERGY. And, ENTHUSIASM. Show me both. ENERGY AND ENTHUSIASM.

Hey, if Mick Jagger, at 60, can show me a little juice, perhaps there is still hope for you and me.

Mike Marchev



THIS WEEK'S SALES TIP

“How do you eat an elephant?” the old business joke goes.

“One bite at a time!”

Start thinking about your sales goals for the coming quarter.
Calculate how many prospects you need to contact to lead to
how many sales . . .

Take a look at

www.marchev.net/plannerarticles.htm

for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

“The devil is in the details.”

(Al Ries and Jack Trout)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 49):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 100%;"/> points
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Week 50 : _____ **to** _____

Become The Exception:

Hang Ten!

Life is nothing more and nothing less than a wave, one big sine wave. (A sine wave is defined as a periodic wave related to simple harmonic motion.) I began thinking about a sine wave and how it resembles life's patterns. Must be an age thing. Up and down over time, repeating itself. As you may recall, a sine wave passes through zero and resembles two "humps," one above the line and one below the line. A cycle is completed when both humps have been engaged. Up and down, up and down.

That's life, people. Nothing more than a roller coaster. Life resembles a sine wave. If you're going up, you will sure as rain soon be coming down. If you are down, hold on because you will soon be changing directions and gaining altitude. I don't care who you are, where you have been, the title on your door, if you have an office window, or you are a New York Yankee season ticket holder, your life resembles the sine wave.

Emotionally intelligent people know and understand this. Others dig in and fight this phenomenon thinking that they are just too good, too smart and too gifted to experience anything less than positive results day in and day out. Or, once they hit the down side of the wave, they entertain thoughts of quitting.

Draw a big sign wave and stick it somewhere in your office, bedroom, bathroom or kitchen, and remember that if your life is in harmonic motion it will take the shape of a wave. And it will be the ride of your life.

Hang on at all costs. Things will soon get better — or worse. Your sine is about to wave.

Mike Marchev



THIS WEEK'S SALES TIP

While you're looking ahead to the next 52 weeks, think about this sales reality: To earn **really big money** selling travel, you must generally pick one of two paths: (1) selling lots and lots of big-ticket trips or (2) building a sales organization with other agents. This week, take some time and decide which path is right for you.

Take a look at www.marchev.net/plannerarticles.htm for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Sex differences aside, emotional life is richer for those who notice more."
(Daniel Goldman)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:
5,200 points**

**Where I Stand Now
(Week 50):
_____ points**

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Week 51 : _____ to _____

Become The Exception:

Give Yourself A Pep Talk!

According to the New York Times, women have a difficult time promoting themselves.

"A Pep Talk For Women," read the headline. "Regardless of occupation or seniority, women are often quite poor at self-promotion. But women don't hold an edge when it comes to a deficiency in self-promotion. Most men are poor at this valuable skill as well, and the reason is clear. Bragging has always been considered a less than attractive trait for both young boys and little girls." In fact, when asked what the word "bragging" brings to mind, the response includes "selfish," "blowhard," "know it all," and "insecure." No wonder few people feel comfortable talking about themselves when doing so invites this type of labeling.

But think about it. If **you** don't tell people that you are alive — and what you can do for them — who will? And if people don't know you are alive, how can they make up their minds to do business with you? Competition is too severe today to think for a moment that our future will all line up in a neat row once the stars are aligned and we eat a healthy breakfast. But there is a "technique" that is worth learning, and that is to focus on how your targeted audience will benefit from your place in the universe.

If you want more business, more clients or more net in your paycheck, you have to enhance your visibility factor, and that begins with promotion, and more specifically, self-promotion. Ladies and gentlemen, start your promotion engines! Enjoy this work week by remembering you don't have to go to work — you **get** to go to work. Give yourself a "pep talk." Then, blow your horn!

Mike Marchev

THIS WEEK'S SALES TIP



Almost every day of the year, we're focused on selling travel OUTSIDE our city — sending clients on business trips or vacations to destinations in other states and countries. Don't forget to look for travel sales with clients who are heading INTO your city. Example: Partner with your city's visitors bureau to package trips for inbound tourists.

Take a look at

www.marchev.net/plannerarticles.htm
for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"Take advantage of the
'Recency Effect.'
Follow up brilliantly."
(Harry Beckwith)

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 51):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

ACTIVITY	POINTS
BROADCASTS	
Schedule radio/TV/newspaper interview	5
Prepare for radio/TV/newspaper interview	5
Conduct interview	10
PROPOSALS	
Draft corporate proposal	5
Edit corporate proposal	5
Send/deliver proposal	10
Follow up on proposal	10
SEMINARS	
Select seminar topic	25
Choose seminar date	25
Prepare seminar agenda	25
Prepare seminar handouts	25
Conduct seminar	75
FORMAL EVENTS	
Schedule cruise/tour night	50
Conduct cruise/tour night	100
TRADE SHOWS	
Select trade show	25
Prepare exhibit	25
Promote attendance	25
Exhibit at the show	50
Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: _____ points
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Week 52 : _____ **to** _____

Become The Exception:

Speed Wins

Regardless of who you are or where you are, you can't forget one huge factor that lies behind most successful sales these days: **Speed wins!**

By speed, I'm referring to how quickly you respond to every opportunity to close a sale.

There will never be a shortage of excuses for delaying your response to phone calls, emails, written communications, or verbal requests from potential customers. There isn't a man, woman, or child alive today who doesn't expect to be "put on the list" and responded to in due course. Here is where the enormous opportunity for you lies. **If you make it your business to respond in lightning-fast time, you will position yourself as the one who truly cares!**

I agree that you can't handle everything at once -- but you can apply speed to those people on your priority list of prospects. You make the list. And then lace up your running shoes!

Speed wins! (Don't ever forget this.)

Mike Marchev

THIS WEEK'S SALES TIP

Now that you've successfully completed this 52-week sales program — and you've taken time to celebrate your accomplishment! — it's time to start planning ahead for the next 12 months of growing your business. While you're focusing on new sales goals, strategies, and techniques, however, don't lose sight of **the primary lesson** that you've learned over the past 365 days:

**YOU DON'T HAVE TO
RE-INVENT YOUR BUSINESS OVERNIGHT!**

For many of us, the key to long-term success is "constant and never-ending improvements" — changing one sales habit here, learning a new technique there, and doing little things day by day, every single day, to increase sales, grow referrals, attract more qualified prospects, and provide stellar customer service. Don't forget: The secret is improving your business step by step, day by day. Good luck!



Take a look at

www.marchev.net/plannerarticles.htm

for a list of sales-related business articles written by a cross-section of marketing specialists. Print and read pertinent articles when time allows. **Information is Power!**

"There are only three ways to increase your business: (1) increase the number of clients, (2) increase the average size of the sale per client, and (3) increase the number of times clients return and buy again."

Jay Abraham

**HERE'S
MY
PROGRESS
TO DATE:**

**My Points Goal For
The Full 52 Weeks:**

5,200 points

**Where I Stand Now
(Week 52):**

_____ points

ACTIVITY	POINTS
PREPARATION	
Design media database	100
Research media contacts	50
Make new media contact	10
LETTERS	
Draft new sales letter	5
Edit and polish sales letter	2
Send sales letter	5
Follow up on sales letter	5
POSTCARDS	
Draft new postcard	5
Edit and polish postcard	2
Send postcard	5
Follow up on postcard	5
E-MAILS	
Draft e-mail message	3
Edit and polish e-mail msg.	2
Send e-mail message	1
Follow up on e-mail msg.	1
NETWORKING	
Select networking event	25
Attend networking event	25
Follow up on networking event contacts	25
CUSTOMER SERVICE	
Thank current customer	5

ACTIVITY	POINTS
TELEPHONE	
Draft intro call script	5
Polish call script	2
Make phone call	5
Follow up on phone call	5
PRESS RELEASE	
Draft press release	10
Edit and polish release	5
Send release	5
Follow up on release	5
MEETINGS	
Schedule corporate prospect meeting	10
Conduct the meeting	10
Schedule leisure group "pied piper" meeting	5
Conduct the meeting	5
TESTIMONIALS	
Solicit client testimonial	5
CALLING CARDS	
Hand out calling cards	1
Follow up on calling cards	5
Add name to database	1
Clip article for prospect	5
Send article to prospect	5

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Follow up on contacts	50

SALES & MARKETING ACTIVITY	DESIRED POINTS	POINTS EARNED

MY WEEKLY GOAL IS 100 pts.	My point total for this week: <hr style="width: 80%; margin: 0 auto;"/> points
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Fourth 13-Week Quarterly Review 4th Q

TARGET POINTS = 1300 for the quarter (5200 to date)

ACTUAL POINTS = _____ for the quarter (_____ to date)

1. Of all the activities, which ones seemed to work the best?

2. Of all the activities, which ones seemed to work the least?

3. What activity did I enjoy the most?

4. What activity did I enjoy the least?

5. New accounts:

a. Name _____

How did I win it? _____

b. Name _____

How did I win it? _____

c. Name _____

How did I win it? _____

d. Name _____

How did I win it? _____

e. Name _____

How did I win it? _____

6. Lost Accounts:

a. Name _____

How did I lose it? _____

b. Name _____

How did I lose it? _____

c. Name _____

How did I lose it? _____

7. Next year, I plan to:

Business Building Books

**If you liked the quotes in this travel sales planner,
visit your local library to read these books cover to cover
(or buy your own copies from Booksense.com or Amazon.com).**

Become the Exception by Mike Marchev (www.marchev.com)

The Aladdin Factor by Jack Canfield and Mark Victor Hansen

All You Can Do Is All You Can Do, But All You Can Do Is Enough! by A.L. Williams

Bottom-Up Marketing by Al Ries and Jack Trout

Direct From Dell by Michael Dell

Emotional Intelligence by Daniel Goldman

Even Eagles Need a Push by David McNally

Fast Forward: How to Win a Lot More Business in a Lot Less Time by Michael LeBoeuf

Getting Everything You Can Out Of All You've Got by Jay Abraham

How to Become a Rainmaker by Jeffrey J. Fox

It's Not the Big That Eat the Small . . . It's the Fast That Eat the Slow by Jason Jennings and Laurence Haughton

The Magic of Thinking Big by David J. Schwartz

The Official Guide to Success by Tom Hopkins

Oh, the Places You'll Go! by Dr. Seuss

Permission Marketing by Seth Godin

The Pursuit of WOW! by Tom Peters

The Question Behind the Question by John G. Miller

Selling the Invisible by Harry Beckwith

Zap the Gaps by Ken Blanchard

**To learn more about Mike Marchev
and his book Become the Exception!,
visit Mike's Web site at
www.marchev.net or call
1-800-508-1364!**