

Success



ACADEMY

presented by **Tiffany Peterson**

Develop the self esteem & sales skills to create a thriving business!

CoachWithTiffany.com

Success ACADEMY

presented by **Tiffany Peterson**



Tiffany Peterson is a seasoned Speaker and International Coach, guiding individuals, organizations, and audiences in creating thriving lives and businesses.

Before founding her own company, The Lighthouse Principles, Tiffany worked with and for many popular brands: Franklin Covey, The 7 Habits of Highly Effective People, Rich Dad, Poor Dad series, and Jack Canfield, creator of The Chicken Soup for the Soul series in helping these brands achieve upwards of \$40 million in annual personal coaching revenue.

For more information on Tiffany's sales secrets, strategies and support creating income living your entrepreneurial dreams visit her website at www.TheLighthousePrinciples.com.

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Guidelines for Optimal Growth

I am thrilled to be your Success & Sales Coach during this program. To get the most out of your program, commit to the following guidelines for yourself.

1. Be open & teachable to new ideas, concepts & learning.
2. Play full out – you get back what you put in.
3. Attend all live calls or listen to recording within 24 hours.
4. Complete all weekly homework assignments.
5. Dedicate time daily (15–20 minutes) to success habits.
6. Be willing to expand comfort zone to achieve better results.
7. Utilize & honor accountability partnership for support.

Sign & Date

Confidence Survey

Rate your current self esteem & confidence on a scale of 1 – 10, with 10 being high.

_____ Your overall sense of self esteem

_____ Your confidence in your product or service

_____ Your confidence level with sales/selling

High Achievers

1. They have unusual **clarity** about their purpose, mission, vision, and goals.
2. They have developed powerful success habits – **disciplines** of success.
3. They take 100% Responsibility for their results and they are **action** oriented.

We are Responsible for 3 things:

1. The **Thoughts** We Think
2. The **Images** We See
3. The **Actions** We Take

My Morning Ritual

1. Spiritual...

-
-
-

2. Mental...

-
-
-

3. Physical...

-
-
-

My Evening Review

~ Mirror Exercise ~

1. Acknowledge Wins & Victories of the Day

2. Verbalize Affirmations (Chosen Beliefs)

- I am enough
- I am worthy & deserving
- I forgive you
- I trust you
- I allow myself to receive

• _____

• _____

3. I love you!

My Joy List

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

I Want to... Be, Do, Have

My Vision

What do I want to feel, create, or experience in my life?

1. Spiritually...
2. Health...
3. Relationships...(self, family, friends, network)
4. Business...
5. Financial...
6. Personal Growth...
7. Fun...
8. Community/Give Back...

My Vision Assignment

1. Read pages 32–33 in *The Success Principles*
2. Capture in writing your own vision of the 8 key areas
3. Create a Vision Board of pictures, words, & symbols that represent what you want to create in your life.

My Testimonial

At the end of this program, I am thrilled that I achieved....

Got Goals?

- Clear & Specific
- Measurable
- Scalable – MTO Formula by Raymond Aaron

Minimum: _____

Target: _____

Outrageous: _____

"People who regularly write their goals down earn an average of NINE times more over the course of their lifetimes than those who don't."

- Dave Kohl

If I were to take 5% more
responsibility for my
HAPPINESS, I would...

If I were to take 5% more
responsibility for my
HEALTH, I would...

If I were to take 5% more
responsibility for the
QUALITY, of my
RELATIONSHIPS I would...

If I were to take 5% more
responsibility for **GROWING**
MY BUSINESS, I would...

Time & Priority Management

“Until we can manage time, we can manage nothing else.” – Peter Drucker

1. Identify core priorities: personal & business
2. Weekly planning (see mind mapping tool)
3. Schedule core priorities into time blocks
4. Utilize daily planning to manage
5. Eliminate distractions to increase productivity

Identify Priorities

Personal:

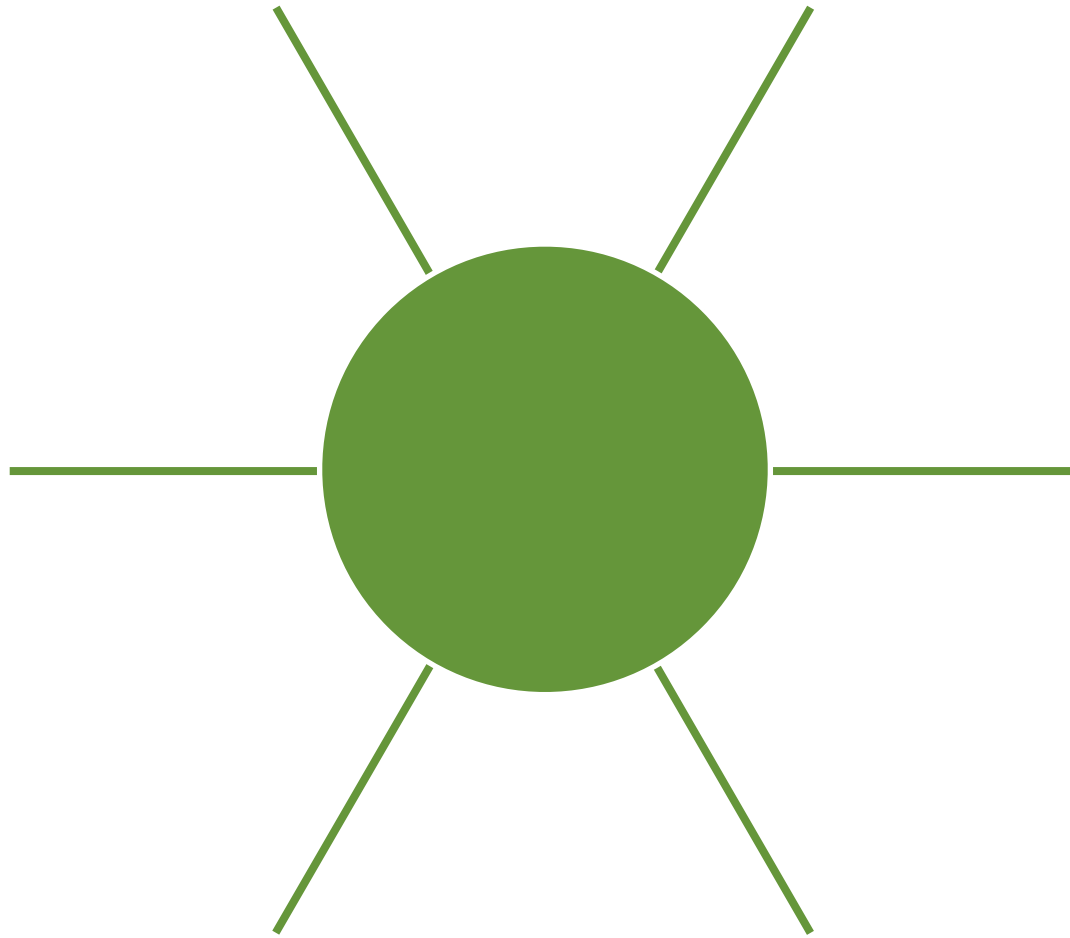
- * Self Time
- * Health
- * Relationships

Business:

- * Sales & Marketing Activities
- * Business Development
- * Fulfillment

- * What actions have the highest rate of revenue return?

Mind Mapping

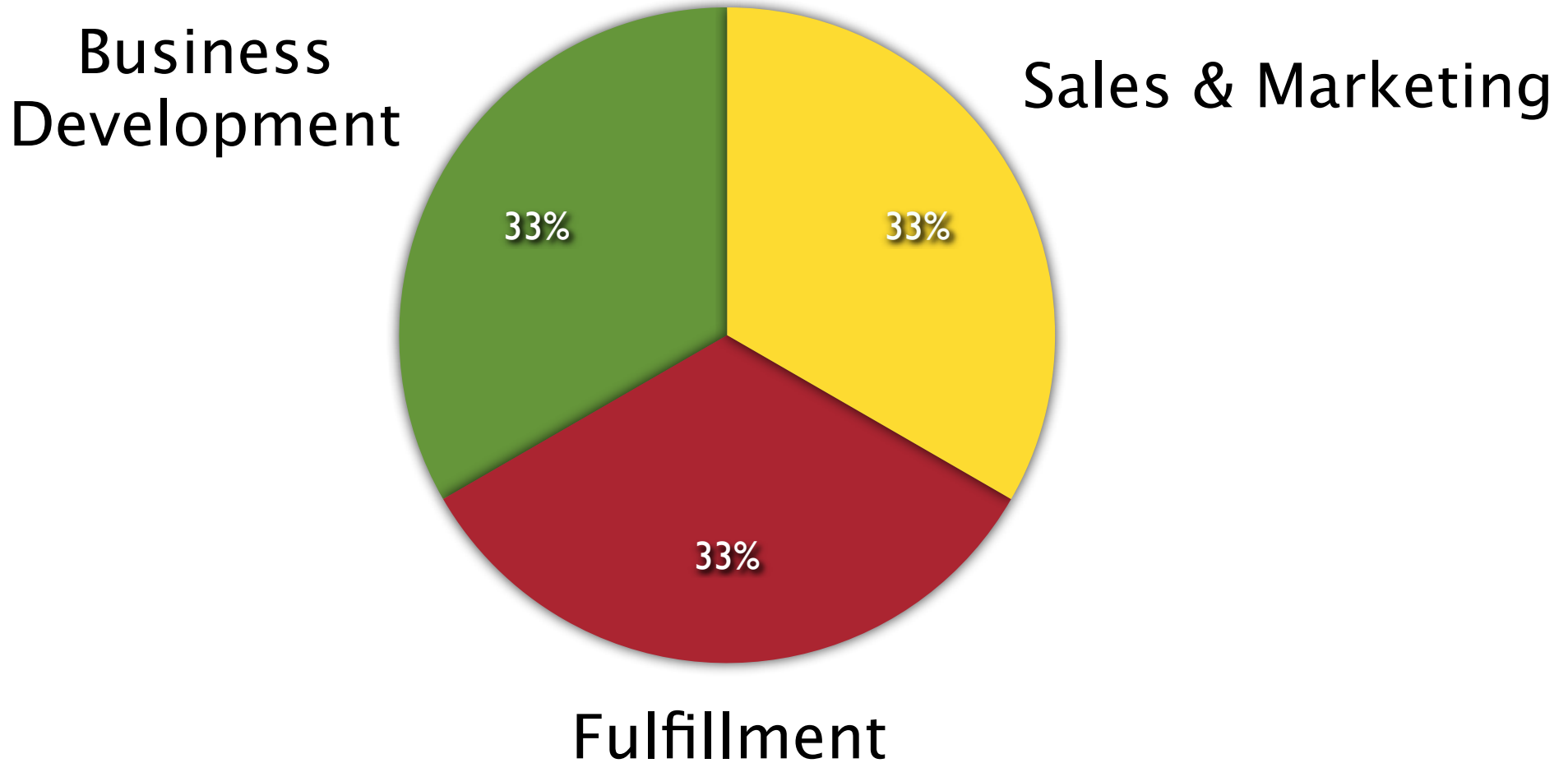


Time Blocking

“Success is Scheduled!” – Brendon Burchard

1. Identify top priorities.
 - *Personal – self, family, health, etc.
 - *Business – sales calls, follow, website, etc.
2. Look to open blocks/days in schedule.
3. Block key priority to a section of time.
 - *Suggestion: Block days/mornings/afternoons
 - *Example: I block Mondays & Wednesdays for sales related activities. I fulfill coaching on Tuesdays & Thursdays. I do business development on Fridays.

3 Core Business Building Blocks



Your business growth & cashflow determines distribution of time/focus.

Master Networking

- People buy from people they know, like and trust
- Build & nourish relationships
 - Wow Factor
 - Deposits
 - Thank you's
- Add value, be a resource
 - What is your most important goal or biggest challenge that either I or a member of my network could help you with?
- Follow Up!
- Cultivate your network versus advertising only

Nourish Relationships

1. Who are your fans?
2. Who are you drawn to, look up to?
3. Who are influencers in your industry that you desire to connect to?
4. Consider your existing or previous clients. Reach out to them, offer a free bonus, check in to say hello.
5. Identify 5 people each quarter that you want to be better connected to. Actively grow a relationship with them.

*
*
*
*
*

Master Listening!

“Most often we listen with the intent to reply versus to understand.”
– Stephen Covey

“Focus on being interested versus interesting.”
– Jack Canfield

We were born with one mouth and TWO ears for a reason!

Are we listening to our prospects, clients, loved ones?
Are we seeking to understand?
Are we present with those we are with?

To grow your relationship fulfillment & influence, master listening.

Serve to Sell

- “When we help enough people get what they want, we get what we want.” – Zig Ziglar
- Anchored in purpose and contribution
- Reduces fears & nerves – it’s about them, not you
- “Dollars Follow Value” – Tony Robbins
- Give and ye shall receive

I am a Solutions Provider

- What do you SOLVE for others?

- How does your product, service, or business contribute to the lives of others?

My Message...

My 30 Second Commercial...

Tips:

- Sell the destination, not the airplane.
- Pick adjectives that describe the results your clients receive.
- You're only looking for the next step – not describe every detail of your business.

Publicity!

Getting The Word Out About You!

1. Traditional PR: TV, Radio, Newspaper
2. Referral/Word of Mouth Advertising
3. Social Media & Online Platforms
4. Live Events, Networking Groups
5. Incentivized Publicity – Giveaways, Drawings, Etc.

Social Media

“Facebook is like the largest trade show on the planet and you’ve been given a free booth.” – Ali Brown

Posting Success Formula – Mari Smith

*80% of your posts/tweets are value add focused – quotes, blogs, free tips, etc.

*10% personal share so they know you

*10% marketing or promotion

See Social Media as a real relationship – show up to add value to your online platforms.

Ask, Ask, Ask

TSP #17

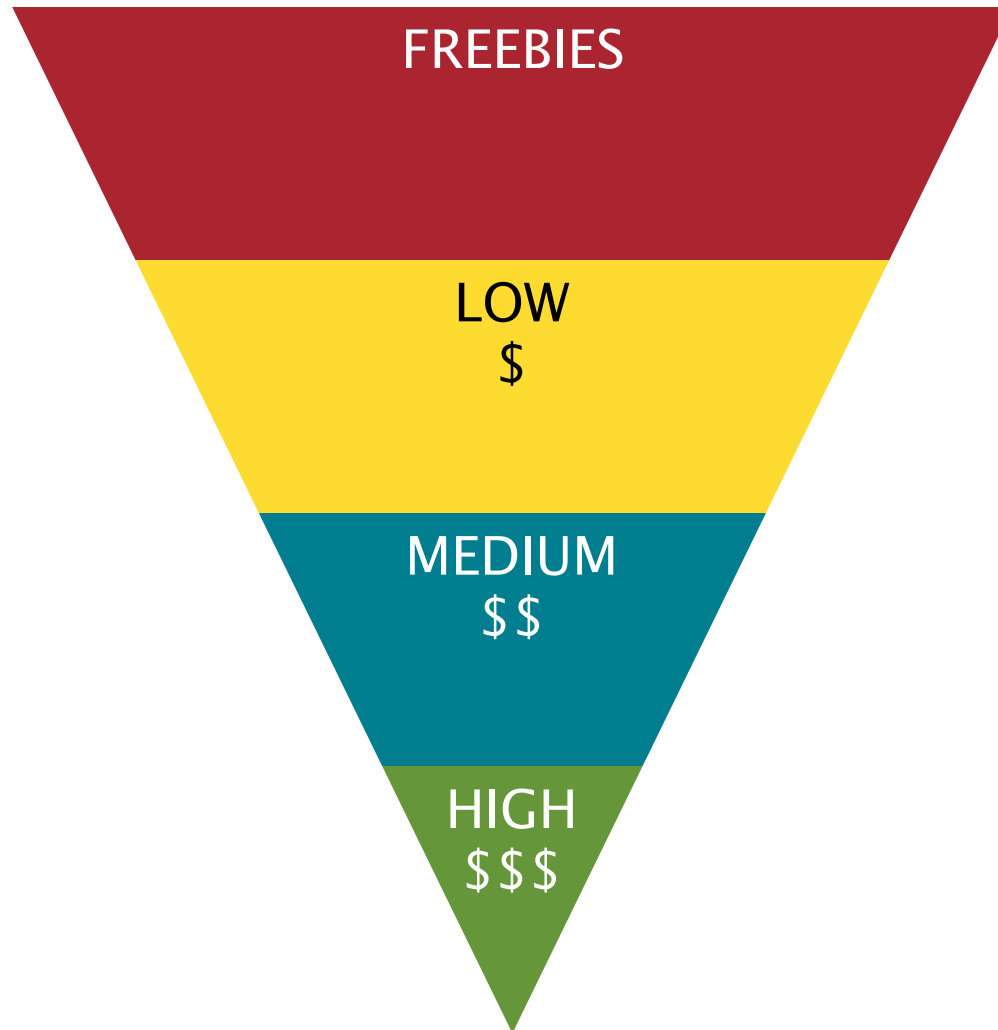
- “You’ve got to ask. Asking is, in my opinion, the world’s most powerful and neglected secret to success and happiness.” – Percy Ross
- You don’t always get what you want. But you definitely don’t get what you don’t ask for.
- What do I tell myself (scare myself) when I don’t ask for what I want?
- SWSWSWSW
- What is something you want to ask for?

Reject Rejection

TSP #18

- Rejection is a myth.
- You're not worse off – you're the same.
- Pursuing your path – your purpose, goals and dreams is yours to pursue, regardless of anyone else's opinion.
- Healthy self esteem takes place when we honor ourselves versus live our lives based off other's choices and opinions.

The Sales Funnel

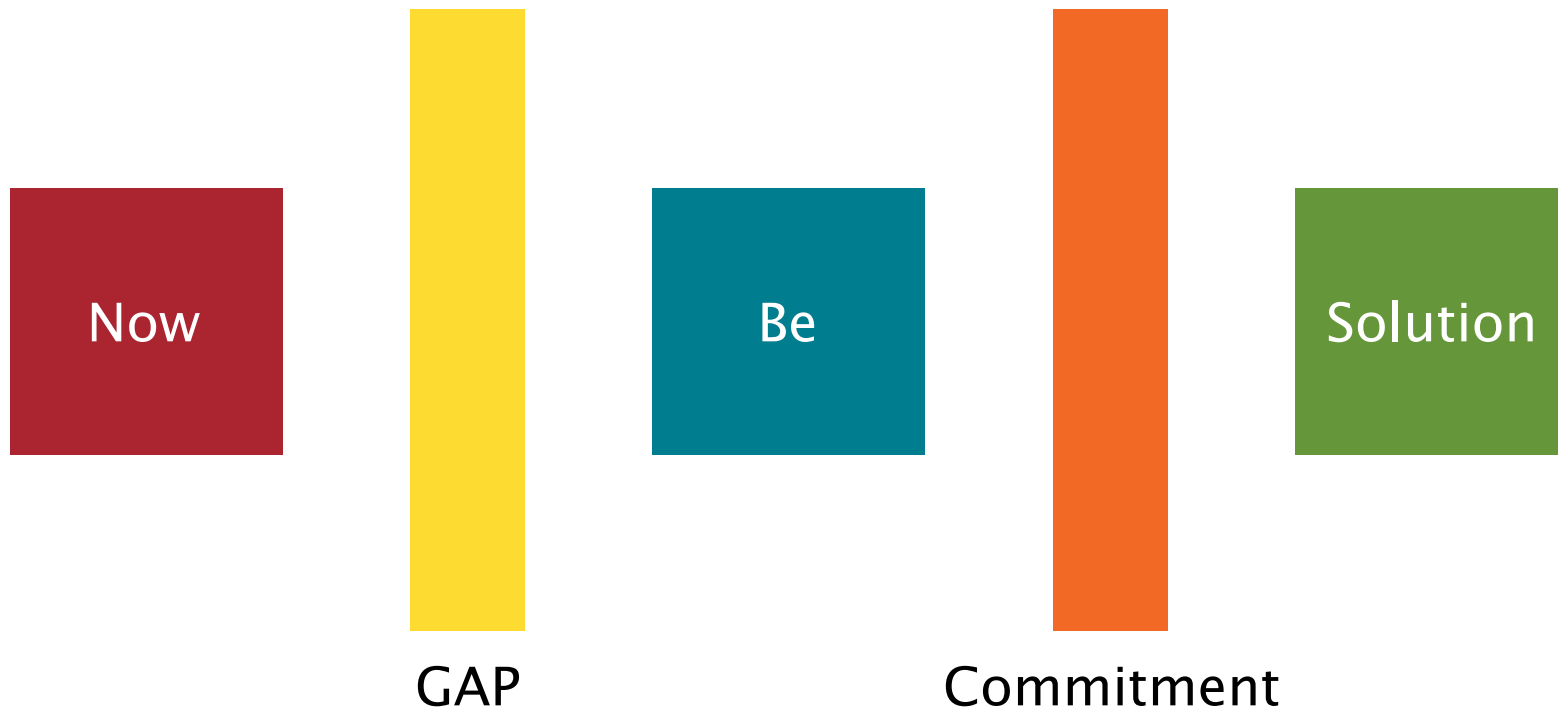


The Law of 4 Interactions

- 60% of all business transactions (sales) takes place after the FOURTH interaction with you, your brand, or business.
- Notre Dame University (Go IRISH!)
 - 44% of all salespeople quit after 1st contact
 - 24% quit after 2nd contact
 - 14% quit after 3rd contact
 - 12% quit after 4th contact
 - 94% of all salespeople quit after 4th contact
 - **Guess what results the 6% have?**

The Sales Conversation

The 5 Gates of Closing Sales



The 5 Gates...

- Gate #1 – Where they are NOW?
 - What is life like right now?
 - Where are you the most out of balance?
 - How long has this been an issue?
 - How much is it costing you to keep it this way?
 - What if nothing changes?
- Current reality/status quo
- PAIN is here
- This is the reason they're talking with you.

The 5 Gates...

- Gate #2 – Where they want to BE?
 - How do you want life/results to be?
 - What would you like to experience more of?
 - Why is that so important to you?
 - If you achieved _____, what would that feel like?
 - How long have you thought about achieving this?
- Their Dreams, Goals, & Aspirations
- Create clear vision – what would it feel like, be like for you to achieve this?

The 5 Gates...

- Gate #3 – The GAP
 - How long have you thought about changing this?
 - What if nothing changes, can you live with that?
- Out of their mouth they realize they are not where they want to be.
- Realization of time passing where problem hasn't been solved or dream hasn't been achieved.

The 5 Gates...

- Gate #4 – The Commitment to Change
 - Are you ready to change this in your life?
 - What tells you that? (Push back, builds resolve)
 - Change isn't easy and change can be uncomfortable.
 - What tells you that you're ready for this change?
 - How will you address the fears that may come up with this change?
 - Are you ready to change (take action) today?
- Focus on their commitment to change versus commitment to your offering.

The 5 Gates...

- Gate #5 – The Solution
 - How do you see this _____ making a difference for you?
 - If you had that kind of help/support, what results would you achieve?
 - There are many solutions out there (coaches, companies, etc). Why are you drawn to me/this product?
- They sell you on why your offer is their solution.
- They process for themselves **logically** why they are buying.

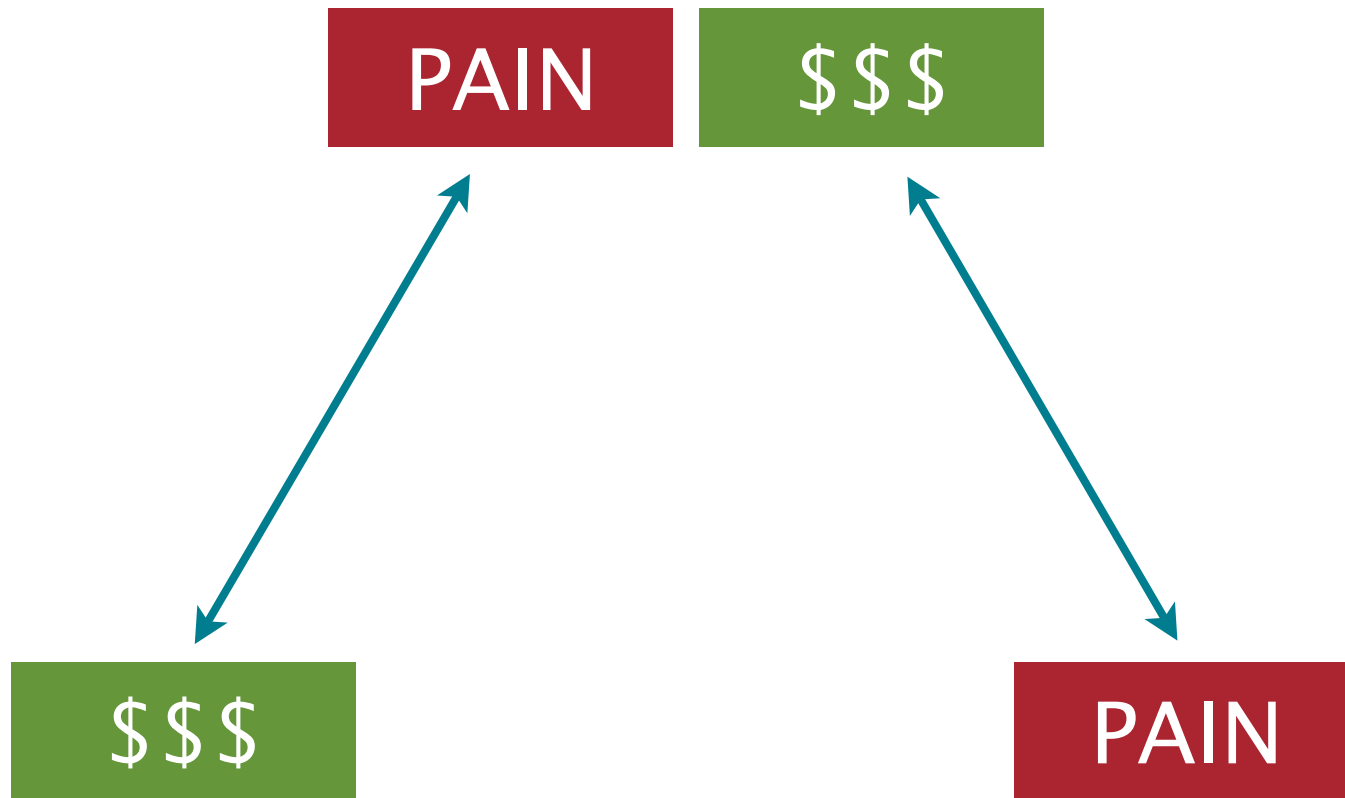
My Core 5 Questions

- Gate #1:
- Gate #2:
- Gate #3:
- Gate #4:
- Gate #5:

Pain = Purchase

- People buy emotionally and decide logically.
- Pain is a stronger emotion than pleasure.
- Talk pain before you talk price.
- When you solve problems and provide solutions versus solely features and benefits, you make money in any economy. In struggling economies, there is more pain present; thus more opportunity to solve problems and create solutions.

The Pain Focus



The Pain Probe

Where are you the most out of balance?

How long has it been an issue?

How is it affecting you/your life?

How does that make you feel?

What is it costing you to keep it this way?

What if nothing changes?

Can you live with that?

The Pain Probe

dressed in goals clothing

What would you like to experience more of?

How long have you thought about achieving that?

How would that make you feel?

How would that affect the other areas of your life?

What if it doesn't happen? Would that be okay?

The Law of the Harvest

- Universal Law
- The Harvest Cannot Be Prevented
- What you plant and nourish consistently, must bring forth results
- Persistence Trumps Talent
- Can I be faithful to the process?

Notes...

*"Tiffany Peterson is an outstanding coach. I hired her to help me move forward in sales and after just ONE month I made significant results that ended up **generating thousands of dollars in income**. The money has been valuable, but really it's the skills that I'm most proud of that I learned and developed that I now apply to every aspect of my life to make my dreams a reality. I've increased momentum so I'll definitely be staying close to Tiffany for accountability!!"*

- Kelly King Anderson, Founder Start Up Princess

Notes...

"I'm one of those people who used to think 'I'm not good at sales'. Within one day after my first coaching session with Tiffany I was able to use what I had learned to allow (yes, allow!) a client to offer me more than DOUBLE what I would have asked for my services. Of course, I said yes! I had no idea it could be this easy..."

- Robert MacPhee, Author & Coach, "Manifesting for Non Gurus"

Notes...

*"Tiffany Peterson is a God-send. Literally. As I look at my life over the last 12 months, Tiffany popped up at the EXACT right time for me. I had reviewed other coaches and there were others that were cheaper, but Tiffany's message, reputation and spirit resonated with me. Once again, this is proof that you get what you pay for. I hired Tiffany and 6 months later I have produced two live events, **doubled my one-on-one client base**, created a product, am now getting paid to speak and I've taken my message national. Whether you need sales, success or just life support to push you in the direction of your dreams - Tiffany is the resourceful and soulful coach you need."*

- Michelle McCullough, Speaker & Coach, www.speakmichelle.com

Weekly Progress Tracker

Progress for the week of _____

1. Morning Ritual – M T W T F S S
2. Mirror Exercise – M T W T F S S
3. My Joy List Activity _____
4. I did weekly planning – Y/N
5. My weekly sales/relationship contacts:
Minimum:
Target:
Outrageous:

My Weekly Contacts

- 1.
- 2.
- 3.
- 4.
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