



The Don Hutson Report

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Leveraging the Power of your Business Development System

We all have systems for most things we do in our careers or private lives. In order to create a *Business Development System* that offers you the greatest potential for extraordinary sales results, there are two huge questions: *First*, are your systems *well-designed* to take you where you want to go? And, *second*, are you religiously *following* your systems?

On question #1, have you paid succinct attention to the design of your systems? This is the recommended way to go. Get input and structure from people whose opinions you respect to design your systems with excellence. Tweak and fine-tune them over time so that always applying these systems consistently during sales transactions will take you toward the repeated successes you desire.

Conversely, on the negative side, while we all have systems, sometimes they are created unconsciously by default and poor habits. These systems generally take you toward failure. Make a conscious effort to replace them immediately with what works today!

An example of a perfected system would be an airline designed flight checklist for pilots. If you got on an airliner, leaned into the cockpit, and said to that gray-haired Captain in the left seat, "I was just wondering if, with all of your experience, do you still use checklists before flying?"

This professional pilot (who would predictably have some twenty or more years of flight experience and, undoubtedly, thousands of hours of flying time) would probably transition from a smiling greeting to a somber look and respond "Oh yes, we ALWAYS use our checklists before flights."

The takeaway here; Solid systems and perfected usage predict success.

We will soon be kicking-off our “21-Day Sales Excelsior Challenge” which will reveal for you a solid system to Leverage your Relational Capital and take your sales performance to new heights! If you want to double your sales performance, this is the ticket to make it happen! See details at the bottom of this newsletter.

Years ago, when Dick Gardner hired me out of college to sell for his sales training firm (straight commission), I asked him in my interview, “Mr. Gardner, can I make \$XXX working for you?”

He said, “Don, I’ll give you a qualified YES in my answer, however, I need to ask you some questions.” He asked, “Are you a motivated individual?” I said, “YES.” Next, he asked, “Are you trainable?” I said, “YES.” Then he asked, “If I provide you with a proven system for success, will you follow it?” I said, “YES.” He said, “Well then, you will be able to make your financial goal, in fact, your number might be low!”

I was fired up because what I wanted was a chance to make some good money in a business I was attracted to. I followed his system and hit my goal. It made me a believer.

Those who use “Default Systems” as mentioned earlier have assured themselves a mediocre performance at best. Create for yourself, with the help of others if need be, a surefire system that will catapult you into the realm of high performance such that you have never experienced!

A great philosopher, Henry David Thoreau, defined motivation as “The pull of anticipation and the push of discipline.” When I came across this quote, I felt it was the best definition of motivation I had ever seen.

Anticipation represents the goals we set, and objectives we establish, and **Discipline** is the work ethic we commit to our sales process to make great things happen!

Maybe sales success is not so complicated after all – especially when you have your own powerful business development system fully operational. A great question to ask yourself (especially in January) is, “What am I going to require of me this year?”

Only YOU can answer that!

LOOK FOR:



Don't hesitate – *EXCELERATE!*
**Double Your Sales with my “Sales Excelserator System” by
Increasing and Leveraging Your Relational Capital!**

Subscriptions will be available soon to this 21-Day series of 24-minute, content-rich programs featuring Don Hutson – Facebook Live-delivered. Watch your email for all the details and your invitation to join the 21-Day Sales Excelserator Challenge!

Don Hutson is a #1 NY Times and Wall Street Journal
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