

The Don Hutson Report

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Global Expert on Sales & Negotiations

Volume 2020, No. 8

April 21, 2020

How do you “fast-track” your restart? Your Call.

(For the coming issues of The Don Hutson Report, be sure to check out our special offers at the end of the newsletter. Most are complimentary.)

What if you could call the shots on the return to your brand of normalcy after the Covid 19 Pandemic? You DO for yourself, to a great degree. You see, as this thing winds down and our president helps get our economy going again, *you* will write the script of your response and actions. Are you going to try to get back to business as usual? Or will you pivot in a *different* manner?

Dr. Norman Vincent Peale used to say, “Within every problem are the seeds to its own solution”! So, let’s get creative and see what we can do to leverage our way back into a “New Normal” in such a way that we overshadow our competition, serve our customers with more kindness and creativity than ever, and catapult ourselves into a new realm of success!

Here are some “What ifs” for you to consider as we blow the doors off of past levels of achievement and create new visions, seize new opportunities...

1. As a professional speaker, most of my future events – and those of my colleagues – were canceled or postponed weeks ago. My friend, speaker, author, Howard Putnam (former CEO of Southwest Airlines), said, in his attempt to find lemonade among the lemons of this new existence, “What if after this pandemic winds down, more people than ever continue the convenience of working at home and companies’ executives find that less brick and mortar is required to do business? What if they also realize that with more people working at home there is a need for more frequent meetings for their team to get together and bring in skilled

speakers to help them get re-centered on opportunities?” (Perhaps meeting-count in the future would be greater?)

2. What if... you are the architect of a totally new business plan in your space that your competitors have never seen or thought – and your customers love? What would it look like? You are limited only by your imagination. Perhaps you discover a new problem your customers are experiencing and you create a dynamic, cutting edge solution to it. What if you think so far out of the box that you see problems your customers haven't even realized as yet, and you deliver the knock-out blow solution that works so well for *them* that it changes the trajectory of *your* business forever?

3. What if... you come up with a personal sales and marketing approach that inspires you to become known for the problems you solve? You develop aspects of this approach that can weld your world together with your customers better than ever! Your following magnifies like crazy!

4. What if... you then get fired up about creating the most diverse and comprehensive set of testimonials ever put together in your industry. Now you are projecting the image of one of the all-time great problem solvers in your field. What if, as a result of these super-charged strategies, people start beating a path to your door to do business with you?

5. What if... your level of motivation becomes so intense that you go as far as you can, then you jump into a new space that beautifully complements your previous work and creates a path into wealth and prosperity the likes of which you have never even previously imagined?

6. What if... you are convinced that you have truly become a *no-limit* thinker and as you *think* bigger, you *perform* bigger, you *serve* bigger, and you realize that your life and meaning *are* bigger than ever? What would you try if you knew you could not fail?

Why intend to just get back to “normal” when it might be the greatest compromise of your life. Instead, develop a brand-new way of being more relevant to those you serve than ever before. Outperform your competitors by finding innovative ways to help your customers transition to *their* brand-new ways of doing business with you as their “trusted advisor”. Then, soar with them to all that waits beyond the horizon!

Let's be Bold. Stretch your imagination. Put your new vision in place. It could very well be the kind of game-changer you need!

Question... Is there a book in you? Email me at Don@DonHutson.com and I'll send you information on our Writer Coaching Program. There's no obligation and your "Orientation Call" is FREE.

**The Don Hutson
QuikLook Media Kit**

is our latest approach to Sales Promotion. If you are a Corporate or Association Meeting Planner, you will want to review this Media Kit and consider Don for your upcoming events.

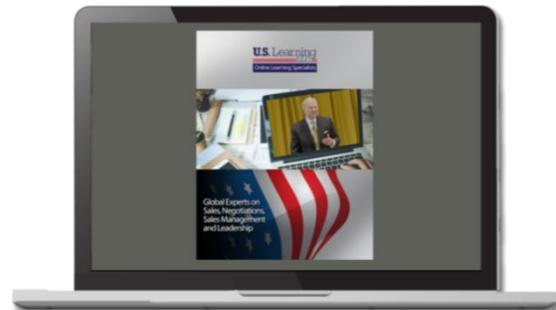
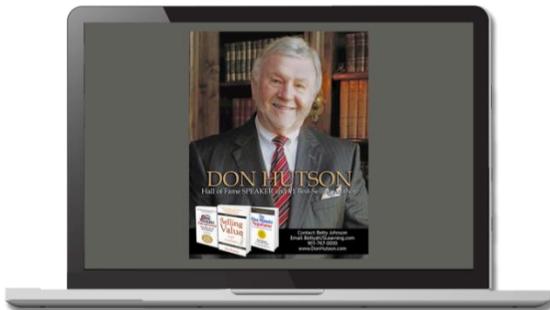
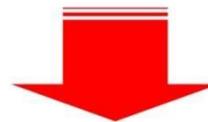
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