

Attitude is Everything!!

Recruiting Newsletter Series

by Paul J. Meyer

Written especially for the L-K Marketing Group

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Increase Your Potential

Are you *MAXIMIZING* your potential?

Do you know that you can work 24 hours a day and still never reach your full potential?

When I began selling insurance on a weekly premium debit, I worked 16 hours a day and was still restricted in what I could do. **WHY? *Because I MAXED OUT what ONE PERSON could do with that system.***

Increase the QUANTITY

By increasing the number of people on your team, you will utilize a potential that would be impossible for one person to achieve.

INCREASE your POTENTIAL by INCREASING your NUMBERS!

When I began recruiting and training salespeople, I encountered the same problems and frustrations that you have:

- Lazy people
- People looking for a shortcut
- People who do not want to work hard
- People who do not want to follow a system

Increase your QUALITY

Instead of remaining frustrated, I discovered people who were:

- Excited
- Eager to learn
- Willing to pay the price
- Passionate about their opportunities

When I discovered people who were driven, I focused on them. I knew that these people would help me expand my business and help maximize my potential. I offered them a career in sales and shared with them one of my beliefs:

The highest price paid for any form of ability in the world is a master salesperson with a creative imagination.

Are you ready?

I am very thankful for the business we are in. Focus on building your business by:

Increasing your QUANTITY!

Increasing your QUALITY!

Increasing your POTENTIAL!

Increasing your SUCCESS!

More to come . . .



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