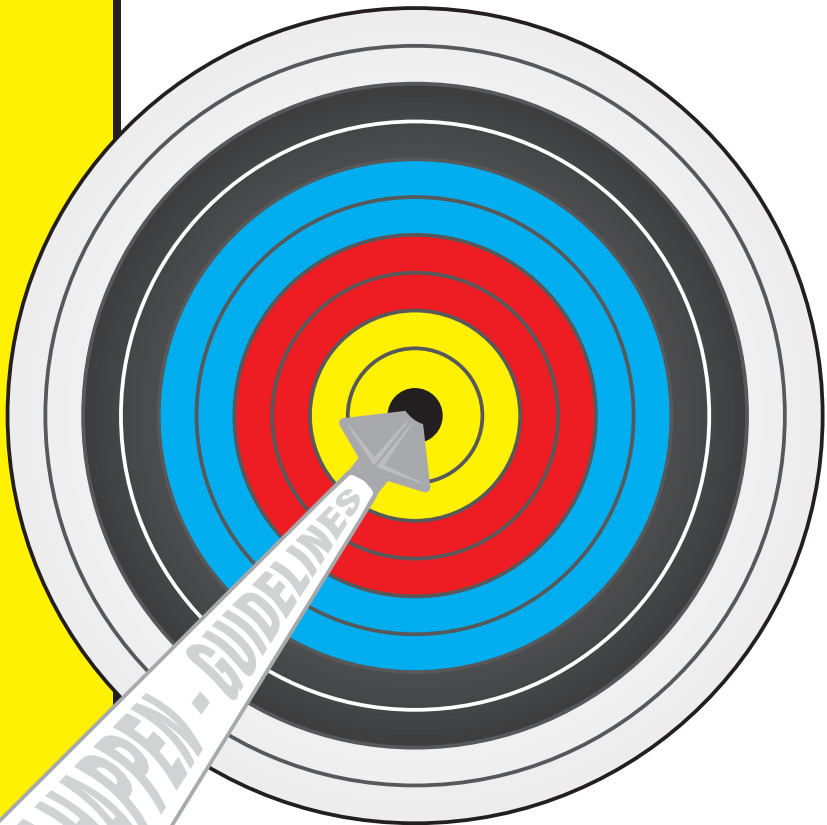


a new target  
is always in  
your favour<sup>©</sup>



MAKE IT HAPPEN - GUIDELINES  
[www.alanguest.com](http://www.alanguest.com)

## Your Guide to Your Success

We have designed our products so that you can follow a step by step process and enjoy your continual personal development using a proven process to assist you.

We suggest that you follow the steps noted below so that you gain the most benefit from the products we offer.

- Read the book 'a new target is always in your favour - foundation first'
- Listen to the 3 CD's
  - Business growth
  - Personal growth
  - Life's jigsaw

You will then have a good foundation for reference to undertake our online endorsed courses.

- Complete the first online course 'a new target is always in your favour - make it happen; guidelines'

We suggest that you work through each segment a few times before undertaking the multiple choice questions.

The online course is endorsed by the **ISMM (institute of sales and marketing management)** - upon successful completion of the course you will be awarded a formal certificate recognising your achievement.



The online endorsed course - 'a new target is always in your favour - make it happen; guidelines' is intended to:-

Provoke - Discussion  
Stimulate - Ideas  
Stretch - Comfort Zone  
Challenge - Current Thinking  
Question - Priorities  
Develop - Confidence  
Enhance - Performance  
Empower - Ownership

The course contains 9 subjects, each a piece of an overall jigsaw which will ensure you can set targets and achieve them. This will focus you on setting challenging yet achievable targets and map out stages you need to take to ensure success.

The course is designed to give proven principles that you can apply to your daily professional and personal activity.

There are elements within the course which are included to remind you of what is sometimes overlooked, together with other important information that you can add to your knowledge and then apply in your particular circumstances. The course will help you to improve your communication, presentation and ultimately your results.

Course Subject Headings and sub headings

## 1. Technical - Business Models

The sub section headings are:-

- . The Business Factors
- . Satellite System
- . Passing the Baton
- . Influence
- . The Family Tree Principle
- . The Buying Process
- . Proven Pattern
- . New Products/Services

## 2. Sales Tips - Foundation

The sub section headings are:-

- . Punctual
- . Telesales
- . Open Questions?
- . Know Your Numbers
- . M.A.N. Marking
- . Intelligent Selling
- . Follow Up
- . 90 Day Focus

### **3. Jigsaw Pieces - Client Management**

The sub section headings are:-

- Establish Your Geographical Territory
- Territory Segmentation
- Establish Locations
- Points of Fact
- Business Development
- Opportunity Management

### **4. Business Growth - Order Book Management**

The sub section headings are:-

- Keep It Simple
- Business Base
- Spend Friends and Trends
- Short Term 6 - 12 months
- Medium Term - 1 - 3 years
- Long Term - 3 years +

### **5. Customer Care - Action v Words**

The sub section headings are:-

- Reputation
- A Caring Attitude
- Show People with Actions
- People Know, You Know
- Flag Waving
- Mutual Benefit
- Referral Pattern

## 6. Behaviour - Body Language

The sub section headings are:-

- . Establish Control
- . First Impression
- . Respect
- . Relating
- . Understanding
- . Smile
- . Interest

## 7. Relationships - People Build Business

The sub section headings are:-

- . Trust
- . Business Practice
- . Earn, Learn, Truth
- . People
- . Friends
- . Loyalty

## 8. Work a System - Work with a Reason to Win

The sub section headings are:-

- . Open Mind
- . Ask Yourself
- . Moving Forward
- . Attitude
- . Goal Setting
- . Keep Being Better
- . Win The Gold

## 9. Reality Check - Hard Work and Excellence

The sub section headings are:-

- . Simple Tips
- . No Secrets
- . Continual Personal Development
- . What Your Objectives Are
- . Because We Can
- . Ready, Willing, Able
- . You Are The key
- . Thought Provoking
- . Random
- . Common Goal
- . Focussed Goal
- . What Will You Do?
- . Brand
- . Originals
- . Your Objective

Our endorsed courses give structured sales focus utilising proven principles.

The courses are endorsed by the **Institute of Sales and Marketing Management (ISMM)**.

Your performance and personal development will be enhanced from our courses.

**Make it happen - Sometimes the first step towards your goal is the hardest, you have taken this step by finding us to work with you.**



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