TEN KEYS
- PLUS ONE -
TO
BRINGING IN THE BUSINESS

- Know exactly your compelling reason to act.
- Lead with benefits and substantiate with features.
- Never make a cold call.
- What you hear is as important as what you say – be a great listener.
- Use systems to free your creative thinking.
- Your most important product is you.
- It is easier to do more business with a customer you already have than it is to find a new customer.
- Form profitable partnerships.
- Exploit your strengths and minimize your weaknesses.
- Have an effective Internet presence.

Take a sheet of paper for each key. Put the name of the first ten keys at the top of each separate sheet. Then put the eleventh key—**make errors of commission rather than omission**—into practice by listing on each of the ten sheets, the specific steps you will take to implement each key. Implement.

Don't just make the list and decide to implement.
Take action. Implement. You have the roadmap. It is now up to you.

GO BRING IN THE BUSINESS!

To learn how to maximize your use of each of the Ten Keys—Plus One,
contact Dale Ledbetter via e-mail at **dale4sales@BringingInTheBusiness.com**
or call 1-954-540-3642 to place an order for his new book *Bringing In The Business.*