



CATCHING THE WAVE WORKSHEET

WHAT IS THE RESULT YOU WANT TO ACHIEVE? BE SPECIFIC.

Increase the number of closed sales by 20%

Increase time with personal connections by 50%

WHAT STRATEGY WILL YOU USE?

Virtual connection

In person meetings

Video

WHAT ACTION STEPS WILL YOU TAKE AND BY WHEN?

Film two videos per week with value add content designed to help and not to sell

Write 5 notes per day to my data base

Schedule meetings with friendly “prospects” to reconnect

NOW

WHAT ARE THE SPECIFIC STEPS YOU NEED TO TAKE NOW TO GET YOU READY FOR THEN (WHEN THEY TAKE THE RESTRICTIONS AWAY)?

Order personalized notes

Outline video content

Make a list of “prospects” to meet with

WHAT RESOURCES DO YOU CURRENTLY HAVE THAT YOU COULD PREPARE TO USE IN THE RECOVERY?

I have an phone with good video quality

I have a good pen

I have access to great content and help for prospects and customers

THEN

WHAT ARE THE FIRST THREE THINGS YOU WILL DO AS YOU SEE THE RESTRICTIONS LOOSEN?

Produce a welcome back video from the lake sharing information on reentry

Schedule a lunch with a close friend

Sit down with my team to put dates and specific goals to our action items

HOW WILL YOU EXECUTE YOUR STRATEGY? (IN PERSON? VIRTUALLY? SOME COMBINATION?)

Video first

Virtually (email, text)

In person with those comfortable

AFTER THEN

WHAT DO YOU KNOW ABOUT YOUR "AUDIENCE" (CUSTOMERS, CLIENTS, FAMILY ETC) THAT WILL HELP YOU BE SENSITIVE TO THEIR CIRCUMSTANCES?

It varies but my customers indicate they want to "talk" and get together. We are already talking so I think they will be OK with meeting for the most part.

My family has a lot of pent up desire to get together

WHAT WILL YOU DO TO BUILD MOMENTUM?

I will be consistent in getting things done quickly

I will literally put my action items on my schedule and create urgency there

WHO IS YOUR SUPPORT SYSTEM? THESE ARE THE PEOPLE THAT WILL SUPPORT YOU, STAND WITH YOU AND ENCOURAGE YOU.

My assistant

My partner (significant other)

My friend Joanne

HOW WILL YOU CELEBRATE AS YOU WIN?

Massage

A trip with my friends when I hit the first milestone