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# Show Stopping Success Secrets

**Peak Performance**  
Business Group™

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**PEAK PERFORMANCE**  
**BUSINESS GROUP**



## Show Stopping Success Strategies

### “Knowledge is power!”

There isn't a bigger bunch of baloney out there. Knowledge isn't power. Applied knowledge is power. The problem is, however, all too often we fall into the Seinfeld Syndrome.

*"I am so busy doing nothing... that the idea of doing anything -- which as you know, always leads to something -- cuts into the nothing and then forces me to have to drop everything." -- Jerry Seinfeld*



**I've been waiting all year for the opportunity to use this quote!** Even though it makes me laugh hysterically, this really isn't how Seinfeld became so successful. He got there by working hard and taking action.

English sociologist Herbert Spencer (*it was Spencer, not Darwin, who coined the phrase "survival of the fittest"*) stated perfectly in the 1890s when he said, *"The great aim of education is not knowledge, but action."*

It isn't enough to know. **You must do!**



# Show Stopping Success Strategies

*Want to be successful? Here are some things you should do.*

## 1 Practice the MacGyver Principle

*Who was MacGyver?*

He was the fictional TV character (the show ran from 1985 to 1992) who could make a bomb out of bubble gum and overthrow an evil government regime with a paper clip. Hey, don't forget the duct tape!



What does this have to do with you?

Do you know anyone in your company that complains? Don't tell me, you can see them across the hall right now.

You know the person who complains about not having a good enough computer program. Or the one who complains about not having enough staff to get the job done. Or the one who complains that the department doesn't spend enough on advertising.

Tell them to practice the MacGyver principle. What's the principle? Use what you do have to be successful and don't complain about what you don't! Being resourceful will enable you to feel as if you're making progress and more in control of your situation.

## 2 Don't like people? Get over it.

John D. Rockefeller was one of the richest and hardest working men America has ever produced – he was also one of the most altruistic, as he gave away millions and devoted his later life to philanthropic endeavors. He is known to have told an interviewer, *"The ability to deal with people ... I will pay more for that ability than any other under the sun."*

How do you get better at dealing with people? Read the classic, *"How to Win Friends and Influence People,"* by Dale Carnegie. Originally published in 1936, it's well researched and these principles are never obsolete. Sum it up in one sentence, it's not about you, it's about them.

Even if you are naturally good with people it's a good idea to consciously understand why you are and what you can do to continuously improve.



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### 3 Practice the “Law of the Firm”

Or put more conventionally, you get out of something what you put into something. This is not pabulum. This is as real as the law of gravity.

#### *Want to get ahead?*

- Spend time thinking about your goals. Most people spend more time thinking about their day off than they do their career, let alone their personal goals. Put energy into your life and it will give you energy back.
- Spend time reading quality materials. Yeah, back issues of *Golfer's Digest* don't really count here. I'm talking about finding good information that will make you more informed to help your customers and more interesting to friends and family.
- Honor your muse. This is an interesting psychological concept. The definition of muse is *“the source of an artist's inspiration.”* You know how sometimes throughout the day you have ideas. Like that idea you had for a cool sales promotion or a faster way to complete the monthly inventory. You should write those ideas down and I mean the moment that you have them. If you do, your creative side (your muse) will give you more ideas. If you don't, you'll stop having as many. Try it! It works.

The Roman statesman (hey, blame the history channel), Marcus T. Cicero, said, *“As you have sown so shall you reap.”* Supposedly he actually stated it before it ever appeared in that *other* Book.

In the last 11 years I've delivered over 1,250 seminars. I mentioned that number once about 20 minutes into a workshop, only to have a big bearded participant grunt and say, *“Huh, thought you'd be better at it by now!”* Everyone's a comedian. Anyway, in all that time I've only ever had one person come up to me prior to the session, square his shoulders, suck in his stomach and say to me, *“You're not going to teach me anything.”*

I grinned and said, *“You're absolutely right.”* Hey, you get out of an experience what you put into an experience. The question isn't what are you getting out of your career, the question is what are you putting into it?

Want people to be nice to you? You be nice to them. Want your customers to do for you? First do for them. Want to earn more? Contribute more.



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### 4 Practice R2

I am talking about **rigor** and **repetition**. There are some things in business that if we are really going to master we have to do ... often and a lot. Like handling price objections or answering frequently asked questions, such as, *"Why is this better than what I'm using now?"* or *"Why is it so expensive?"* or my personal favorite, *"How much is it if I don't pay on time?"*

So write down those questions that you get asked frequently. Create killer responses and then practice, practice, practice.

Historians say that the Samurai warrior practiced his battle maneuvers thousands and thousands of times. Why? So that in the heat of battle, there would be no anxiousness, no uncertainty, rather the cool calm execution of what was practiced.

Well hopefully, doing business in your organization isn't quite as hard as the battles fought by the ancient Samurai. But the point makes sense. Do you ever get nervous or uncertain when working with some of your coworkers? Really dislike it when your boss asks you about a particular process? Hate it when a customer asks questions about manufacturing specs? Chances are it's because you haven't prepared sufficiently.

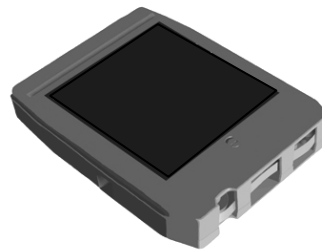
Why is this important? As Zig Ziglar likes to say, *"Repetition is the mother of learning, the father of action, which makes it architect of accomplishment."*

### 5 Employ the KISS principle

No, not the overused acronym *"Keep It Simple Silly."* KISS, you know the bombastic rock band from the 70s, which was still doing farewell tours (yes, plural) in the latter part of this decade. What gave this rock entity such staying and selling power?

Even though they were far from musicians – Gene Simmons, bassist for the group is famous for saying, *"Are we musicians? God no! We're entertainers."* – they gave fans coming to their live shows an event they would talk about forever. They blew stuff up, spit blood, and basically gave fans their money's worth.

Are you giving your customers or coworkers their money's worth? Do you make dealing with you extraordinary? Do you do things to surprise them? No I'm not giving you permission breathe fire on that annoying guy in the next cubicle, but you should ask yourself, *"How can I make working and interacting with me a memorable experience?"*



So go dig out your **KISS Alive** 8-Track tape and think of 3 ways you can add value to your customers and your department.



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### 6 Find the Fun

Striving towards your goals both professionally and personally requires focus and dedication. Humor is important. There are few things that will keep you going when the vicissitudes of life strike like humor. Studies show that laughter is beneficial to physical health and mental well-being. Laughter stimulates the "feel-good" chemicals like dopamine the brain so we want to do it over and over again.

Researchers at the University of Maryland are taking laughter seriously after finding that it actually causes the endothelium, which lines the body's blood vessels, to dilate. This enables that blood to flow more freely and to promote better overall cardiovascular health.

Of course you don't want to have fun at your customers or coworkers expense, but when you can laugh you get rejuvenated, feel relief and psychologically prepare to get back on track to achieve your results.



Plus you'll probably sell more stuff. Customers might come to your business to have fun. That's part

of what they pay for! Practiced appropriately there is an old adage in sales, *"Be more funny, make more money."* Look you don't have to be Chris Rock, but you shouldn't be a stick in the mud.

### 7 Concentrate on What's Important

Life and business is really made up of just three things. So while what follows is not exactly the meaning of life, it sure is a good model to help you keep your sanity.

Life consists of:

**Stuff you can CONTROL:** You know like what time you get up, when you go to bed, what you put in your mouth. Your actions.

**Stuff you can INFLUENCE:** This group may include your spouse, your co-workers or your kids (unless they are teenagers!).

**Things you CAN'T control or influence:** This list may include the weather, the Federal Reserve, your competition or your HR Department (I couldn't resist).

The power of this model lies in understanding how to use it. You should spend 90% of your time on what you CAN control.

*Why?*

That's where you get the biggest return on your investment of time, talent, skills and ability. You should spend 7% of your time on those things you can influence. And you should spend 3% of your time, kicking back; contemplating life over a Heineken and wondering why it is you can't control or influence that other stuff.



## Show Stopping Success Strategies



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An award winning author, speaker and sought after consultant, Mark's work has attracted clients as diverse as the Harley-Davidson Motor Company to the Executive Education Program at the University of Wisconsin and dozens of other leading organizations.

His speaking and training schedule typically includes 200 events per year and has taken him to 8 countries and 40 states. He keeps threatening his wife, Amy, to get an RV and visit the rest.

Holding a master's degree in adult education, Mark has also earned the National Speakers Association Certified Speaking Professional designation – There are only 500 people in the world who have passed the rigorous criteria to attain this coveted recognition. He is also a certified member of the Association of Finance and Insurance Professionals.

A prolific writer, Mark received Advanstar International's Grand Gold Award for editorial excellence for his article series, "Improving Human Performance." He continues to write monthly columns and even wrote a book about the music industry: *Guardian of the Gods – An Inside Look at the Dangerous Business of Music*. The reason Mark says was singular, "to get backstage at Aerosmith concerts."

Traveling by plane most of the time, Mark's favorite mode of transportation is his 2007 VRSCDX Harley-Davidson V-Rod, which has been known to "fly" as well.

Mark is the President of the Peak Performance Business Group™.

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