



H – Hard Work



U - Understand your Customers

S – Study your Prospects

T – Tame the Trends

L – Love

E – Evolve

WHEN YOU SEE A

THAT MEANS WE'VE TAKEN A NEW APPROACH TO AN OLDER CONCEPT

- Time... Maximization
- Work = Profitable Activity
- Profitable Activity = Accountable Activity
- Break from the CRM for a Time Audit

#### HARD WORK

Is this moving the sales process forward?

- The Right Questions ensure the Best Impression
- Your Customers' Answers Change
- Never Stop... Questioning

### UNDERSTAND YOUR CUSTOMERS\*

How vulnerable are your relationships?

\* Please Imagine this in a larger, coordinating, font size.

- Where do they invest... people, time, and energy
- Go Beyond the Website
- Engagement REQUIRES Authenticity

#### STUDY YOUR PROSPECT

Is there life beyond the bottom line?

- Not Every Platform has Value...
   FOR YOU
- Not Every Event has Value... FOR YOU
- If you try to jump on every bandwagon, eventually you will get run over

# TAME THE TRENDS

Are you exhausted?

- Love the... Activity
- Create culture, not just compensation
- Onboarding is more than just the first day
- Love happens when models of success are shared

#### LOVE

If the Beatles were rich, why did they still break up?

- Evolution does NOT mean Revolution
- Product Knowledge is... no longer king
- It's ok to ask for help

#### **EVOLVE**

If you don't like change, how do you feel about irrelevance?

H - Hard Work

U - Understand your Customers

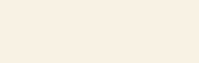
S – Study your Prospects

T – Tame the Trends

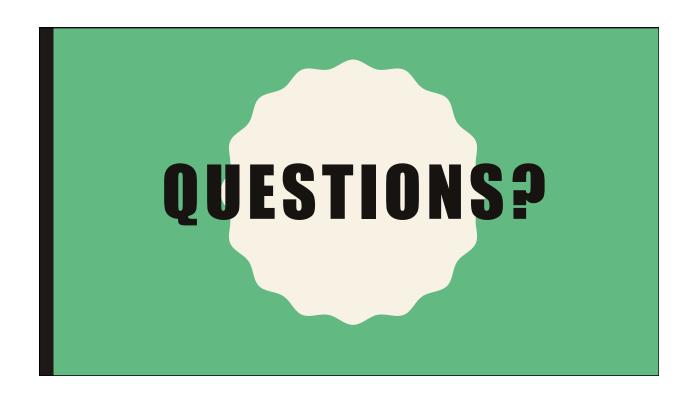
L – Love

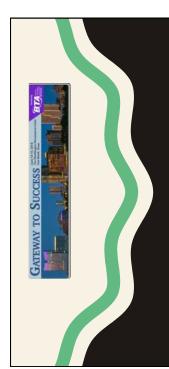
E – Evolve

Put it all together and what do you have???









#### WHAT HAVE WE LEARNED

**HUSTLE IS A CULTURE WHERE YOUR** TEAM MAXIMIZES THEIR TIME BECAUSE THEY LOVE WHAT THEY'RE DOING WHILE THEY FULLY ENGAGE THEIR CUSTOMERS AND PROSPECTS IN AUTHENTICALLY INVIGORATED WAYS.



## WE'D LIKE TO



- **COMPLIMENTARY SALES STRATEGY** REVIEW
- APPLY THE PRINCIPLES OF HUSTLE TO YOUR COMPANY
- TWO TO THREE ACTIONABLE **RECOMMENDATIONS**
- 45 MINUTES (MAYBE AN HOUR)

TR&Y HARRISON SALES NAVIGATOR SPEAKER AUTHOR