

## Decide your Personal Operating Procedures

In my previous post two weeks ago, I covered some personal messages from the book “Only Two Seats Left” [www.onlytwoseatsleft.com](http://www.onlytwoseatsleft.com)

I have collected a few more for discussion.

Have a simple written business plan with objectives & goals.

As I have said, any goal-setting I do is always ongoing, but it follows an underlining theme. In the case of John Anderson at Contiki he sets his goals this way.

5 pieces of paper laid out in front of him

First-page overall long-term goal and objectives

Second- personal objectives

Third page- business objectives

Personal and business- for the following year

Income and expenditure for the next two years.

Don't make your prices the cheapest – offer the best value.

That might be easy for me to say, but if you are in the business of just price only, then you become commoditised, something no one wants in this world of competition.

That tactic only gets you in a scrap with your competition; you are better to dominate that position by being unique and different.

If you are not in that businesses make a promise to yourself that you will walk away from a bad deal once a month. It's liberating, and they may respect you more and ask you back.

Have fun Selling your stuff.

Mike



PLUS: WHENEVER YOU'RE READY...

Here are 4 ways I can help you make more sales in your business – whether your business is big or small. 1. Want to become a Sales Mindset Blueprint Member? Every month you get access to an exclusive coaching session with me as well as full access to my sales programme. Get the [deets](#) here.

Try the new '7 Days to Sales Success' framework. Make more sales in 7 days. The framework of everything you need to start making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. [Click here to learn](#) how to grow your business by making more sales.

Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up-to-date sales ideas. Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me [by clicking here](#).

Work with me one-on-one. If you're a business owner, small or large or in professional services, you might have a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute brainstorming call with me [by clicking here](#).

Good Selling

[Mike Brunel](#)