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## **INTRODUCTION: SPINNING WHEELS**.....1

*I remember sitting in a Holiday Inn in Knoxville, Tennessee with one of the lobby phones in my hand. I can make outside calls. I have a city directory with enough phone numbers circled for one hour’s worth of dials. My palms sweat. The phone seems to weigh 100 lbs.*

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*Yes. I see many salespeople who work hard, but not smart. Their time management slides into activities that are important but not crucial for achieving sales goals. As a result, they do not make enough money to stay employed or pay their bills.*

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*In sales, you achieve income goals from each hour of prospecting! Why? Because, whatever closing rate you achieve, continuous prospecting at a right level keeps your income production close to your needs.*

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*It is possible to eat something large over a certain period of time. But, if you stop eating, if you stop the consistent, constant work at it, you will be faced with a time trap—not enough time left to achieve the goal. Usually, you will not catch up.*

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*Great coaches develop a winning spirit of goal achievement among uniquely different human beings. Whether their teams are behind or ahead, competitively outclassed or leading the field, these coaches continually build commitment, hope, and passion into people.*

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