



## Strengths and Weaknesses

**Announcer:** Club VITO, is on. Your only connection to the very important top officer and unlimited sales success. Your host, Anthony Parinello is a bestselling author. He's trained over 2 million sales professionals and 65 of the Fortune 100. This program will take you to sales heaven and keep you out of sales hell. So turn it up. Now, here's your host, Tony Parinello.

**Tony:** Yeah. Hello, everybody. It is Tony Parinello, your next best friend and your competition's nemesis, keeping you out of sales hell. Now, sales hell is this place where you work your little keister off, you jump through all the hoops, you go through these long protracted sales cycles that are absolutely maddening. And if you do get the order, it's a little itsy bitsy teensy weensy order and you start falling behind quota and that really is not good. On the flip side of this of course is sales heaven. This is where you're going to work your little kiester off, sure you are, but you're going to be rewarded with huge, incredibly big sales and short sales cycles. What a great combination! My goal is to keep you in a permanent zip code in sales heaven while you're here on earth. And today they helped me do this is none other than our head VITO sales coach Mr. Steve Daily. So Steve, welcome to the show.

**Steve:** Yo Tony, yeah! Ready to stir it up today.

**Tony:** Yeah man, let's let's start something up. So I'm driving into the studio this morning and I stopped at a light and I look out the side of my vehicle and there's a guy with a car that says Armando's Car Detailing. So I rolled down my window, he rolled down his I get this card, I'm gonna have my card detailed by this guy. Now, here's the thought, this I had a strength of having the smarts to skin his vehicle to advertise who the heck he is and what he does. That's a strength. Now I'm going to call him up and have them come over and detail one of my cars and then I'll find out if his real strength is in detailing a car. So it got me to thinking about our strengths and weaknesses. And is there some way of self-assessment of our strengths and weaknesses, when it comes to anything, whether it's a personal relationship, whether it's an endeavor, a hobby, whether it's a goal of physical goal of running a marathon, or our sales work.

**Steve:** Yeah.

**Tony:** Is there a way to do this? Coach Steve?

**Steve:** Yeah, sure. So there's like an inside out approach in and outside in approach. Let's just look at it that way. So the inside out approach is really very simple. Your strengths are those things that you like to do, that you love to do. They're, that feel easy, that you know, your sort of default or go-to activities or, you know, you mentioned training for a marathon, for example. So even if you are training for a long-distance run, you have to also do some, you know, homework. And so, you know, if you really, really



like the long distance runs, then that's what you're going to go for. But you're going to compromise because you don't like so much the interval training. In selling you know, maybe you're great at, maybe you love picking up the phone, some people like just really dig that. I've got a client right now that, you know, if he knew that's all he had to do to sell, he just he do 100 calls a day, or 200 calls a day loves it. Other guys can't, you know they're allergic, they, you know, it's a 400 pound the phones weighs 400 pounds to them. So I think one way to identify strengths and weaknesses, is simply to look at an honest look at what you like to do what you love. Now, there's another way to do it. But that's a that's a good starting place inside of just daily activity and focus on things to be trying to get to get accomplished.

**Tony:** So that sounds like really easy. I mean, it's probably a good idea to jot down, and then that's we could use the marathon, for example, or let's use sales work, for example. Jot down what you love to do, what you'd like to do, what feels easy in your sales process. Then what?

**Steve:** Well, okay, so there's always going to be two sides. All right. And so now that takes us to the outside in approach. Okay, or so the outside in looks at all of the things that are required for success in any endeavor, relationship, fitness, selling, you know, entrepreneurship, whatever. They look at all of the things that are required for success there. All right, let's, let's, let's go to selling again. So, we've got a initiate or or, you know, start the process of reaching out and engaging clients, then we have to develop that relationship, that's a separate competency. Then we have to, you know, somewhere along the line, give an articulate proposal after we've identified needs. And so on. And then we have to, there's closing skills and all the way through that there's the tell, you know, verbal or oral communication, there's written communication, there's keeping track of the administration of all that, you know, all the stuff that we're stirring up. So, an outside in approach basically identifies all of the potential competencies and assets or strengths and or areas and then rate yourself or rank yourself on the same scale that we did on inside out. In other words, okay, how do I like it, how much do I hate it. What I think I'm good at, what do I think I'm not good. What do I think, you know, I do for nothing, I do for free. I do it, I love it so much it doesn't matter. I just spent all day doing it versus, you know, what am I procrastinating and pushing out. Once you get the two columns, you know, would be a good way of doing this. You know, you said list all the stuff. Okay. Now, what I like and what I don't like. Okay, let's let's all the things you put them into columns of things you do like, things you don't like. Now shuffle them. Like, what do you like the most? What do you like the least? What do you hate the most? What do you need to least? Yeah, so well, let me pause there. So that makes sense? Does that seem like it's doable process, exercise?

**Tony:** Yeah, actually, I what I love about this is most of the time, and I think every time I throw something in your lap, you come up with some kind of process or some kind of



procedure. Going back to the look, look what you have to do in your sales work -- the prospecting, the proposals, the presentations, the closing the negotiations, all that stuff. While we're doing that, it gets us to examine our sales process. So it's kind of like a happy hour. So, we're examining our sales process, all the steps. And then we're figuring out you know, what, we're good at what we're not good at, what we dislike, and we rank those and I love this making a list of the likes and don't likes, what I'm good at, or what I'm not good at, and then start to polarize it, start to match stuff up. I just think this is a great idea. It's very visual, it's very practical, I'm with you 100%

**Steve:** Now, here's the key. And this is, now we're now let's talk mindset. So what all of us are predisposed to do, this is not you know, one guy's good at this another guy, we all are going to do, and that is, we will tend to unconsciously, and sometimes consciously, focus on the things that we're good at because we, because there's juice there for us, because we love it because we, you know, like I was saying you know, feel like we're good. And fall into believing or taking on a mindset that the more we do the stuff we do well or the more we do the stuff we like to do, the better we're going to do. Now that's not all wrong, except here's what happened. If you only focus on practicing and rehearsing and replicating the things that you're great at, and you never pay attention to stuff that you're not so great at, you're going to create a gap. It's I call it a competency gap. And when the gap between what you're great at and what you suck at is too big, the stuff you suck at is gonna bring down the stuff you're good at, every time. It's not like as negotiable thing. You can't talk, you won't convince me otherwise. And so what I tell my clients is you know what, you have to, be great at anything, like really optimally great at anything, you have to be good at everything. And in order to be good at everything, you have to recognize that when you first start working on the stuff that you're not good at, you're going to suck until you do it enough that you're suck in a little less and then pretty soon you'll start getting good.

**Tony:** So I let me make sure I got this right. I wrote it down and I'm going to repeat it because might be a bad words here. If you want to be great at anything, you must be good at everything?

**Steve:** Yeah.

**Tony:** With regards to what that is.

**Steve:** Yeah.

**Tony:** Yes.

**Steve:** You want to be a great, you know, we could put it two ways and selling -- if you want to be a great selling professional, you have to be good at everything that's involved in selling. So we could say, if you really want to be a world class hunter, prospector, lead finder, you still got to be good at all the other stuff because there's pieces of those



things that transfer into the thing that you're already good at but you're always are going to hit a ceiling to your ideal competency there if you don't hit the other thing.

**Tony:** I absolutely love this, and you know what else I love it about this, is that it is our natural tendency to focus on what we're good at and not focus on what we're not so good at. This is natural -- it's everybody and present company included on my end of this this line. Because this is so true. We get better and better at stuff we're really good at, but we ignore the stuff because it's not pleasant to work on it. It's difficult, it's hard, I don't like it. I don't like picking up to 3000 pound phone so I'm going to do some other stuff that I'm really good at it I'm good at. Yeah, and so I'd love this to be great at anything -- let's fill in the end. To be great at sales you've got to be good at every element of the sales process.

**Steve:** Yeah.

**Tony:** I absolutely love it.

**Steve:** The thing that helps us at least start to look for a foothold on practicing the things that we're working on, the things that we're not good at, and give you some tips on how to how to do that.

**Tony:** Please do, please do.

**Steve:** We just have to recognize or admit, recognize a way, recognize so we don't rationalize that the stuff we're not good at is absolutely going to pull us away the value of what it is that we want to be great at. Keep in mind that gap, you know. You score the 1 to 10 and you have let's say you're 8, 9, 10 in some things, and you're 3, 4 or 5 in other things, those 3's, 4's and 5's are going to pull down the 8's and 9's every time.

**Tony:** Makes total sense, makes absolutely total sense.

**Steve:** Alright, so what do you do? So it's like, you know, I can hear our audience going, "Oh crap, I don't want to work on that, I know what you're talking about cause I just I don't want to do it." Okay I'll go back to what I said, you're gonna stink at it in the beginning and just be okay with that, just recognize that every single thing I like to take us back to our developmental stages in life -- it's all familiar to us all. When you were first riding the bicycle, you saw someone ride a bike in the neighborhood. Wow, that looks good. That looks fun. That looks easy. You jump on a bike and find out that it's not that easy. But you still wanted to look or play with the other guys. And so you got back on the bike after you fell down, or you got somebody to help you or you did some things that got you to that picture. So, we want to start with, so just how good do you want to be? Get a picture of you being phenomenally successful as a selling professional, in every area -- balancing the bike, riding it fast, riding it slow, putting on the brakes at the



right time, riding it up a hill, riding it down a hill, riding it on gravel, riding it on pavement, jumping the curbs. Visualize yourself being a stud or stud-ette, in every area of that, of that domain.

Get the vision clear. That's number one. Number two is then start a process of deliberate process of starting with the simplest part of whatever it is that you feel like you're not very good at. So let's say you're not very good at picking up the phone. All right. The very simple part of or what Bob's a person down I'm picking up the phone is what am I going to say. Okay, let's practice what you're going to say. Just practice. You know, pull out your poodle or your cat or your you know, teddy bear or whatever. And just start practicing. That one thing, that one piece of it. And then maybe you add it to a live person, right? You call up your spouse or your best friend or Tony and say, okay, here, listen to this. Right? And see how that sounds. And then maybe you're moving closer now to where you can pick up the phone, well, call up a client that you already have, somebody that already likes you and say hey, listen, let me just run something by you. If I were to call you up at the beginning of our relationship, and I said this, how would it sound to you?

And then now we're about ready, now we can start doing it to somebody else have been you know, just make, so make it... what I'm what I'm saying Tony is, making progressive. Breakdown whatever the skill is or the competencies you want to improve. Make it progress, create a progression. It's comfortable for you one step at a time.

And then finally, once you get to the place where you actually are doing the thing, you know, whatever it is you actually doing it, now keep score on how many times you did it and give yourself a reward. You've heard me talk about this. Give yourself a reward for doing it 4 times, 5 times 10 times.

**Tony:** So Coach Steve, this is so great because it's so practical and so tactical -- I love it. You know me I love lists, and I love action steps. Let me take you back to when I rate myself on this stuff, right? You know, so then when I got all this done, now I'm going to start a deliberate process. I love that -- start a deliberate, deliberate process to rectify this stuff I'm weak in. Do I start with the numbers that are the worst? Or do I go to the numbers that are closer to my, you know, a smaller competency gap? Where do I start? I start with the easy stuff to make it better or the hardest stuff and make it better?

**Steve:** Yeah. great question. You know, I think it's gonna be a personal choice. I would encourage you to first -- this is where a coach can help, but I would encourage you to take a look at what you know in your gut is holding you back the most.

**Tony:** Ahhh, like it. I like it.



**Steve:** Okay, and it may be something that you're kind of good at but you just don't like to do, it could be something you really stink at, and you don't like to do. But what's holding you back the most? Just kind of do a gut check on that, that's probably the best place to start.

**Tony:** Excellent. Absolutely. Excellent. Now, since we started this conversation, you've laid out a great step by step procedure. Could you give us some homework to do here maybe a first step in getting this done and putting it into place or a first and second step homework assignment?

**Steve:** Sure. I mean, I guess step one is identify what you want to, what domain you want to explore. I'll come back to that in a second. And step two is re-listen to this session so that you can get the steps down. But to pick what domain -- Ok, so now I'm going to give maybe a little deep here, but you know it'll make sense. So we could say we could say obviously okay, let's pick the domain itself. Okay, great. But then once -- we are whole being, right? There's no way of getting around it, we've got a career, we've got money that that's very important in life, we have relationships that are critical to the success of those relationships in our business or community, we got relationships at home, we got our fitness and our health, we got recreation and fun things that help you know. By the way recreation Re-CREATE ourselves. You know there's that aspect, there's you know for many it's there's a spiritual component, there's, you know, different areas and you know what just like we described in selling, you can also take a an overview look at your life in general, and what I find awesome, Tony, is that I get guys all the time calling me up and saying listen, you know, I really need some help with my business and, I heard about you -- whatever and I'll say, okay awesome and then we start talking about other parts of their life and I the I've got a client right now that you know, we started working on him taking care of his health and his business started coming together, and we really didn't talk about that much about his business. He just started feeling better about you know, I had more energy and had you know feel been better route himself and his services more self-confidence, and just got doing what he was always doing anyway with businesses and his business started working better. So, pick a domain and it could be obviously selling and all the different components of selling, or it could be your whole life and all the different components of your life. It all works the same and it all works in the same congruent if you will.

**Tony:** That makes so much sense as usual, Coach Steve -- the ankle bone is connected to the knee bone. This is great. Coach Steve I want to hear again, thank you so much for being who you are, and doing what you do no matter what I throw in your lap you always come up with a great process and a great way and I love this pick a domain and remember we're whole beings and then just listen to the archive of this show and just take the steps that you've defined for us.

**Steve:** There you go.



Alright, Coach Steve, thank you so much and everybody, you know it is really time to take action on everything you've learned here on these broadcasts, especially when I have head VITO Coach Steve Dailey join us. So Coach Steve, thanks for joining us again and take care and I'll see you next time.

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