



Defining Success

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 two million sales professionals and sixty-five 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 Parinello: Hello everybody, yes, it's me, Tony Parinello, hello, your next best friend and the thorn that is sticking in the side of every single one of your competitors, and here's why. We show up, regularly here, to help you get the appointments that you need at the sea level, with the ultimate decision-makers to totally crush your quota.

Now, of course, this takes a little hard work, not a little hard work, it takes a lot of hard work. I'm here to help you do it and today I have someone else that can help you do it. And, today we have our Business Building Coach, Steve Dailey, joining us. Now before I bring Steve into the show here, let me tell you something about Steve Dailey. This guy walks his talk, period. When he gives you advice it's not armchair advice, it's advice that he is not only given himself and taken, but he's given to hundreds of other entrepreneurs, salespeople and just people in general. Coach Steve's advice works not only in business, not only in building a great career and not only building balance in your life but every other aspect of your life you can think about and what he tells you, you can share with others so don't be selfish with this information you're about to receive so on the heels of that, Coach Steve welcome.

Steve Dailey: Thanks Tony, thanks for the generous roll up there.

Tony Parinello: You bet, brother.

Steve Dailey: Appreciate that.

Tony Parinello: You bet, so let's do this. Today, I would like to explore the world of success since that you have made a wonderful career out of giving people the opportunity to become more successful. You've done it for a number of people that are in our community, you've done it for a number of clients that you and I have shared over the years and you've done it for me. So, let's get started by you telling everybody your definition of success.

Steve Dailey: Gosh, and you want me to do it in less than an hour.

Tony Parinello: I want you to do all this in about 10 minutes, yeah.

Steve Dailey: You know what comes immediately to mind Tony is Purpose Pursuit. Let me leave it at that Purpose Pursuit. So what I mean by that is, you know, so much and gosh this is so true for those of us that have travelled around the barn a few times, as they say.



We get into a place in life where you know, life is running us, instead of us running life and the people that I've worked with over the years that tend to be the most frustrated and at the same time, the most receptive to my help is when we sort of hit the reset button on what are you doing and how come? And when a person is in constant, is aware of until it becomes an unconscious confidence, aware of until it's unconscious, it's automatic to be in purpose pursuit of whatever it is that you're doing, whatever it is that you're endeavouring - an outcome it's gratifying, fulfilling, and again has a purpose, then we're in the domain of success.

Tony Parinello: So is it fair to say then that if you want to be successful you need to have a purposeful pursuit to start out? Is that like a trait that is amongst the people that you've helped become more successful?

Steve Dailey: I'd say, I would say yes. A valid, you know, thoughtful motive versus simply kind, gentle, random driven by somebody else, driven by habits, routine that we've basically fallen or evolved into, yes absolutely.

Tony Parinello: Would you also put the word specific in there, valid, specific, thoughtful motive or does it, can it be very general?

Steve Dailey: I think, I think general is good too. You know the more specific you are the more focused you can be with your planning. And specificity comes into play with things like productivity and velocity, so let's say we want to accomplish, we want to get from point A to Point B, knowing generally what point B is, why we're pursuing that, then that's the most important -- but when you want to drill down on how fast, you know, how boldly or surgically then yes, that specificity absolutely comes into play there.

Tony Parinello: Okay, let me add a couple more little definitions here. You've said focused and then you said bold and assertively, are these also traits of the successful people you coach?

Steve Dailey: Yes, in summary, that's a great pick up there, Tony. In summary, it's courage. It's stepping into, being willing to embrace the uncertainty. Again let's look at, let's just visualize you're standing at point A and draw a line across the page to point B, put some flowers and stars and a nice esoteric cloud around it, that's the destination. That line between point A and Point B is just completely riddled with uncertainty on things that aren't unknown, lack of clarity. Probably, you know, there's the stark realization of areas of low competency or even incompetence. It's just a mess really when you take a look at moving from point A to Point B unless you have courage unless you are willing to take a step. I'm visualizing that movie, I think it was one of the Raiders of the Lost Ark movies where the guy is, you know, have to travel across this abyss and he just simply puts his foot out and magically there appears a stone or a step of some kind and then he does it again, and again, that takes really authentic full courage, for sure.

Tony Parinello: So courage then is the next necessary ingredient but that's not only



is a powerful trait, it's a powerful word. It reminds me of the lion who couldn't roar, you know, or didn't have a roar or didn't have a voice. How did-- I know this is like a big question, but if you don't have courage or you don't feel you have courage, do you fake it so you could make it, or are there certain ingredients that are underneath this word courage, because that's a big one and then you said the unknown and uncertainty - I wrote down uncertainty, I think you said unknown, that's the next trait I think we would need to have is to be able to handle uncertainty and the unknown because you said from point A to Point B, all sorts of stuff can happen so let's go back to the courage. So, so how do we develop courage?

Steve Dailey: It's a muscle you know. You and I have spoken a lot, talked a lot about mindset and I think courage is a mindset. But you don't develop a muscle, you don't develop a competency without starting small, starting with one thing, one step like they say, eating an elephant one bite at a time and so courage, the development of courage is basically challenging yourself to step into what you are willing, what is and this, by the way, this ties directly back to what we are saying at the beginning, success, purpose pursuit. Success is basically defined, first and foremost by motive. Authentic purpose, motive and so when you are clear about that then what are you willing to do to pursue that motive, to take the step, what's the first, most simplistic thing that you can do, action that you can take, preparation that you can make in order to begin the journey and once you take a step, make a movement, you start to advance then you'll feel more confident about the next thing, and the next thing and all of a sudden you will be taking not just hops but leaps.

Tony Parinello: You know Coach Steve you just-- this is a very powerful moment for me personally because what you just said makes so much sense with building courage to tackle something unknown and it's a muscle. So what I got from this, is that if I'm looking at a daunting task, let's just say, in my life or my business or anywhere, relationships, whatever daunting task and I don't have the courage to take the first step maybe I should step aside and do something small, something unrelated, something that I've never done before to see myself build the muscle of handling uncertainty, handling the unknown and building my courage muscle so then that I could approach the harder stuff with more confidence.

Steve Dailey: Absolutely, that's dead on Tony and here's what you're not saying that's so very powerful, is that just by doing that you're moving, you're moving forward. Most people, you know, what's the saying, "When everything is all said and done, more is said than is done".

Tony Parinello: Boy, that's perfect. No, no, no, that is so perfect because you're so right and we can talk about it for a long time but taking action on it is always the difference between the achievement of it or just the thinking about it.

Steve Dailey: That's exactly right and so it's just one little thing, a little thing. I wrote a very small book years ago called the Three Simple Truths--

Tony Parinello: Yes.



Steve Dailey: --and the three simple truths of just, you know, do the summary-- is something's better than nothing, averages count and life is defined by choice not chance and so it's something better than nothing and the something is average over time and the averages count, and it is a choice when you make a conscious choice rather than waiting for chance then life unfolds before you, rather than going by you and so, yes, you got it.

Tony Parinello: You know, Coach Steve, here again in a very short amount of time you've given us not a bucket of knowledge but a whole wheelbarrow full of knowledge and information that now we need to take some action on, so how about giving us, as you so often do, and you do it so well, giving us a homework assignment to get this started so we start developing the mindset that gives us the courage to become more successful, at anything we want to be more successful at.

Steve Dailey: Great, so I would say to spend some time today, this is something you must do today, whether you're listening to this real-time or a recording, spend some time, I would dedicate thirty minutes to an hour. Find a quiet place, grab a cup of coffee probably some sort of a little notebook or a piece of paper to write on and just write at the top of the page, at the very top of whatever you're noting in there, just put what is my most neglected passionate pursuit. What is my most neglected passionate pursuit because there's always something, there's always something that you know. It could be time with kids, it could be time with a special person, it could be taking action on a job or a business or wealth-generating activity, it could be a small thing, it could be a big thing. What is the one thing and then ask yourself right away, obviously write that down, and then ask yourself what's the first thing that I can do today to make movements from where I am to realizing that passionate pursuit?

Tony Parinello: Coach Steve, once again I want to thank you so much for being who you are and doing what you do and helping us all become more successful and, on that note, we're going to wrap it up. Remember Coach Steve is available to each and every one of us. Coach Steve tell everybody how to get in touch with you directly. I understand, and I don't know if you still do this, but do you still offer people, to put-- get on your schedule?

Steve Dailey: Without a doubt. I love doing that. I know that people who make the move to get on my calendar are ready to go, ready to take action on something and no matter whether they work with me or not, I can definitely help them and I'm happy to give an hour or so. Just go to achievementbridge.com, achievementbridge.com, and it will be obvious there how you can connect with me, jump on my calendar, schedule time to visit. I'd love to hear about your passionate pursuit, your goals, where you're heading in life and contribute to you in any way that I can.

Tony Parinello: What's the investment someone has to make to get on your calendar other than to going to the website and clicking a time an availability? What is that cost?



Steve Dailey: I don't know. How many calories does it take to equip the mouse? There's no charge, there's no expense, it's just, you know. It's doing it. It's taking that little step, that's all it is.

Tony Parinello: Okay folks, you heard it. Don't let this opportunity pass you by. Take Coach Steve up on his advice, get more golden advice from Coach Steve and I'm going to call the reps of Coach Steve again. Thanks for doing-- being who you are and doing what you do.

Everybody else, you just keep dialling in and keep listening and we'll see you next time.

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