



Start to Completion (Why we start & don't finish fill in the blank)

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 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 Parinello: Hello everybody, it is Tony Parinello, your next best friend in the thorn that is sticking in the keister of your nearest competition. With me today, I have Head Business Building and Sales Coach Steve Dailey. Now for those of you who maybe haven't heard Steve Dailey's voice before, Steve has been coaching salespeople and entrepreneur for the better part of his entire adult life. And these entrepreneurs and salespeople are achieving their greatest potential because of Steve's tough love and answers to tough questions. And so today I'm going to throw something in Steve's lap, as I normally do but let me bring him into the show here first, Steve how you doing?

Steve Dailey: I'm doing great Tony, how's it going with you?

Tony Parinello: It's good man, if I was any better I'd be Steve Dailey.

Steve Dailey: That's a compliment, thank you.

Tony Parinello: Yes, it's meant to be, it's meant to be, so. So let me throw this in your lap Steve and why is it, what is the mindset that we need to have to finish stuff to completion rather than not finishing it to completion?

Steve Dailey: So what way, if I may, let me tease out the source of that question. I mean, I'm not. Can I ask you if that's a question that you have because of observation of basically yourself and others? Or is this just something that you had people come to you and query?

Tony Parinello: Yes, it's a little bit of both, I got to tell you there are times in my life that I've started things and not finish them. There are other times that I and I would say for the most part I do complete what I start but just recently we've run a couple of programs that are very expensive programs for people to invest in and several of the people that spent you know large dollar amounts to participate never really finished the program.

Steve Dailey: Yeah.

Tony Parinello: And so it got me to thinking back at times when I have started things and not finish them and I thought I would throw this into your lap today to see what is the mindset we need to have or the evaluation or valuation or examination or assessment or something we need to do? Maybe before during and after, so we do



finish stuff to completion. It could be some to clean out the garage and get it done or do in your tax returns on time or participating in a program to completion to realize the return on investment that is waiting.

Steve Dailey: Now perfect, okay and it's great. So, so here's the issue for-- you always have to look-- when you have something that's not working or something that's frustrating or you know, you have to take a look at the source or the origination of the whole situation in the first place and here's what we want to put right on the table first. And that is that every ambitious person can and probably will likely has faced exactly what you're talking about and that is they set a big goal to do something or they have a big aspiration, or they buy into a program that looks like it's going to change their life, whatever it is. We say yes to big things easily for ambitious. And if you think about it logically if you want ambitious we wouldn't have those things are left on finished.

Tony Parinello: Yes--

Steve Dailey: There wouldn't be anything to finish.

Tony Parinello: Yes, and I would guess there's always a risk with everything we begin, whether we want to finish it once we started or if it's worth finishing--

Steve Dailey: Yes.

Tony Parinello: --obviously there's a lot of moving parts no doubt.

Steve Dailey: Yes that's right, so first off I think you want to do, you know, we talk about mindset, it's important to recognize that this comes with this idea - not finishing things that we start, comes with I guess the possibility / danger of it. Comes with being ambitious and if you beat yourself up, if you start to criticize yourself you start to condemn yourself for not finishing, you're going to stay stuck in the not finishing, in other words, you will for sure extinguish whatever ambition, aspiration, desire that you might have had in the beginning. Unless you're basically saying, you know what this is something, you know, that just this is, you know, this comes with it. So I guess I want to-- first and foremost strike a warning don't punish yourself for not finishing. Golly, why comes I don't finish the stuff that I started. Gosh, you know, here I'm again or you know or you carry around a cloud of incompleteness into everything else that you're doing. Well guess what you're going to keep manifesting that same thing unless you just take a breath and say well, there it is, you know, if I wasn't ambitious I wouldn't want to do it in the first place and so let's take a look at how I can do the, you know, set myself up, which is I think your question, how do you set yourself up to more consistently complete? So we want to look at this as an opportunity not a problem, I guess is the bottom line, that makes sense as a starting place?

Tony Parinello: Yes, and I like the consistency to complete because I think by not having a consequence for not finishing something just really gives you permission to not finish stuff.



Steve Dailey: Yes, yes, yes.

Tony Parinello: So I like this consistency of completion, I like that --

Steve Dailey: There you go.

Tony Parinello: --I like that.

Steve Dailey: Yes. All right, so there's 3 things come to mind that influence, we call it incompleteness, or lack of completion or you know not finishing, as you play it though.

Tony Parinello: Okay.

Steve Dailey: The first one is you -- it's easy to say yes to things that are, you know, that look good, sound good, feel right, but not be clear about the motive. So when a motive and I want to say couple things about motive here. When a motive is not clear then it will run out of gas, it will run out of steam. So, you know, asking the question okay if I, let's take your program. So if I sign up for this, why am I doing it, what do I expect, what is the thing that will change or improve or the big win that will happen because as that I hope will happen as a result of my participation, or you know, what will the motive for completing your tax return is-- I mean I have, oh shoot, you can all relate to this, is the huge sense of relief that its behind us and we don't have to worry about it anymore. It leaves a whole bunch of space to have a lot of other happy things to think about.

Tony Parinello: Yes that is besides--

Steve Dailey: So what is it the--

Tony Parinello: --besides penalties and going to jail and all that kind of stuff--

Steve Dailey: Exactly, yes.

Tony Parinello: Can I, can I, can I replace the word motive with Result?

Steve Dailey: No, I mean, yes. I mean result is a derivative I guess, or maybe outcome, result outcome you know I don't want to play too much with words here but what, here's why I say motive. Motive as a source of the word motivation is basically the source of all behaviours. So as you know behaviour is expressed in either action or inaction, in action is an action arguably. And so if we don't have a motive clear we will never see clear behaviour. So let's say, you know, we sit down at a restaurant and somebody says you all looking at the menu. What's one of the things that we always hear somebody say, well what do you have, right? And we're looking for a motive called well that sounds good or that would be satisfying or wow I haven't had that in awhile. We're looking for a motive and we're looking for someone else to be basically, you know, you might already decide I can't wait to do it at this place



because they have, you know, great steaks or whatever and I haven't had a steak in a while and so your motive is to have a steak, you know, so either you have it or you looking for somebody else but it's got to be clear. If you don't ask that question, what do you have, I mean you don't have an idea what you want to have, you don't have a motive you won't decide, you flat out won't decide.

So we have to be clear about a motive slash motivation or our behaviour will be unclear and basic arguably stuck.

Tony Parinello: So Coach Steve you made me think of something here. Would it be worthwhile for me to ask people what their motive is for signing up for one of my programs?

Steve Dailey: I think that would, that would be a great idea.

Tony Parinello: That is a great idea.

Steve Dailey: You know, I would go so far as to decline their participation if they can't tell you of you know an exciting resident that's not motive.

Tony Parinello: Yes, I mean this is an excellent idea because not only would it save the person money but it will save me time from working with someone that is basically not going to take it to the end anyway and so why bother.

Steve Dailey: Exactly.

Tony Parinello: I love that--

Steve Dailey: You know--

Tony Parinello: I absolutely love that that is because I have like an 8 Question questionnaire, but I don't ask them what their motive is, so now we have 9 questions.

Steve Dailey: Yes. I'll tell you boldly and you talk about self-talking when you introduce me, I appreciate that. I, you know, I have fired clients--

Tony Parinello: Yes. No, I get it.

Steve Dailey: --when I have a basically going to concluded that you know, you're just doing this because you think you have to. I'm not in the business of therapy, if you want a massage appointment, lay down on somebody's couch, you know, you go down to someone else. If you want to get your ass to work then I'm your guy. Motive, motive is critical, yes.

Tony Parinello: Okay so that's--

Steve Dailey: All right--



Tony Parinello: --so that's number one--

Steve Dailey: --that's number one --

Tony Parinello: --a clear motive, what's number 2? Yes.

Steve Dailey: Number 2 is we have it and you hear me talk about this, so there won't be any surprise that we have to have a reward for completion. There has to be something separate, you know. We tend to think that if we just finish that, that will be reward enough. Let's go back to the tax return, you know how I get through that painful process? Is, I set something up in advance that I'm going to absolutely enjoy. It might be, you know, a nice dinner out with special person, it might be going to buy myself something that I've been kind of, you know, wanting but putting off. It might be, you know, going for a long, you know, go for a, you know, a night in the woods, you know, to celebrate, I mean something that's disconnected from the thing, from the event, from the completion, from the task, whatever it is. You have to have a reward that's beyond that in that category of disconnected but celebratory. In other words in order to push yourself through it. Our subconscious mind Tony, you know, plays tricks on us, especially, going back to my first point - if we're an ambitious person.

And, you know, our subconscious mind can begin to learn that the only thing that's, the only award for a goal completion is another goal. So sooner or later the subconscious mind it just kind of plays a little game as there, there is a voice, you know, in our head that finally says okay, no, no, no wait a minute now, the last time I worked my butt off to get something done here and we worked hard and we, you know, stayed up all night or we went through the thing and we put in extra hours, you know what we got? Was another dead gone goal, so I'm not depending, I'm not going to do it anymore. I'm not going to do that it's a waste of effort because I never get to celebrate anything. And when you deprive yourself of rewards you basically are unconsciously creating an obstacle for completion.

Tony Parinello: I think I just got the tenth question on my questionnaire that I'm going to send out.

Steve Dailey: What's your reward?

Tony Parinello: How do you plan on rewarding yourself when you complete the program?

Steve Dailey: Yes--

Tony Parinello: Oh my God.

Steve Dailey: It's really celebrating, yes.



Tony Parinello: I didn't think of this, I did not think of this as going to help not only my program but the people who signed up for my program when I threw this one in your lap but this is classic man, so I love it, what's number 3?

Steve Dailey: All right number 3 is just telling the truth that we didn't want you in the first place, when we don't finish something. It's not uncommon that we really didn't think we were going to or we really didn't want to, we just did because somebody else did because we thought we should have because we got talked into it, because we wanted to say yes, because we knew that a person selling it to us will keep pesting us if we didn't. I mean just tell the truth and a phrase that I use a lot with my client Tony and I really especially interject this with people that have, you know, what's the term? Rounded the corner, or rounded the bend into what we can call the second half of life. In other words, you bend around the block a few times, you've got a lot of experiences, you've got a lot of capabilities, you've got a lot of your ambitions are basically well practiced or and ambitious enough, I should say is well-practiced, et cetera.

Once you get to certain place in your career and your life I think it's important to remind yourself just because you can, doesn't mean you should. It's disruptive, it humbles our self-esteem to take on things that we really don't want to but we think we can, we, you know, just because we can we think we should and it's, there's no use to it. In fact, it crowds our capabilities, our, obviously our time, and our focus, our energy, our gifts. It crowds those things out from truly accessing and working on the things that are most gratifying and most expressive and most valuable to us.

Tony Parinello: Well that's good advice, that's good advice for anyone and anybody stage in life or position in life but circle us back to telling the truth about why we didn't finish, so in other words, when I or anyone else doesn't finish something that we start, we need to be truthful, the third step is to be truthful why we didn't finish.

Steve Dailey: Yes.

Tony Parinello: We lost interest, we ran out of time, it wasn't important to me or I screwed up or whatever.

Steve Dailey: Yes, yes it could be that. You know this comes back to, you know-- I wrote this little book called the Three Simple Truths and a third truth is everything that we have achieved, well the truth is why results are by choice and not chance. And so everything that we have achieved, everything that we've, you know, experienced in life is basically directly connected to choice. Choice of action, choice of inaction, choice of completion, choice of incompleteness, choices of you know focus or not to focus. And so its personal responsibility is what you rephrase there that is really very, very important to embrace with any endeavour and the more wise we are in life, the more accurate and honouring our choices will be.

Tony Parinello: Coach Steve would it be possible for us to include that cute little Three Simple Truths book that you wrote with this audio archive.



Steve Dailey: I'll be happy, sure I'll forward that unto you.

Tony Parinello: Okay.

Steve Dailey: It's a little a 20-page book and its, yes. I think stuff you know but you but we forget.

Tony Parinello: Well this dude says cute little book that's out that I've read several times everything you need to know you learned in kindergarten so.

Steve Dailey: Yes, yes, yes.

Tony Parinello: We make life complicated for ourselves mostly.

Steve Dailey: Indeed.

Tony Parinello: On that note--

Steve Dailey: So here you go.

Tony Parinello: On that not Coach Steve, I'm going to throw this over to you and give us the last word and we'll wrap this up, so what word would you like to use or words would you like to use to close the show out today.

Steve Dailey: All right perfect, so on the topic of finishing, you woke up this morning I'm sure with an ambition and intention, a desire to get something done. What was that thing or what was the most important thing, actually the better question and then go through this? What's my motive? What's my reward? Do I really want to? And I promise if you if you put those first two things in there if you don't answer, noted the last one. You'll finish what you start.

Tony Parinello: Coach Steve thank you so much for being who you're and doing what you do and everyone else have a masterful rest of the day and we'll see you next time. Bye.

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