



Goal Achievement – Segment Two

Announcer: This is Club Vito with Tony Parinello behind the mike. Today you get Vito coaching with Head Vito Coach Steve Dailey.

Tony Parinello: That's a sweet bippy you do, talk about the Rituals. I remember when I was selling at the Hewlett-Packard, we give product demonstrations on the computer blah, blah, blah, and all that kind of stuff and I would sit down with my prospect in front of the keyboard and will always have a perfectly clean handkerchief in my pocket. I pulled the handkerchief out and I'd wipe off the keyboard and wipe off the display and I fold my handkerchief back and put it back in my pocket and almost 100 percent of the time the prospect would look at me and make some kind of nice comment about me doing that. Why you really, you really take care of this equipment don't you, you really care, it was amazing that little step. The reason I'm bringing this up recently I went to look at some new cars just for chuckles, right. I walked into the showroom and this salesperson comes up to me and he's, what do you want sir, I want to take a look at that Corvette, whatever, and so they-- I walk over and I was going to get in the car and before I could touch the doorknob, he takes a handkerchief out of his pocket and he wiped the doorknob off and I thought cool move dude, you know that. You know little stuff like that these rituals and you know during the tip we're talking about, you know, this kind of reinforces the importance of a ritual, do you take these testimonies, just slide them across or show them to someone or do you put them in a nice plastic portfolio that doesn't have a bunch of smudges on it, you know, coffee stains or whatever. Pride of ownership is really a ritual.

Steve Dailey: Yes, yes, I love it and there are like I said don't underestimate, don't rush through that part. You have rituals, you have very, very defined thing that are either conscious or unconscious that you do going into and coming out of virtually everything that you do and it either, this is the message of the day - It either supports your success or it doesn't. The distinction between Goal setting and Goal Achievement starts with defining what supports success and then of course taking action on that.

Tony Parinello: Yes you know it's interesting too back to rituals, there's so many things are coming up in my mind, when I was in the United States Navy it was all about rituals. I mean--

Steve Dailey: Oh yes.

Tony Parinello: --you never stepped out of the barracks without spit shined shoes. You never stepped out of the barracks with having your locker, you've totally clean and organized and you know, the amazing how that stuff sticks with you to this very day.

Steve Dailey: That's right, that's so right.



Tony Parinello: Yes, rituals are really and here again supportive rituals.

Steve Dailey: Yes.

Tony Parinello: Yes.

Steve Dailey: All right so here's--

Tony Parinello: Okay.

Steve Dailey: --here's the next step--

Tony Parinello: Yes.

Steve Dailey: --so we got that and then listen you can do the things, you can multitask here, I give you permission. You can do these things at once and it's what I love about best suggestion about talking about this now, rather than waiting and because you can go through this thing, through this stuff over the next couple of weeks and get yourself really, really super queued up for an explosive start. So the second thing that we're going to do is evaluate, assess, once again, our structures of support. Now when I talk about Structures of Support, I'm talking about 3 categories - Relational or Relationships, Environmental and Personal, okay. Now let me walk through these quickly. From a Relational standpoint, a structural support, we have 3 types of people in our lives and I've looked at this, you've heard me talk about this I'm sure Tony this will sound familiar. I have looked at this really very, very carefully and I basically have concluded and continue to reinforce is there are 3 types of people that we need, we have and we need in our lives and if whenever success becomes difficult or feels start sort of a allusive, it's usually because one of these personas is missing.

The first one is Cheerleaders. I don't think any of us have enough cheerleaders in our life. These are people that are completely, enthusiastically, committed and excited about whatever we're doing, whether they know anything about it really or not, whether they can have any part in it or not think, think about a cheerleader on a football field, she-- no derogatory remarks intended here, she may or may not even know which direction is the touchdown, the goal line that we're shooting for right now. But every time any one of those big old guys is out there moving, that has our uniform on, our colours on, she's excited about it. Woohoo aren't they great and we need to have that type of person in multiple faces, multiple forms, in gauge in our life and in many places we can. So we have to have cheerleaders.

The second category, the second type of persona that we have to have, our Advisors. Now by contrast to the cheerleader these people are unemotional, they don't really care, they're not about cheering us on about anything, they're just-- is visualize your C.P.A. who has almost no personality, most of them, no, you know, no offense intended here is just kind of, it's just sort of we all know. Very much personality, they're not very excitable, they just basically tell you the facts, you have



it or you don't, it's black or it's white, you must or you shouldn't, there's just basically a benign sort of advisory, value that they bring and they're absolutely experts in a particular area. You need to find what areas do you need advisors, where do you need people giving you advice that you can count on, that you can trust, that you know are absolutely true and right.

And then finally in a category Coaches and Mentors. Now I believe you can hear me with bias here but try not to. I believe that the critical piece missing most of the time for people when it comes to success is that they have not included or in gauged with coaches, with a coach or a mentor for success in their lives or they have them but they're not using them. All right and there's a big distinction there. We can sometimes have all kinds of coaches around us, maybe even paying them to coaches us but if we don't use them, they might as well not be there.

Tony Parinello: So I can just see that--

Steve Dailey: By the way, you can have more than one coach, more than one mentor.

Tony Parinello: I could just see it now in the next 24 hours, we're going to get a slug of nasty e-mails because of the comments about cheerleaders being sexist, the comment about advisors being judgmental and C.P. and now the product pitch for coaching, I could just see it now.

Steve Dailey: Yes, well, okay, that's all right, you know.

Tony Parinello: Okay, so, no really--

Steve Dailey: Anyways.

Tony Parinello: --these 3 personas, now it's very interesting, cheerleaders are people who are not the naysayers, these are people that are supporting you and giving you encouragement and empowerment and helping you be successful. So distance yourself from the antithesis of a cheerleader which is the naysayer.

Steve Dailey: That's right that says that is exactly right--

Tony Parinello: And the advisors--

Steve Dailey: --you're either supporting your success and achievement or you're not--

Tony Parinello: That's right.

Steve Dailey: --you got to keep, right?



Tony Parinello: And don't hang around with people, what are you trying that for, that's stupid, that's not going to work, or why don't you go. Distance yourself from anybody who is not a cheerleader.

Steve Dailey: Now let's go in the second category, just for emphasis, I like where you're going--

Tony Parinello: Yes, advisors.

Steve Dailey: -- there are also people that have opinions but they're not advisors.

Tony Parinello: Right and these opinions are disempowering opinions.

Steve Dailey: Yes.

Tony Parinello: Didn't you try something like that last year and it didn't work, why you wasting your time, why are you do that again for--

Steve Dailey: Oh I've heard that before--

Tony Parinello: --aren't you... woohoo--

Steve Dailey: --I have seen that before--

Tony Parinello: Yes, yes, right.

Steve Dailey: Yes and then coaches listen one of the first things I teach people when they want to be a coach, whether they want to be a coach as a leader or they want to be a coach for business, I tell them look, the only valuable coach is the one that is invited.

Tony Parinello: And yes, yes.

Steve Dailey: So I--

Tony Parinello: --and the one who is done what you are trying to do.

Steve Dailey: While there yes. Now that's the distinction between a mentor and a coach. Good point. So mentors actually done exactly what you've done. A coach know what success looks like in the process of success, may or may not necessarily have actually done what you're doing. But they understand it, you know, it's like a Head Coach on a football team, hasn't played every position but he knows what it looks like when that position is being played well.

Tony Parinello: Oh that's a good distinction.

Steve Dailey: He knows what the fundamentals are.



Tony Parinello: I like that. I never really thought about that but I like that because do you need both a mentor and a coach?

Steve Dailey: Yes I think there's a place for both for sure and the key I'm trying to get across is don't limit yourself to say, you know, to only having one person, I mean, you know once upon a time we only had one doctor but now anybody that really paying attention to their health, well they have a guy that pays attention to their teeth and a guy that pays attention to their heart and a guy that pays attention their skin and you know, you need all of it, right?

Tony Parinello: You know that's a very good analogy yes, years and years and years ago there was a doctor.

Steve Dailey: Yes.

Tony Parinello: But now the doctor you go to is the doctor who refers you to all the specialist depending upon what you want to do.

Steve Dailey: What you need at that time--

Tony Parinello: What you need at that time--

Steve Dailey: Exactly.

Tony Parinello: --that's a great analogy. So now I've got cheerleaders, advisors, and mentors.

Steve Dailey: Yes, coaches and mentors.

Tony Parinello: Okay.

Steve Dailey: Yes, and so, okay. So there's a Relational structure support.

Tony Parinello: Yes got it.

Steve Dailey: Then there is an Environmental structure support.

Tony Parinello: Yes.

Steve Dailey: I'll be really quick with this, we can spend a lot more than we can spend a whole segment on it but look you've got to make sure that you're set up for success, is your work area your work environment productive? Does it support your goals or not? Do you have a place for your goals or visible? Is that, that's environmental. Is the tools that you use or the tools that you're using in your life supporting you or not? Do you need a new P.T.A.? Do you need a new car? Do you need to clean your car? Do you need to get a new suit? I'm going to go get a new,



some new dress clothes, I don't spend a lot of time but I've got a couple things coming up here, I need to, you know, kind of buff myself up you know. Listen, are you working? Are you thinking you're productive by walking around your home office in your pajamas? No, you use your pajamas for sleeping, ma'am, pal. You need to wear your work clothes, whatever those are, now they can be comfortable certainly but, you know, that's Environmental.

How about the lighting? How about the, you know, environmentally, let's move to, shift to health, you know, do you need to kind of get rid of the, you know, tub of ice cream that's in the freezer. Do you need to maybe get some new... You know I went out and got a couple new dishes the other day because I just wanted it to be fresh, there's something about to me what I'm eating off of, being fresh and clean and new. Kind of prompts me to pay attention to what I'm putting on that plate as fresh and clean. So back to ritual a little bit. So take a look at your environment, every tool, every element of what, of the spaces that you live in, the tools that you use, the resources that you have--

Tony Parinello: You know that--

Steve Dailey: --so true, it's important.

Tony Parinello:--that right there is like etch a sketch.

Steve Dailey: Aha.

Tony Parinello: You know, you got a bunch of stuff, you pull it up and at this minute, I mean, I'm sure today there's an electronic stuff but when I was a kid, used to scribble something down like on a piece of carbon paper, you lift it up and it would all go away and you'll start all fresh. So I love this idea about the environmental work area, the visible goals that you have written down, can you see them? Do you have tools? To your whole healthy thing. Get rid of the tub of ice cream. Have you been snooping around my house?

Steve Dailey: Well I'll go with you know if I was I wouldn't tell, how about that.

Tony Parinello: So now is that it for environmentally, we got personal left?

Steve Dailey: Yes, we get personal, so structure support there and this is going to sound really, really rudimentary but I think it's essential to goal achievement. So there are some personal things that you do that you have set up, that support your overall success or not. The structure of support, so for example, do you have a fresh, clean, toothbrush? Does the purse that you're carrying loaded with non-essential stuff? Does your key ring have a lot of, you know, every time you go to unlock the door you're searching through a whole bunch of keys and some of them go to locks that you threw away or lost a long time ago? Personal, do you, let's go to the things that don't support. And I guess I'll might overlap a little bit with environmental here but when you go to the grocery store, do you have a list, that, you know, I'll just give you my personal example. I have a list of all the things that I usually buy at the



grocery store but I have it in my P.T.A. and I just go in and I check off the things as I think of them that I'm going to need the next time I go to the store and when I go to the store I have that list and I don't spend all my time wandering around the grocery store and those few minutes, those extra minutes that I save, supports my overall success and it's a personal thing, you see?

Tony Parinello: I see a lot of looking up at the ceiling tiles and turning around seeing if anybody's looking at them and they're going--

Steve Dailey: Yes.

Tony Parinello: --toothbrush, purse, key ring, I got list on my God, okay, how much--

Steve Dailey: I got to--

Tony Parinello: --more pain, this is kind of painful, how many more painful items to we have?

Steve Dailey: No, we don't have to spend a lot of time on it. You know where I'm going, okay.

Tony Parinello: Yes, I know where you're going.

Steve Dailey: So do you have a structure of support in the area of Relationship, Environment and Personal things, just little personal thing that supports or detract from goal achieved, that's really, really key to the whole thing.

Tony Parinello: So is that like having a place where you walk into your house where you put your keys with all those stupid keys on them that you don't really need any more and have long lost forgotten with there. So you don't spend a half hour going back and forth looking for where the hell your keys are.

Steve Dailey: Exactly, I mean, ask yourself, where do you waste moments? What do you that feels good? I mean, I don't know about you, I mean, it sounds ridiculous but maybe at first but hey. If you, for whatever reason, something happened in the morning that threw your rituals off and you didn't brush your teeth, doesn't it that kind of start affecting you around noon time?

Tony Parinello: Yes and the other people you happen to be talking to at the same time. So here's a goal for me, like this morning, I had to go back in my house 4 times, 4 times unset the alarm, unlock the door, I got back in my car, oh I forgot this, so my goal would be to cut it down to 2 times.

Steve Dailey: Well at least, yes. I love it.



Tony Parinello: But the way I look at that is that 4 times prevented me from being at the shopping mall where the idiot went off and shot 37 people and then killed himself.

Steve Dailey: Okay.

Tony Parinello: At the food court. So all the other stuff happens for a reason.

Steve Dailey: All right, well I think that's healthy but you know, but it's a good inquiry, it's a great inquiry.

Tony Parinello: It's a good inquiry, okay.

Steve Dailey: Okay.

Tony Parinello: All right.

Steve Dailey: All right, let's move quickly on to the third step.

Tony Parinello: Thank God.

Steve Dailey: All right, so this should be a no-brainer but I've got a couple of nuances that are here, I want to make we get. And that is to create an action plan, a deliberate action plan, for what it is that we-- so going back to we set the goal now we're aiming down the side, we've got the bull's eye in sight, our action plan is to, you know, go on 3 let all of our air out, breathe in and hold it or it could be their action plan is to squeeze the trigger, one, two, squeeze, it could be, I don't know. And so the same is true with-- so the action plan for your success as, you know, you've calculated, we figured out the keeping score means, defining the number of Vito calls we make, the number of-- or Vito letters we send out, the number of Vito calls we make, the number of follow-ups that we do, how many different, you know, how many messages we've got prepared for Vito follow-ups. Should we not engage? You know, we have an action plan on the languaging, the messaging when we get the shunt, we have an action plan for staying in control of sales process, so and we know how many of those things need to occur, how many letters yield conversations, yield shunts, yield, you know, engagement in sales process. You would lead proposals, lead to closes. That's our action plan, it's all calcul-calcul-calculable, I can't say it.

Tony Parinello: Calculatable.

Steve Dailey: Micky help us.

Tony Parinello: Calculatable, right Micky?

Steve Dailey: Cal-- what is it?

Tony Parinello: He was with-- Coach Steve was right? Oh, son of a gun.



Steve Dailey: How about that.

Tony Parinello: Wait a minute, here comes, here comes our chief editor, our Editor-in-Chief, right here, watch this.

Micky: Calculable is quite correct.

Tony Parinello: Calculable.

Steve Dailey: Okay, nice, thank you, Micky.

Tony Parinello: Oh, son of a gun.

Steve Dailey: I could say it but I know it.

Tony Parinello: I couldn't say it or know it, so there we go. So I was feeling pretty good up until about 3 seconds ago, so--

Steve Dailey: Oh you're still fine Tony--

Tony Parinello: I'm fine.

Steve Dailey: --don't worry--

Tony Parinello: Listen, I wrote down you--

Steve Dailey: --you're in good shape, you were slinging there.

Tony Parinello: --you didn't say this, but this is what I wrote down, quantify your pathway in all areas of your goals.

Steve Dailey: Okay, nice way to summarize that--

Tony Parinello: --because it's multi-dimensional, isn't it here? I mean you've got to have--

Steve Dailey: Oh it is.

Tony Parinello: --an actionable, deliberate action plan for each one of your goals.

Steve Dailey: Yes absolutely and there's, you know, the key what I like what you said there about quantifiable, and I actually made note of the word measurable. Our action plan has to contain, must contain, for goal achievement, as opposed to simply goal setting. Goal setting becomes wishing if we don't get into these elements, we've been discussing on goal achievement and so an element here, inside the action plan, is that our tasks must be measurable, we should be able to check off, did we



do it or not, did we make phone calls or not, yes or no? Do we make the number that we know is required, yes or no? And have we kept that frequency up, yes or no?

Tony Parinello: So I--

Steve Dailey: So you have to check that off.

Tony Parinello: I just had a discovery moment here. Let me just bounce this off you, make sure I'm right. So I wrote down some very specific goals and 1,2,3,4 areas; Health, Finance, Work and Personal. Now, I think, that I could probably can create a deliberate action plan that's a common denominator for all 4 areas plus a specific and deliberate action plan that might be unique to each of the 4 areas.

Steve Dailey: Interesting, I have no doubt, that's a very interesting observation--

Tony Parinello: Am I heading in the right direction with this or not?

Steve Dailey: Yes, that would be very valuable and for you Tony, specific and by the way, this is a personal thing that we're doing but how I know you, creating an overlay that makes it simple for you and easy to keep track of would absolutely support you.

Tony Parinello: Yes cool, so the common denominator I would come up with first and then branch out into the individual deliberate action plans that are quantifiable, and measurable for each of the areas in the 4 domains that I've selected.

Steve Dailey: Yes...

Tony Parinello: I love it. It is like it starting to take shape.

Steve Dailey: Yes good. All right we got one final little piece inside the action plan here.

Tony Parinello: Okay.

Steve Dailey: And we've got the whole package. This is Heads and Tail of the same coin. All right, you know, if you can visualize a coin you can have a head if you don't have a tail and vice versa, they're absolutely both essential, all right, for the definition of what creates or makes a coin, so the same is true here, we have to keep score or keep track of, have a way to keep track of, whether we are implementing our action plan or not. So just saying these things we're going to, you know again, write so many Vito letters, do so many calls or so many calls, so many of follow up, no, no, no. We can say that but if you don't go then go to Head side keep in score, actually deliberately accessing and that's the partial wheeze back into rituals, like when do you do that? Is it every day, is it every week? Is it, you know, what's the right, you know, at noon and at 5? You decide. And then that Tail side, the other side of the coin is to reward yourself deliberately reward yourself for the things that you actually complete.



Tony Parinello: Okay. I'm catching up here and the next on is a reward.
R.E.W.A.R.D--

Steve Dailey: Yes.

Tony Parinello: --okay, so I wrote something down here, the frequency of keeping score, we don't want to wait too long because--

Steve Dailey: No.

Tony Parinello: --if we do then the essence of success might elude us and fade away.

Steve Dailey: Yes again we're focused on achievement here and if you don't, if you just, you know, look, don't get me wrong, thinking is important, it's essential, by all things. All things start with our thought book but if you just nest there and you don't actually do this, you hear me talk a lot about assessment, if you don't measure, if you don't assess, if you don't value, you know or compare Intention versus Result, then really you just could sort of relax into wishing and worse to me, the real sin here if you will, is that we never give ourselves the opportunity to celebrate. And back to my comment about we don't have enough cheerleaders in our life. You know what Tony, the biggest cheerleader in our life that we all need is our self.

Tony Parinello: Yes, oh no question about that. Yes, right on brother.

Steve Dailey: And so if we don't make a habit of this 2 sided coin, keeping score, tallying the score and then rewarding ourselves for the things that we did, then we're going to find ourselves hitting our head on the ceiling and vice versa if we do that, if we do deliberately count and keep score against our measurable tasks that we've defined within the action plan and therefore give ourselves the opportunity to reward ourselves, pat ourselves on the back, go get a milkshake, go get a glass of champagne, go buy the new tie, whatever it is that justifiable and comparable to the level of achievement. Then what we will start to feel is this tremendous sense of momentum, of self-confidence, of, you know, direction, purpose, that's essential to success.

Tony Parinello: And coach Steve, you know, what I've just realized to between last month's goal setting and this month's goal achievement, there's a loop here that once you start to achieve you need to go back and look at the setting and then once you re-look at the setting you start to achieve, so it's a dynamic fluid kind of movement that's never static because if it's static there's no action taking place, so all of this is fluid.

Steve Dailey: Great, great observation. Way years ago when in dinosaur days when I was coaching swimming, I created a t-shirt for the kids to wear and I-- it said simply said on the back, it said, "The process of success." And when I taught the kids was--



Tony Parinello: That was it --that's all it said, that's all it's in the process of success?

Steve Dailey: The process of success.

Tony Parinello: Okay.

Steve Dailey: That's all it was and it was something that, you know, nobody knew what the heck it was, you know, the other people, other teams or whatever but the team, the kids knew. They knew that what I was teaching them, was success is a process, it's not a destination. And we're successful because we focus on the process, very much what you just said. We never stop looking, we never stop goal setting, we never stop measuring, we never stopped challenging ourselves, and evaluating the action plan toward the goals that we set. We never stop rewarding ourselves for the things that we've achieved and we never stop setting goals again, new goal. We never rest and that's why we're successful.

Tony Parinello: Yes, you know, don't get discourage Club Vito. Don't be tired of success because success begets success and that's what we're here to do. We are here to set up all these rituals, we're here to set this stuff up, so success becomes a way of life.

Steve Dailey: Right.

Tony Parinello: Yes and you know what's interesting here Coach Steve at the beginning of this year. I have a beautiful leather, loose leaf binder and it is actually leather and it's embossed with "Selling to Vito"- it's gorgeous and I start the year-- I put a hold ream or partial ream, it's a one-inch binder of loose leaf paper in it, right. You can hear it, right here, okay. I don't know if you can hear that but I got it right here.

Steve Dailey: Yes.

Tony Parinello: I just-- this is so odd, I'm on my last page. I'm not putting you-- I'm on my very last piece of paper and this ream that I put in here at the beginning of this year, now isn't that crazy.

Steve Dailey: Well that's amazing.

Tony Parinello: And it's amazing-- and I take notes on every single show, we can go back to any coaching show, any interview, I got it all here and I'm on my last piece of paper.

Steve Dailey: That's beautiful.

Tony Parinello: Now granted we do have one more show left and Club Vito--



Steve Dailey: You got to get another piece of paper.

Tony Parinello: I go to get another piece of-- or just stop take notes for that show but I can't do that because I'm always taking it.

Steve Dailey: No.

Tony Parinello: But isn't that something, a goal, goal--

Steve Dailey: That's very interesting.

Tony Parinello: --achievement is here, right here in front of my face.

Steve Dailey: Oh that's invaluable, that's an invaluable notebook--

Tony Parinello: And no question--

Steve Dailey: --it's priceless.

Tony Parinello: --I have one for every year and then I go back, like 9 of them. Okay so, so now Club Vito members you have and everything actually you will ever need if you go back to November 11th, the coaching show November 11th, which was Goal Setting and today show which was-- its kind of interesting, oh my God, now look at that 11.11 and 12.12. Does that always work like that?

Steve Dailey: No, I don't think so.

Tony Parinello: No, so that's interesting, so on 11.11 we did the Goal Setting and now on 12.12, Coach Steve took us through Goal Achievement. You have everything you need to get a jump start on 2013.

Steve Dailey: That's right.

Tony Parinello: So coach, last word, as usual, is yours, give us a kick in the ass, somehow.

Steve Parinello: Okay. Here's what comes to mind. Whether you know it or recognize it or not and I invite you to do it in this moment. You are a new person going into 2013. All the things that you, that's so happened to you, all the experiences, all the successes, all the failures, all the frustrations, all the misfires, all the wind, all the high fives, all those things are now in you and have created a brand new person. A new mindset, a new outlook, a new level of confidence, a new level of wisdom, a new level of intention, that your caring into 2013. And I encourage you to embrace all of that and allow it to empower you to have the most phenomenal year you've ever had in your life, your lifetime best in 2013.



Tony Parinello: Coach Steve, thank you so much for who you are and which you do for everyone in Club Vito and around the world. And for those Club Vito members that are new, don't forget that this Club Vito broadcast is archived for your continued enjoyment and also on Tuesdays and Thursdays, it's sandwiched with a Q&A and role-playing. And don't forget now, we're dark the entire week of the 24th, the entire week of the 31st, so it's a good time for you to scratch through this archive and listen to it time and time again. Coach Steve thank you, happy holidays to you--

Steve Dailey: You too.

Tony Parinello: --and yours and we will see you real soon.

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