



Goal Setting – Segment One

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 everyone and welcome to yet another live Club Vito broadcast right here at Vito Central, yours truly Tony Parinello behind the mic and today's a very special day. Today is a day that is filled with excitement, nobody knows what's going to happen. What is that promise, sound like Walt Disney or something, I don't know, anyway. Today's an exciting day for a couple of reasons: 1. We are welcoming on board some new Club Vito members - Janet, Carly and Shannon, welcome to the mix, welcome to the crazy family of Vito selling.

Now, dive into the deep end of the pool, don't worry if you can't swim, don't worry how deep it is, we're here to help you, just take the guided tour. Take the guided tour that tells you where everything is on this site that's going to get you to greatness in your sales career. As soon as you take the guided tour, I want you to jump into the Value Inventory exercise and send it in, that's all, just stop right there. Send in your Value Inventory exercise, I will critique it personally and send it back to you, with that doesn't that gets you and me started on the process of tailoring the Vito stuff to you, your market, your prospects and the niche you selling to and the economy you're selling into. We, I not we, I tailor everything to you and then I role play it all with you every Tuesday and Thursday. And then on Wednesdays, we do these live broadcast and the second Wednesday is a special day because head Vito Coach Steve Dailey joins us, so Steve welcome.

Steve Dailey: Yo Tony--

Tony Parinello: Yo!

Steve Dailey: You sounded, you sounded like-- oh well I think you made a good career choice, that's a little thing song you sing there that didn't work for you.

Tony Parinello: No, no. But you know I'm starting to sing in our little band that I started.

Steve Dailey: Oh well now, I didn't say you weren't a good singer--

Tony Parinello: Yes.

Steve Dailey: Yes, are you really singing now?

Tony Parinello: But I can't play the guitar and sing at the same time yet.



Steve Dailey: Okay.

Tony Parinello: So I got a rhythm guitar player in our band now and we play a couple Eagles tunes and I sing them.

Steve Dailey: Cool.

Tony Parinello: They don't really sound like Eagles tunes, they sound like Frank Sinatra trying to make an Eagles tune, I don't know, it's a hybrid, total hybrid but we're getting there, we're getting there.

Steve Dailey: Well you know, you never know.

Tony Parinello: You never know.

Steve Dailey: To see the new next thing.

Tony Parinello: I'm not a-- I'm going to be a rock star someday and hopefully in this lifetime and we'll see what happens. So Coach Steve I was talking to Beth Allen by the way everybody if you don't know who Beth Allen is you really should because Beth Allen takes care of the members in Club Vito and if you need anything, if you want anything, if you've got anything that's bugging you, call, get a hold of Beth, send her an e-mail. Beth joins me on Tuesdays and Thursdays on the Q&A and role play sessions and then and so she takes care of all that. She takes care of everything you need, so anyway. I was talking to Beth and Beth said, "Hey, why don't you and Coach Steve talk about Goal Setting now rather than in January and February, so we can get the Club Vito members kind of tuned in to their 2013 goals." You know by the way, it is the middle of November, so not too long from today we're going to be sitting looking at a calendar that says January 1st 2013.

Steve Dailey: Right.

Tony Parinello: So Coach Steve, sooner rather than later, what do you think about helping our Club Vito members look over their shoulder as to what they did this year and start planning for next year in November rather than January.

Steve Dailey: Yes, I like the idea a lot and, but it's got to-- I have to throw in a caveat. As you know Tony, you have to-- if you want to really make a career out of selling, you have to be selling all the time. End to end, border to border, you know, daylight to dawn, to dusk, you know, that kind of thing, that kind of mindset. And it's easy, this time of year to say, "Well, you know, the year is about done, everybody is winding down, everybody, you know, singing Christmas songs and to tell you the truth, you know, I'm kind of tired too and that's the worst thing you could do." Lean in, finish hard, finish strong, look for the things that are going to come out of the blue, here and in the closing weeks of the year. And if you can, if you can multitask here a bit, I think it's brilliant to be thinking ahead now, rather than after the year already start.



Tony Parinello: Yes, you know, an interestingly enough Coach Steve, Warren Greshes, who is a bestselling author and I've interviewed him on Club Vito a couple of times, he goes through this situation fair, nobody sells during the holidays, nobody buys anything through the, he goes through this whole long protracted story about how he was selling in the Garment District in New York. There's probably not a more cutthroat competitive business, you know, than then selling in New York in the garment district. Anyway, he was a new young salesperson, he didn't know any better and it was like December and he was out cold calling and of course cold calling in New York in December is really a good term for it. He was out knocking on doors and he was getting the chump on everybody else in the office who was out thinking about holiday shopping, nobody's buying through the--

Steve Dailey: Yes, yes.

Tony Parinello: --so it's interesting that you mention that because leaning in and pushing during this time of the year, I believe that Vito's, very important top officers are more accessible now during this time more than any other time.

Steve Dailey: Yes, I believe that completely and further I think that, you know, again I'm always looking at the mindset angle. I think people are a little bit more open, a little bit more, you know, they know a new year's coming, it's kind of a fresh, sort of a relax little bit more of a relaxed outlook and buyer's mind during this time of year. By the way, their cheque books are out.

Tony Parinello: Yes, you know, and that's another interesting point, you know, people today are talking about their first quarter budgets for 2013, they're doing it now and so if you get in the queue. I mean let's face it we're going to need business on the first quarter of 2013 just the way we need it now and I know a lot of organizations are putting pressure on we sales people to go to the fourth quarter close, let's get the business in before the end of the year. Yes that's all well and good but as Coach Steve mention man, we've got to be thinking about the future and so what can we do today to make sure we multitask and lean in, make the fourth quarter close or the end of the year close or whatever, make that happen and plan and give enough time to plan for 2030.

Steve Dailey: Yes, well you touched on it in the queue up here. There's basically-- I'm going to walk through 3 steps here that come to mind.

Tony Parinello: I love it.

Steve Dailey: The first step is to assess your results of this past year against the goals that you made for this year, now that implies a course that you set goals for this year, if you didn't that's okay, this time. Because now you know better. But you might want to really take a hard look at what actually occurred, what actually happened void of goals. I think that's an important assessment if in fact you didn't set them and then, you know, imbedded in that whole assessment Tony. We have to



look at like; what did we learn? What do we actually accomplish and achieve and you know, in terms of everything from money in the bank, to personal growth to improve communication skills, to better letter writing, to you know? And let's go outside of business. Did you know, can you do more push-ups now? Can you, you know, is your diet more clean? Are you spending more time with your spouse? Have your kids done well in school based on your support? Every single thing you can count that you can actually appreciate, numerate, measure, even is best, capture that and again I will emphase, don't forget to write down what you learned. What it is that you actually discovered about yourself, about business, about life, about love, about, yes the whole thing? You have the universe, if you will.

Tony Parinello: So Coach Steve, what was that?

Steve Dailey: Did I catch you speechless?

Tony Parinello: No I actually was right, I've got a full page of notes already, step one.

Steve Dailey: You're already writing.

Tony Parinello: Yes, step 1 - Assess the results of this past year; what occurred? Avoid of goals, if you didn't have goals, still what happened in even with goals but what did you learn? And then I have, what did you achieve? What was your personal growth, your communication skills? Are you more physically fit? Did you spend more time with your spouse, your significant other, or friends? How about your kids? Are they better in school, through the work you've done with them? So in other words, we're going to look inside and outside of ourselves for the past year.

Steve Dailey: Yes. For a whole year.

Tony Parinello: Write it all down?

Steve Dailey: Yes and so, you know, to kind of tease out the mental process here; imagine or remember actually, where were you this time last year?--

Tony Parinello: Oh I like that.

Steve Dailey: --what were you thinking about? Where were you working? What house where you live in? What your car look like? How much money do you have in your bank account? What did you look like in the mirror? What were the clothes in your closets? I mean really try to get a vivid picture of everything that was life at that point in time and then fast forward, kind of do a little faster videotape of all the things that happened. All the pursuits, all the missed steps, the things that you tried and didn't work, things that you started and didn't finish, things that you did that were great, the things that you did that were miserable, just a whole, the whole package. And now, this is-- we're talking through it fairly quickly Tony but listen this is really something to spend some time with. Find a quiet place, get a blank piece of paper,



open up a fresh stock on your iPad or something but really sit and spend some time thinking about it and just let it sort of flow.

We rarely take, most people rarely take time for this type of introspection but it is critical if we're going to be effective in goal setting which we'll talk about here a little bit later.

Tony Parinello: So I was, you know that's funny, as I was writing, I was thinking about what did I learn, what did I achieve, or just learn, that's takes a whole page and so--

Steve Dailey: Yes.

Tony Parinello: --what I'm thinking of doing is I have a loosely finder, you know, I have a-- you know, people know I'm a great note taker, not a great note taker, but I take a lot of notes. I have a 3 ring loosely finder, for every year to document every show we do here on Club Vito. And so I was thinking, I'm going to take a 3 ring binder and fill it full of loose leaf paper and at the top of a page, I'm going to write, you know, what did I learn? And then I'm going to skip a few pages, what did I achieve? Skip a few pages, by personal growth, communicate. I'm going to and I'm just going to write and write and write and write and if I run out of pages just slip in another 3--

Steve Dailey: Yes, I like it.

Tony Parinello: --green piece of paper. And what do I do when I get done with them, I might be depressed when I get done with this.

Steve Dailey: Okay that's great, that's a great, same way actually through another piece of this I want to make sure we talk about and we're still on step 1.

Tony Parinello: Okay.

Steve Dailey: All right now look, it is easy, very easy to start to recall the things, the intentions, the of, you know, the unfulfilled expectations and you know, the things that we didn't that didn't go the way we wanted them to and then so forth. It is easy to grab those things. And what comes right behind that if you're not careful is a nasty thing called Regret. Now, there's no room in the mindset of an achiever for regret.

Tony Parinello: Oh I love that. I'm writing that and like its 45 point font. Let me write this in, there's no room R.O.O.M 4, I'm just write the number 4--

Steve Dailey: In the mindset of an achiever.

Tony Parinello: Oh wait, No room, okay good in the mindset. Club Vito members write that, follow along with me here, sing out of this hymn book, I love this - "There's no room in the mindset of an Achiever for Regret."



Steve Dailey: Yes.

Tony Parinello: You know that right there we can end the show right there. Let's have the bump out music, we're done. I mean really, come on if we honestly, honestly Club Vito members, if all we do right now is get that - "The mindset of an achiever there's no room for regret."

Steve Dailey: There's no room for regret.

Tony Parinello: I love that.

Steve Dailey: Yes, yes, so look, let me if I can get, I want to get us close as I can to talking personally, to each person listening, whether you're listening to this live or you listen to an archive. Pretend like we're in your living room, you're sitting on a comfortable sofa, I'm sitting across from you in a comfortable chair, we've got our tea next to us or coffee or whatever. Just listen to this, every decision that you've made in this past year and in life for that matter, but we'll just look at this past year. Every decision that you made, was made responsibly in the context of what you knew in that moment. I don't care who it is or what the rationale might be to try to defend or explain that you were insufficient in some way, I won't buy it. If you're an ambitious person and specifically, I know that you're ambitious because you're actually tuned into this program right now. You absolutely with good intention made the best decision you knew how to make at any point in time that you made it.

Now as time went on more information, you got your feet moving, you learn something's, some new information showed up and we could all rewind the tape and say gosh if I had known this back then I would have made a different decision, sure but that is not reason for regret, you should acknowledge yourself for having made great decisions with the information that you have. Now the wonderful news about that is this looking forward you've got a ton of great insight and even more capability to make even better decisions than ever before in your life past and I encourage you to really take time to evaluate what that context is for where you go forward and really get excited about it.

Tony Parinello: So Coach Steve as we're sitting here in my living room and it was just you and me chatting about this.

Steve Dailey: Yes, yes, yes.

Tony Parinello: Is it safe for me to say that as I move forward I will, let me try this, I will make mistakes--

Steve Dailey: Yes.

Tony Parinello: --but I'm not going to regret making those mistakes because those mistakes brought me to a place where I could make another mistake?



Steve Dailey: That's true, you know, look any successful person will tell you that they learn, you know, multiples more from the mistakes they made than there when they appreciate and acknowledge their most experiences or the achievements that they're the most proud of based on how, what they had to overcome, what they had to learn and grow through it. So look making mistakes, screwing up, failing all those things are part of success just like there's a head and a tail on the sides of the same coin and you can't have a coin unless you got both those sides. And you can't have success without failure and arguably you can't have failure without success as long as you keep moving.

Tony Parinello: So--

Steve Dailey: So it's part of the package.

Tony Parinello: Part of the package. So basically, I guess if I look at my career and as of the last 26 years now, it will be next year would be 26 years in the speaking career. I have basically failed my way to success.

Steve Dailey: Yes, no doubt about it.

Tony Parinello: Because, you're right. I have learned more from failure than from achieving, success because when I do something right I don't question it.

Steve Dailey: Here's--

Tony Parinello: I don't examine it.

Steve Dailey: Yes that's exactly right, you just sort of, you almost take it for granted.

Tony Parinello: Take it for granted, yes.

Steve Dailey: Listen Tony, the brilliance of your work is it's not a compilation of, you know, best practices that you sort of assembled based on all the input that somebody else is given you over time. You deliver your experiences--

Tony Parinello: Yes.

Steve Dailey: --and you make no bones about it, hey listen, the day that I stop using my own stuff or the day I stop going out there and practicing in my craft, it will be the last day you hear from me--

Tony Parinello: Yes.

Steve Dailey: --because I might not say I'll get to that point and so, you know, you invented this stuff out of your experience and that to me, that's where the brilliant value is.



Tony Parinello: So each and every Club Vito member at this point as we look back over our shoulder as to what we did in all these categories. So we are going to do all this and without regret. So right out of it, don't do this if you're going to regret, oh I should or could or would or why didn't I do this or I should have blah, blah, blah. That's not the place for this.

Steve Dailey: Yes.

Tony Parinello: Is there a place for that? I mean, are we going to do that at some point?

Steve Dailey: Regret, no.

Tony Parinello: No.

Steve Dailey: It's just a bad habit, you know, and by the way we come by it honestly, I don't want anybody feel beat up about this. We are taught to regret, we can spend another show on all that Psychology, but the market place is just riddled, everything from the way things are handled in public school or any school for that matter. All the way through job experiences in the media and so forth. I can give you a dissertation on how we're basically taught the wrong way to look at ourselves and wrong, in the context of what actually is more productive, successful, exciting as a life should be. So, so yes that basically step 1 is embrace and access all the stuff that's happened good and bad, what you'll learn and bad in the context of opportunity to learn and grow. You know and what, you know, if you knew what you knew now, what would you be doing different, what would you have done different in November December of 2011.

Tony Parinello: Would that be the last page on all the scribbling we're going to?

Steve Dailey: What would I do different? That would be a good launching pad--

Tony Parinello: Okay. Hold on, so that's still a part of step 1?

Steve Dailey: Yes.

Tony Parinello: What would I do different? Now is it fair to say that I cannot move forward without looking backward?

Steve Dailey: Well you can but you're going to-- if you like, if you had enjoy smashing your thumb under the hammer and then taking a little bit of a pause and do it again.

Tony Parinello: But that wasn't the moving forward?

Steve Dailey: No, no, well it's the second sling, right?



Tony Parinello: Boy that's a visual, I could just see my thumb all bloody and--

Steve Dailey: Yes right--

Tony Parinello: --hit it again.

Steve Dailey: I don't think I'll do that again. So if you don't like, if you don't look backward and so and say, okay well let's see, I need to move my phone about a quarter of an inch to the left--

Tony Parinello: Yes.

Steve Dailey: --so I don't do that again--

Tony Parinello: Yes.

Steve Dailey: --then yes, if you don't look backward you can't move forward, you can't avoid the same mistakes and I promise you this, you'll make the same one.

Tony Parinello: Yes.

Steve Dailey: Yes by the way, you and I both, would have a great time talking about the lessons that we've had to learn by repetitive, you know, they have slap us upside the head more than once before we finally got it.

Tony Parinello: And yes and we have to learn that for ourselves actually because if you see somebody start to make a mistake, you go I wouldn't do that, they're going to do it anyway.

Steve Dailey: Yes.

Tony Parinello: You know, I mean--

Steve Dailey: Exactly.

Tony Parinello: --I guess that's part of parenting, I wouldn't know but it's just seems to me that--

Steve Dailey: So, so true.

Tony Parinello: --we all have to learn at our own rate, at our own pace but it's very healthy at this point to look back as Coach Steve has asked us to do, to do little scripting on this and then ask yourself the last step here before you do step 2, is what would I do differently knowing now what I know?

Steve Dailey: Yes, yes. Now that queues up step 2. So now, we're going to take a look, hopefully what you've done in step 1 is look at all the areas of your life, you've



heard that encouragement. And just as a little side note here Tony, I've decided that this year, not one thing-- I've generally done this but I haven't been rigid or haven't been like-- what the right word? I haven't been--

Tony Parinello: Disciplined?

Steve Dailey: --true disciplined, true to my own convictions here. I promise this and in this public forum--

Tony Parinello: Oh this is going to be good. Make sure we dog ear this archive.

Steve Dailey: That's right. There will not be a single client that I interact with, whether it's in a formal engagement or in a casual interaction with somebody there so it's accepted in my coaching, that I will not challenge and address physical fitness as a focus for going forward in life.

Tony Parinello: Well could you define? Define physically fit? Isn't that different for everybody?

Steve Dailey: It is absolutely different. So no matter what you're pursuing, I am completely... and this sound like a bias perhaps but you just take a look at this over the next year. There's not a single area of a life that you won't enhance by paying, by having goals and paying more attention to your own personal physical fitness. So that has to do with if we want to really simplify it here basically diet or exercise or diet and exercise, okay. What we eat, how we fill our bodies and how we challenge or exercise or bodies physically.

Tony Parinello: Just a pitch to join L.A. fitness or something?

Steve Dailey: No, it's not.

Tony Parinello: First month free, come on, you get a personal coach.

Steve Dailey: It's just I really started looking at this, you know, all the things that I've learned about myself, all the analogies, the parallels, the introspection. Not to mention just, you know, how much more highly functional you are and there's something about taking care of yourself, taken physically care of yourself that empowers every other area of life. And so I just decided nobody's going to escape that. Now I am not going to hit him over the head with it, they don't have to be, you know, an athlete just what are you doing? And are you paying attention to it?

Tony Parinello: So I'm writing down take care of yourself.

Steve Dailey: Yes.

Tony Parinello: And so--



Steve Dailey: Physically.

Tony Parinello: --physically, so in other words, be more conscious of our fitness?

Steve Dailey: Yes. Be aware. So, anyway that was the side bar. The second point, the second step here is to determine how--

Tony Parinello: I'm going to interrupt you for a minute--

Steve Dailey: Go ahead...

Tony Parinello: --by the way folks this is coming from someone Coach Steve that has just invested in an ocean kayak and is going to circumnavigate the big island of Hawaii. So--

Steve Dailey: Right.

Tony Parinello: --and this is a guy who swam which is swim the Makaha channel or something like or didn't you swim to Fiji and back or some silly thing like--

Steve Dailey: Now you can--

Tony Parinello: --so we're talking to someone who's kind of at a level already of fitness.

Steve Dailey: Yes.

Tony Parinello: Yes,

Steve Dailey: Yes, there you know, so, don't let that intimidate or take away from-- like I said I don't care if you're an athlete or not, I just have a simple question, are you taking care of yourself physically?

Tony Parinello: Yes.

Steve Dailey: What are your ambition or goals?

Tony Parinello: You know you've got to really think about that one, that's a good, that's a good place to start. So step 2 really now that was a side bar, this whole physical fitness?

Steve Dailey: So step two is basically the side we have talked about all, you know, hopefully you've look back and you have accessed or taken a look at all the things in all areas of life and now I want you to answer the question, how are you going to keep score, this is step 2, how will you keep score in the year ahead in each of those areas? In each of those areas of your life - your money, your job, your relationship,



your community service, your physical fitness, your, you know, specific relationships in life. How will you keep score? How will you measure your success? Now--

Tony Parinello: Now hold on--

Steve Dailey: --by--

Tony Parinello: --hold on, hold on...

Steve Dailey: Go ahead.

Tony Parinello: Hold on here's what we're going to do, we're going to stop right here for Segment one. We're going to break here because this is a perfect place. We're going to leave this segment with the intro to step 2 and which is, "How are you going to keep score?" And Coach Steve correct me if I'm wrong here, how am I going to keep score in each of the areas, whether that's money, my job, my relationships, my community service, my fitness, etcetera? This is the starting of step 2?

Steve Dailey: Correct.

Tony Parinello: Okay, we're going to stop here for a moment, we're going to take a short one minute break and then when we come back we'll start with step 2 again because then it's a nice kind of segue and get people to listen to Segment two about step 2.

Steve Dailey: There you go--

Tony Parinello: All right.

Steve Dailey: Perfect.

Tony Parinello: Hold on.

Announcer: Don't go away Tony will be right back. This is Club Vito.

Bill Brooks: This is Bill Brooks talking all about focus, you know, professional selling is really driven by where your primary focus is and I'm going to suggest to you that you can only focus on one thing at a time. You know you can't love someone and hate someone simultaneously and I'm going to suggest there are only four places where you can place your focus. First you can place it on yourself, secondly you can place it on your product or your service, third your organization, fourth your prospects. Now here's the problem, the prospect in most cases is outnumbered 3 to 1. So here's my question to you, Do you focus on your prospect or you tend to dwell on your own problems, your own difficulties, present your product or service in a very, very straightforward way or do you focus on your own organization? I'm Bill Brooks, author of the bestseller, *The New Science of Selling and Persuasion*, how smart companies and great salespeople sell.