

Decide your Personal Operating Procedures

In my previous post, I covered some personal messages from the book “Only Two Seats Left” www.onlytwoseatsleft.com

I have collected a few more for discussion.

1. Have a simple written business plan with objectives & goals.

As I have said any goal setting I do is always ongoing but it follows an underlining theme. In the case of John Anderson at Contiki he sets his goals this way.

- 5 pieces of paper laid out in front of him
- First-page overall long-term goal and objectives
- Second- personal objectives
- Third page- business objectives
- Personal and business- for the following year
- Income and expenditure for the next two years.

2. Don't make your prices be the cheapest - offer the best value.

That might be easy for me to say, but if you are in the business of just price only then you become commoditised, something no one wants in this world of competition.

That tactic only gets you in a scrap with your competition, you are better to dominate that position by being unique and different.

If you are not in that businesses make a promise to yourself that you will walk away from a bad deal once a month. It's liberating and they may just respect you more and ask you back.

Have fun Selling your stuff.

Mike



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. His products and services are now sold in 23 countries and in 11 languages generating \$350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions which include rugby, travel. His promise: "I can find thousands of dollars in your business within minutes - GUARANTEED" [TRY ME](#)