

SUCCESS

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SECRET

Learn Every Detail of Your Business

If you become very good at what you do, there is nothing that can stop you from getting paid more and promoted faster.

—DAN KENNEDY

THE MARKET PAYS excellent rewards for excellent performance. It pays average rewards for average performance and below-average rewards, failure, and frustration for below-average performance. Your goal should be to become an expert in your chosen field by learning every single detail about how to do your work better and better.

Read all the magazines in your field. Read and study the latest books. Attend courses and seminars

given by experts in your field. Join your industry or trade association, attend every meeting, and get involved with the other top people in your field.

The Law of Integrative Complexity says that the individual who can integrate and use the greatest amount of information in any field soon rises to the top of that field.

If you are in sales, become an aggressive, lifelong student of the selling process. The top 20 percent of salespeople earn, on average, 16 times the amount earned by the bottom 80 percent of salespeople. The top 10 percent of salespeople earn even more.

If you are in management, resolve to become an outstanding professional manager. If you are starting and building your own business, study entrepreneurial strategies and tactics and try out new ideas every single day.

Set a goal for yourself to become the very best in your business or profession. One small detail, insight, or idea can be the turning point in your career. Never stop looking for it.



ACTION EXERCISE

Identify the trends in your business. What are the core competencies or key skills that you will need to lead your field in the future? Make a plan today to develop those skills and then work on them every day.