

White Paper

Area 2: Pre-Sales

“Quantum Thinking To Earn A LOT More While Working Less.”

Version 1.06

**“Are You REALLY Living Up To
Your Full Potential?”**

Purpose

Develop a system to get paid on far more of the work I/we do.

Foundation

Do you seek clarity on how you can increase your income while decreasing the number of hours you work?

If you closely follow this white paper, you will see things you have never experienced before in your life. Let's start out with some simple, yet powerful questions.



1. My WOW income goal is \$ _____ over the next six months.
2. My minimum income goal is \$ _____ over the next six months.
3. I am currently working _____ / hours a week and I would like to work _____ / hours a week.

We call the difference between these two numbers The GAP.

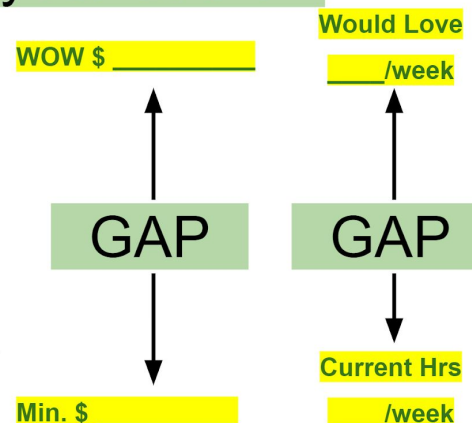
We do not want to oversimplify this or make it sound easier than it is to close your GAP, but there are a number of things that you can do which will take very little time to do which can help to quickly close the gap.

What is your GAP?

My WOW Income Goal Is: \$ _____ / next 12 months and I would love to be working _____ hours a week.



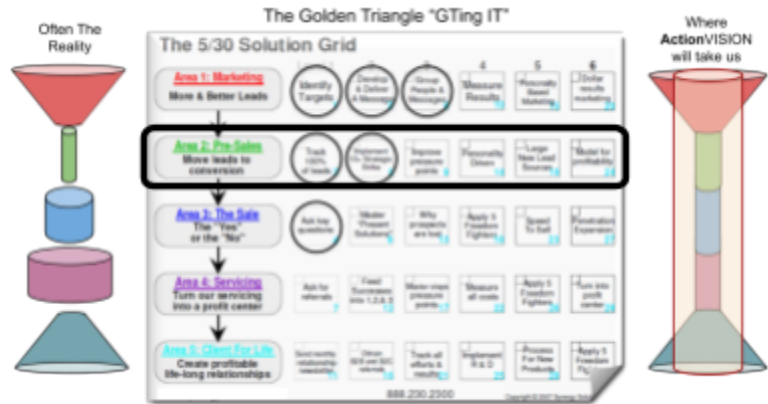
My Minimum Income Goal Is: \$ _____ / next 12 months and I am working _____ hours a week.



If you are not familiar with the Quantum Thinking model of BOS ~ Business Operating System we would recommend that you gain a basic understanding of that before you proceed. Take 15 minutes and go through the following website.

> <https://clarity.dnaforsuccess.com/clarity-7-business-options>

This white paper is focused on the second DNA, the DNA for BUSINESS, The 5/30 Grid, and specifically within the Grid, Area 2: Pre-Sales.



There are five areas in The 5/30 Grid. If we think of each one of these areas as a pipe

in a pipeline, we start to quickly see how it's clear we are only as strong as our weakest pipeline. If we had 10 leads, with a lead being a name and a phone number of someone who was interested in our products/services how many of those leads would close? The average in most industries is 1 lead out of 10 will close. **Please answer . . . "I close ____ leads out of 10."**

NOTE: Again, these are not good leads we are generating, we count ALL leads where we get some type of contact information.

Now . . . think about this . . . if we're only getting paid on 10% of the leads we are generating, then 90% of the work we do we will NOT get paid on. Hmmm . . . pretty hard to generate your WOW income goal and work the number of hours we want to work . . . IF . . . we aren't getting paid on 90% of the work we do. Right!?!?!?

In Area 2: Pre-Sales, this is where often the leak happens, where we do not have systems in place to handle leads that may not be buying right away.

[] - Yes, [] - No ~ I have systems in place to follow up on 100% of the leads that come in.



Yes, believe it or not, tracking 100% of your leads can lead to doubling your income. Most people do not track all their leads which costs them far more than they realize.

Talk to the person who passed this white paper along to you and they can help you quickly put a system in place to help you track 100% of your leads. It's crazy how simple and easy this is and how it takes almost no time or energy to do.



It's crazy how **EASY** it is to take some simple steps which will radically change how much we earn and how many hours a week we work. It's crazy **HARD** for people to stay consistent in doing these activities day in and day out.

The following four things will help you to succeed both in the short term and the long term as well.

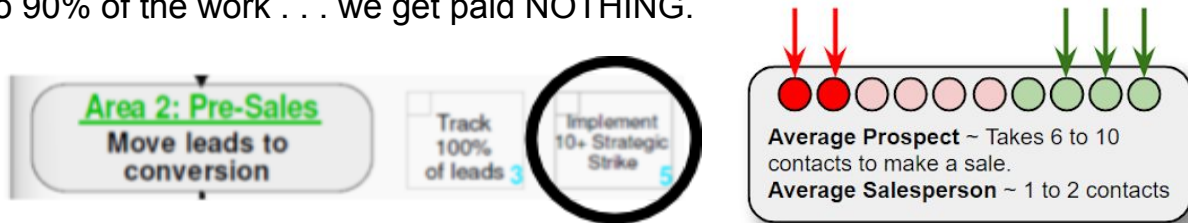
1. **Accountability** ~ We all need to have accountability.
2. Community ~ Helps us to grow faster and with less effort.
3. Custom Plan ~ We are all unique and will succeed for different reasons.
4. Systems ~ Will keep us consistent and disciplined.

Accountability from the person who passed this white paper along to you will help you with this very easy thing to do and doesn't cost you anything financially.

[] - Call them right now and schedule 10 minutes a week to review your system for tracking leads.

We will talk more about each of the above four at the end of the white paper and also in much greater depth in the Q&A section.

What's next? Did you know that, based on a number of university studies that it takes, on average 6 to 10 contacts to make a sale? Those same research studies also show that the average salesperson/company will only make 1 to 2 contacts. Hmm . . . if it takes 10 contacts to make a sale, we make 9 i.e. we do 90% of the work . . . we get paid NOTHING.



So . . . you may be saying . . . “I don’t have time to follow up on the weaker prospects which may not close for a year.” You are correct, you do not have time to do this and shouldn’t actually be doing it. You MUST have systems to do this on your behalf.

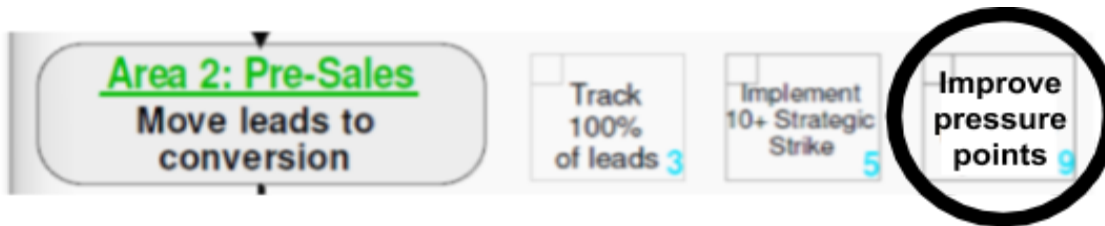
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[] - Join EC2 ~ Engineered CLARITY Community right now.

NOTE: This community has millions of dollars of resources, tools, training and it's offered through a non-profit organization, Life Masteries Institute (LMI) and it's only \$20 a month. <https://clarity.dnaforsuccess.com/ec2-start>
 If this was offered through a for-profit company, it would cost you over \$2,000 a month. Trust us . . . it's worth its weight in gold.

The 3rd box in Area 2: Pre-Sales is “Improve Pressure Points.” As we move through the boxes, each level of boxes requires a higher level of knowledge and discipline. We need to apply the four things:

To achieve your WOW income goal of \$ _____ while working _____ hours a week, we need the perfect blend of Quantity and Quality.



To achieve the perfect level of Quantity and Quality, we need to have a custom plan and within the plan we need to embed Quantum Thinking, i.e. the ability to Think Differently and do so quickly.

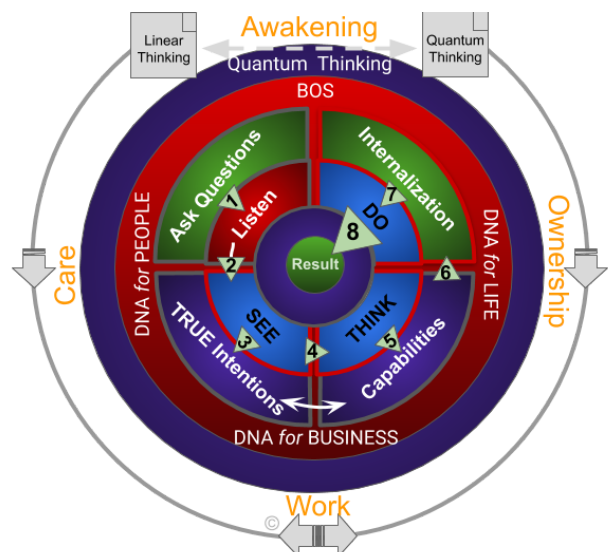
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The next three boxes require us to have a custom plan, designed uniquely just for us, based on our personality, passions and life vision.



Do you believe . . . “We can accomplish far more together than we ever could on our own”?

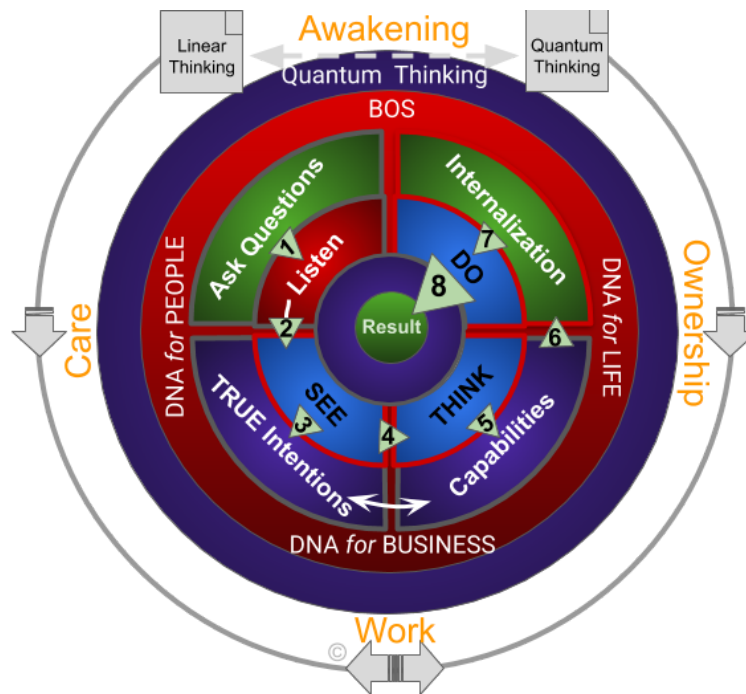
Do you know we all have 10,080 minutes a week, every week to invest and if we properly invest that time we will achieve our WOW income goal of \$ _____, working _____ hours a week? Join us for 30 mins. once a week for a conference call and see the impact in your life.



Engineered CLARITY

The process of thinking differently that brings satisfaction where you desire CLARITY.

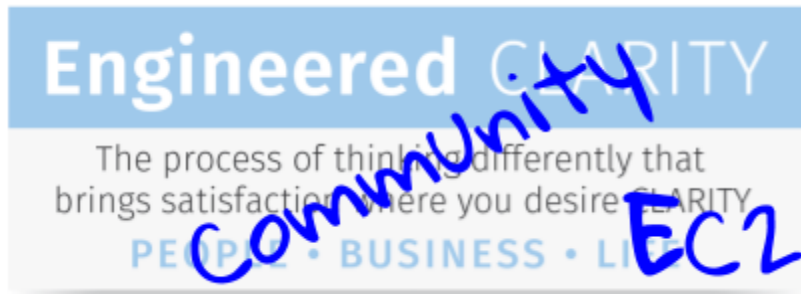
PEOPLE • BUSINESS • LIFE



Questions & Answers ~ Q&A and Case Studies

Would you like more? Would you like to participate in an EC2 ~ **Engineered CLARITY** Community mastermind group to talk about the concepts, share what is working, what's not working, case studies and a whole lot more? It's simple and easy to do. <https://clarity.dnaforsuccess.com/EC2> If you do not have a sponsor/mentor to introduce you into the group, call toll free 888.230.2300 or 630.393.9909 and we will set you up with one.

Quick start ~ <https://clarity.dnaforsuccess.com/ec2-start>



Welcome to **EC2** . . . where we as a community explore things which would black most people out. If you are newer to the community and you blackout, i.e. have no clue what we are talking about . . . no worries . . . you will get used to it.

In the Quantum World, it seems . . . things are never what they seem to be. This is very frustrating to people and if we do not understand how to think at the Quantum Level . . . well . . . we're going to blackout.

In the AirForce they train their pilots to learn to handle the G-Forces and the **EC2** community will help you do that as well.

It's a pretty simple process/system. . . which amazingly people won't follow . . . and then they wonder why they blackout.

Simple . . .

- Connect with your ARRT Mentor and let them know you are going through this white paper.
- Invite your 2 ARRT Buddies, if you have been assigned them, along for the ride. Invite them to read through the white paper with you together.

Easy . . . right?

WARNING! If you do not do the two simple above things you will most likely blackout and crash. What's worse than crashing and dying . . .

"The mass of men lead lives of quiet desperation."

Henry David Thoreau

Quantum Thinking Model

