

# TIME MATTERS EXPERT SERIES:

*How to focus your productivity so you can reach your goals  
And  
Create your peaceful joy-filled life.*

## ACTION SHEET



Marge Piccini

With over \$1Billion in sales to her credit, Marge is a sales dynamo. Her forte is helping smart, super-talented entrepreneurs and sales reps **DOUBLE** their sales without burning out so they can finally experience the freedom they crave in their business and life.

For over 20 years, Marge was a sales leader in the financial services industry both as an employee of a Fortune 100 Company and entrepreneur. Fueled by her hunger for the freedom sales success provides she discovered her proprietary system “Profit More and Prospect Less” which helps her clients catapult their sales in record time.

### **Notes from the interview:**

#### **1. How and when did you make the biggest shift in your own focus?**

- After my children were born.
- I learned to take advantage of every second as a sales professional and didn't understand how much I was living on adrenaline.
- At that time my clients and business referral partners started to have limits and respect my time. This was powerful for me and I realized I could also honor myself and set limits on my time.

## 2. How and when did you make the biggest shift in your own productivity?

- After I was in sales for 9 years, I had the best sales manager ever.
- I sat down with her and planned out my year and my goals. We started with the end in mind. We then reverse engineered my year. We started with the year and then what I wanted to do each month. We noticed the variation in the months and set up goals accordingly and then by week and then daily activities to support that goal.
- Knowing what my sales variations were during the year was very important. It helped me plan vacation and realistic sales goals by month.
- I always plan days the night before based upon what I wanted to accomplish for the week.
- This allows me to just get started in each morning and not have to start with planning.
- Having my mentor help me walk through this kind of planning was the most incredible learning experience of my life. I couldn't have done this on my own.

## 3. What is your personal “secret move” or unique recommendation for easily increasing focus?

- I have a practice that I started when I was at the height of my stress level and I had noticed that I had created a brilliant business but not a brilliant life.
- I call this the 5/5/5 breathing method:
  - In-breath for the count of 5, hold breath for count of 5, release and exhale for the count of 5
  - Very important that you can breathe into the bottom of your lungs.
  - This helps you connect with your authentic self.

## 4. What is your personal “secret move” or unique recommendation for easily increasing productivity?

- Cut out the clutter. Clutter has many forms.
- My dad taught me to look for the quickest most accurate and least expensive way to get things done and to do things right the first time.
- Invest in quality.
- When I represented the fortune 100 company, I wanted to boost my ranking from top 10% to top 5%. I consulted with the top managers.
- All the top sales managers were telling me that to increase revenue I needed to triple my work load to increase sales. This didn't ring true for me.
- I wanted to create the most money in the least amount of time. I started to look at my accounts and placed them in order from most to least in terms of who was generating my revenue.
  - 80/20 rule translated into sales—80% of your revenue comes from 20% of your clients.
    - 1) Nurture your top 20% of clients for sales.
    - 2) Time was my most valuable and not renewal resource. I decided to work with people that I loved to work with and those who loved working with me (not those that drained me).

- 3) Next I circled the 20% that I loved working with. If you love what you do and who you do it with you will never “work” a day in your life.
- 4) Fill your business with the high performers that you love working with and let the others go or stop nurturing them or refer them out.
  - This is the hardest step to take!
  - Let your PITA’s go—**PITA=Pain In The A.**
  - Reallocate your time to nurturing your top 20% that you love to work with.
- Profit + Passion = Million Dollar Clientele

## **5. What is your best tip for entrepreneurs and professionals who want to easily meet their business goals and have a productive peaceful joy-filled life?**

- Life is too short to waste your time trying to figure things out yourself. Find and invest in resources and opportunities to shorten the learning curve.
- My mistake was doing what I was expected to do and I never asked myself about what I wanted my life to look like and I didn’t chart my own course. I got to “success” and it was empty.
- Go deep inside and pull out your dreams and goals from that place. Get really connected to your authentic power and connect to the seat of your soul. Get REALLY committed to your goals. If you believe in them, then you can achieve them.

## **6. What is the unique transformation you offer with your work?**

- I help people to identify an area of brilliance that they can’t see for themselves. I show it to them in its full brilliance. Once we make it the focus for them a whole new world of opportunity shows up for them.
- My new definition of success: Connecting with and really understanding your unique value (what makes you distinct from others). The key success is authenticity and claiming your unique value and connecting with your passion and your purpose and your life.

## **7. How can our listeners learn more about you and your work?**

Go to [www.timemattersexperts.com/replay](http://www.timemattersexperts.com/replay) and look for Marge and click on her Free Gift button.

- You can download her Million Dollar Clientele formula there.
  - 5 steps to go from beginner to winner in sales
  - Exact steps that Marge used to double her sales and reduce her work week to less than 40 hours!

**Your Notes:**