

# ForImpact

## CONTROLLING INSIGHT

***JUST ASK. JUST ASK. JUST ASK.***

### **6 RULES FOR SALES SUCCESS**

- Rule #1. CHANGE YOUR VOCABULARY.**  
(Change Way You Think. Change Way You Talk.)
- Rule #2. NO TIMEOUTS. NO SUBSTITUTIONS. NO EXCUSES.**  
(Results Up to You.)
- Rule #3. (IS) RULE OF 3.**  
(Simple. Specific. Succinct.)
- Rule #4. FIRST WITH THE HEAD... THEN WITH THE HEART.**  
(Do the Math. Visualize. Practice... Passion. Energy. Enthusiasm.)
- Rule #5. SHARE THE STORY. PRESENT THE OPPORTUNITY.**  
(Don't ask friends for money.)
- Rule #6. MAXIMIZE RELATIONSHIP... AT THIS GIVEN MOMENT.**  
(No 'Cultivation'. No 'Moves Management'.)