

Lesson 13 - Recap

The 5/10/15 Plan

To help you stay organized as well as focused in your personal life as well as your professional life, follow the 5/ 10/ 15 plan. Here are the basics of this system:

- The 5 refers to having five meetings or encounters a day. A meeting or encounter creates a connection, moves your agenda forward, or gets you closer to your goal or desired outcome.
- The 10 refers to sending out 10 letters or pieces of correspondence, mainly on corporate stationery, every day. Personal e-mails can count in this area but not impersonal e-blasts.
- The 15 refers to making a minimum of 15 phone calls a day. Many people in business have no problem fulfilling this directive.
- The 5/ 10/ 15 plan is a system that works because the calls and letters help make connections that can lead to face-to-face meetings. When you meet face to face, it's easier to see eye to eye.
- The most critical thing to say at the end of a phone call is, "If there is anything I can do for you and your family, please let me know." We're all in business to serve others, no matter what we do for a living.
- Don't forget the value of a handwritten note.
- Be known as the person who returns phone calls and answers e-mails. You don't want the reputation of someone who ignores people who try to get in touch with you.

Exercises

1. To get started on the 5/10/15 plan, create five copies of the 5/10/15 plan for the week ahead. Make a list of 10 potential prospects. Focus on working these names into your 5/10/15 this week.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

2. Now list five prospects who became clients at one time or another. What did you do to move them from prospects to clients?

1. _____
2. _____
3. _____
4. _____
5. _____

3. Who are your best clients?

1. _____
2. _____
3. _____
4. _____
5. _____

4. What makes them your best clients? When's the last time you contacted each of these clients?

1. _____
2. _____
3. _____
4. _____
5. _____

5. If you work for a company, who are the top three producers? List them. Why are they so successful? What are their habits and communication skills?

1. _____
2. _____
3. _____

The 5/10/15 Plan

5 meetings/encounters (daily)	What's in it for them?
1.	
2.	
3.	
4.	
5.	
10 correspondences (daily)	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
15 phone calls (daily)	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	