**Low Demand vs. High Demand Calls**

**Action Guide**

Most of us have the perception that high demand calls are “better.” How do you allow your process to change on a low demand call vs. a high demand call?

Since success starts with *us*, how can you change your perspective regarding the “type” of call you are going on (in order to set yourself up to succeed)?

Low-demand calls provide a huge opportunity for you to create an exceptional experience for your client. What are some ways you currently *over-deliver* (go above and beyond) for your clients, and what can you do to improve?

What do you need to do in a low-demand situation in order to be more successful?

Kenny says that sales happen when desire meets urgency. What can you so to create desire (want) for your services when you’re with a customer?

How do you become an “assistant buyer” for your customers?

Creating a comprehensive options sheet is key to your success with a customer. Think about the options sheets that you are creating now, and write down at least one way that you can improve them, starting today.

To improve your sales, you must improve your routine. What is one area where you can personally improve your routine, and how will you make that happen?

“Practice makes perfect?” *No, practice makes habit*. **Perfect practice makes perfect.**