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WIN

The Key Principles To Take Your Business From Ordinary to Extraordinary

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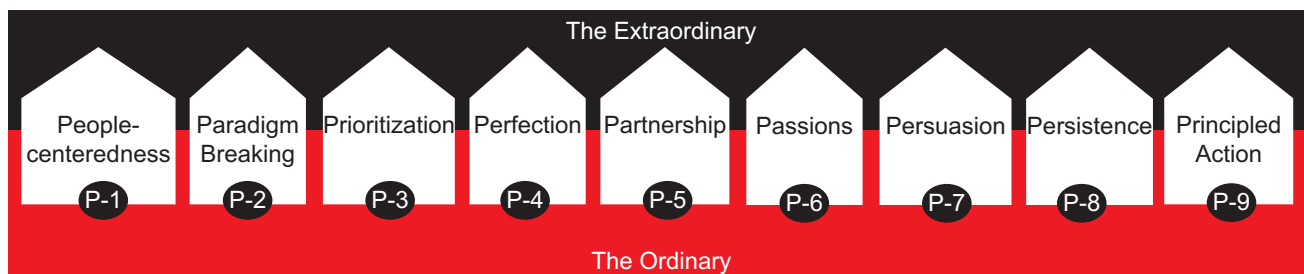
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MAIN IDEA

Everyone wants to win, but the most successful people have nine principles by which they live and that makes all the difference. The simple fact is winners are never satisfied with the status quo. They're always trying to move everything they're involved with from the ordinary to the extraordinary. This just comes naturally with the territory when you're aiming for high achievement. High achievers want to go higher, faster, more impressively and better than anyone else. Rather than being satisfied with the skills they are born with, these people get to work learning what it takes to excel.

You can and should do like they do and get to work incorporating these nine principles into your own life and career. It doesn't matter whether these principles come easy or not as long as you're consistently working on them. The more you master, the more likely you are to win, and the greater your chances become to move from the ordinary to the extraordinary.



The Nine P's of Winning

Principle #1 – People-centeredness Page 2

No matter what you do or what you sell, your business is really all about people. Winners always ask one key question : How does this effect real everyday people? Get to know what makes people tick and then work to provide genuine solutions to the problems they face everyday.

Principle #2 – Paradigm Breaking Pages 2 - 3

Winners are not improvers; they are game changers. To win, you've got to take bold approaches which make things better in a safe and reliable way. Convince people moving away from the status quo isn't just something that would be nice to do but it is something which is absolutely necessary.

Principle #3 – Prioritization Page 3

Winners always have an uncanny ability to cut to the chase and focus on what must be done. To achieve the extraordinary, strive for brevity and clarity in everything you say and do. Stick to the essentials.

Principle #4 – Perfection Page 4

The undeniable fact is if you're not driven to perfection, you'll never reach excellence. Winners are passionate and do whatever it takes to be the best they possibly can be. To excel, you must pursue perfection because if you don't, your competitor will.

Principle #5 – Partnership Pages 4 - 5

We all need other people to help us achieve what we want to achieve. To generate extraordinary accomplishments, create a team of partners who can help make it all come together. Inject into that partnership honest and open communication and have a good balance within your team.

Principle #6 – Passion Pages 5 - 6

Those at the top in any field bring passion io what they do and how they communicate. Always express confidence in yourself and in your products based on the results and the solutions you will deliver. And don't forget to end what you say with a clear and definitive call to action.

Principle #7 – Persuasion. Pages 6 - 7

Winners don't preach – they persuade. You've got to develop a knack for getting people to accept your point of view in a way which makes them feel like they reached that conclusion on their own. Remember it's not what you say that counts, it's what people hear that matters. Know your audience and persuade.

Principle #8 – Persistence. Page 7

Winning is never based on a single game, one performance or even one product or service. To win, you've got to succeed over the long haul. Get in the habit of never giving up because winning is always defined by repeat performances and increasing achievements. Never give up and never, ever accept defeat.

Principle #9 – Principled Action. Page 8

There's no point winning at work but losing at life. Have a vivid and realistic perspective about what really counts in your life. True winners have a set of guiding principles by which they live. Discover yours and then live life to the fullest.

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