

As the Bigger & Better Journey Continues... Changing Your Quality of Life

“What would my life look like if I had to leave work today and count on everyone around me to keep things together?”

BY MELANIE CRAWFORD

In light of the impending birth of my second child I have recently been forced to swiftly re-evaluate my schedule, resources, priorities and expectations. As a mother, wife, employer and business woman who truly adores all aspects of my vocation, I knew this time would arrive. Secretly I thought I would be the exception and would remain comfortably pregnant for as long as needed. After all I have ultimate control...right? WRONG. I have in fact learned that I've got very little control, if any. This is a humbling time to say the least, as I am at the mercy of my family, staff and customers to extend their patience and understanding as the inevitable changes that come with a growing family and business unfold. It is during a time like this that I am reminded of the tremendous importance of building good relationships. This is something I have been known to “preach” to participants in my workshops and just about anyone else who would listen. But now I can prove the theory! In the last 7 days of hectic and unexpected early maternity leave I have witnessed incredible care and concern from all angles. There is something to be said about staff that



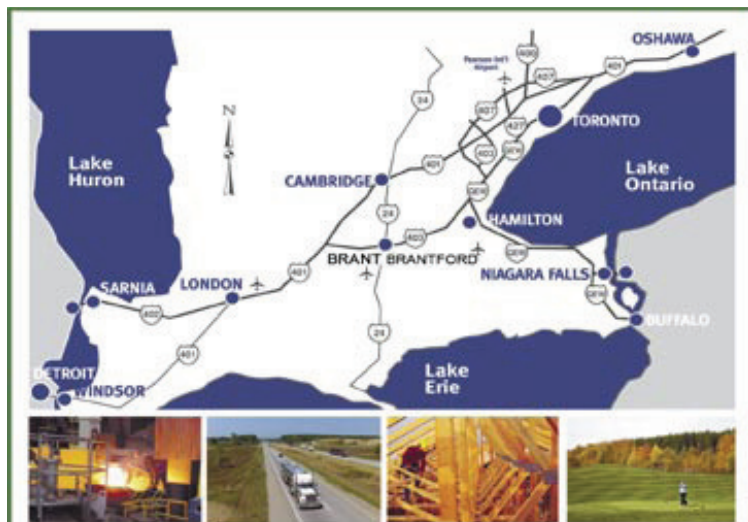
■ Melanie Crawford

will go beyond the call of duty just to “lighten your load” and clients who are willing to wait for your services, even indefinitely. As I sit here round bellied and touched by the relationships I have, I would challenge and encourage you to reflect on your own life, both business and personal, and ask yourself this... “What would my life look like if I had to leave work today and count on everyone around me to keep things together?”

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Melanie Crawford & her husband Warren own and operate Bigger & Better Journey Learning Centre with over 25 years of combined experience in educating & empowering others.

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Are You A Fireman... Always Putting Out Fires?

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8. Is your sales closing ratio higher when the prospect tells you they have a business problem?

The more you know about the business drivers of why your prospect will buy—the more apt you are to educate them about the value of your offering to close more deals. Prospect knowledge and closing ratio move lock-in-step.

9. Do you treat prospects and customers the same way?

Treating prospects who don't know your value the same way you treat customers who should know your value is an incorrect sales process...

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