

## Speed Of Doing Things

Never build an operation around comfortable speed. You want to be as fast as possible in each step of your activity.

That includes your...

- Prospecting
- Time between scheduling an appointment and actually meeting
- Closing the deal
- Delivering the product/service
- Finalizing payment

When you are slow. Your competition will outpace you.

Most of the business goes to the organization that contacts a prospect first.

A few hours might not mean a lot to you, but when it comes to your business it can be the difference between customer or not customer.

When you agree on a deal with the prospect, get the paperwork ready as the first thing after the meeting. Ideally you would already have the paperwork ready before the meeting.

If you don't close the deal and finalize payment, that time is opportunity for the prospect to backout or for your competition to come in and steal your client (intentionally or not).

So don't hesitate. Make speed your top priority.

High speed race cars will always beat slow moving vehicles. Be a high speed race car when it comes to your business and or sales activities.