



DG OVER 200,000
PROFESSIONALS COACHED

20 YEARS
OF COACHING TOP
BUSINESS LEADERS

20 COUNTRIES
OF LEADING
GLOBAL IMPACT



Step UP!

HOW TO HAVE YOUR
**BEST SALES
YEAR EVER!**

DANIEL GRISSOM

The solution is for you and your team to STEP UP! It's a six-step system for improving performance and results. It's the acronym of excellence.

As an insider into excellence for close to two decades, I've been able to discern what works (and doesn't work) concerning the improvement and the achievement of superior results. These field observations led me to **the discovery of a dozen things that make 80% of the difference in achieving superior results.** STEP UP! is a simple, logical and exceedingly effective methodology created from experience inside the guts of world-class corporations in the USA, Asia, Africa and Europe.

Here's the breakdown of the STEP UP! acronym:

Standards Raise Your Standards

Talents Identify Your Talents

Evaluations Consistent Self-Evaluation

Preparation Proper Preparation

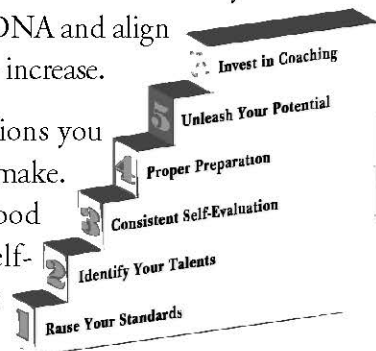
Unleash **P**otential Unleash Your Potential

Let's take a quick look at the key components of each step. Then, we'll explore these topics deeper:

Standards. Standards are where you set the bar for yourself. Your commitment to results. High standards produce high results. Average standards produce average results. It's just that simple.

Talents. Each of us has not only a physiological DNA, but also a professional DNA – the skills, talents and drive that make you who you are. When you understand your DNA and align it, then you'll see your results dramatically increase.

Evaluations. Evaluations are the questions you ask yourself and the decisions you make. Ask good questions and you'll make good decisions. Maintain Consistent Self-Evaluation and you'll achieve superior results.



Preparation. When you learn to anticipate the future and create an action plan for bridging the gap between where you are now and where you want to be, you'll see your results improve.

Unleash **P**otential. This is the action and execution portion of the model. It's great to have high standards, talents and plans, but until you actually do something with all that, you're not going to achieve results.

Coaching. If you take a look at the world's top performers across all professions, you'll find a common denominator – the best use coaches. Top performers are continuously raising the bar and the means to that end is inevitably great coaching.

