



Since joining the Executive Level Top Producer's Edge what a difference I feel since I started working with you. Because I've been in sales for about 10 years, I knew the actions I needed to be doing to make me successful, but for some reason I felt myself making excuses when I wasn't doing them. With the help of the TPE program and your coaching I have turned my fears and frustration into actions and have been extremely happy and much, MUCH more productive.

I think it's really funny how many semi-successful sales professionals are out in the world today that will settle for less than top notch. (I can say this because I was one of them.) We get comfortable making six figures and then wonder why we're frustrated when we don't break our average income. It's interesting how it took me hiring you to really kick me in gear. There is no need for excuses or the thoughts that go with them when you put a program in place.

Some of the things we've worked on that have helped me tremendously are:

- Prospecting Every sales person knows that prospecting is our bread and butter. Setting aside dedicated time or putting a specific number on how many prospects I want to reach in a day/week is invaluable. The results I saw after the first month were/are fantastic!!
- Referrals Closing a referral is much easier than closing a cold call. How to ask and how to get more information from the person giving the referral.
- Scripting Memorizing scripts is a helpful way to ensure you stay on task and don't get sidetracked. It's the right script that works for you, not just a script.
- Contract Signature Follow through, follow up, follow through...repeat. Isolate objections, answer and move on. Follow through, follow up, follow through...
- Follow Up Sales is and always will be a relationship business. Do what you say you're going to do, then stay in contact even after the sale is closed.
- Visual Goal/dream boards and or books. Use pictures to represent specific goals...not just words.
- Pipeline Management Print out pictures of your top prospects. See the people not just the company. You have to win the people to win the company!

Thank you for accepting me as a client (and a friend!). I'm more successful and more confident because of your coaching. Have a wonderful day!

SHELLIE GEORGE
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To anyone considering the Top Producer's Edge coaching program,

I have worked with Northwestern Mutual for 19 years. Before engaging the TPE coaching, my production was typically in the top four percent of our industry. After being personally coached by Dustin Hillis for only six months, I am on track to be in the top one percent of production in our industry.

Dustin has helped me tremendously in reaching my potential. Through the end of June 2009, my production has exceeded all of 2008 and I am very excited about what will be my best year ever. Dustin is doing a great job as my business coach by keeping me on track and holding me accountable to my daily critical success factors I admire Dustin's integrity and values and would recommend Dustin to anyone wanting to increase their business and excitement for life.

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