



Advertising
Specialty
Institute®

Proven Strategies to Achieve Million-Dollar Success

Presented by: Greg Muzzillo
Founder of Proforma
greg@proforma.com

Proven Strategies to Achieve Million-Dollar Success

One of the best things about the promo products industry is that it offers talented salespeople the potential for unlimited success. In this inspirational session with Proforma founder Greg Muzzillo, you'll discover the five top strategies that can help you grow your 2022 sales like never before.

You'll leave knowing:

- The proven steps Muzzillo used to build a \$500 million company
- How you can reach \$1 million in sales starting this year
- Ways to identify and eliminate common barriers to success.



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Create Wealth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Create Wealth

Wealthy



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me - 1978



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me - 1985

Inc.
500



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me - 1985



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me – 1986; Created the Proforma Network

Had a vision of independent distributor owners sharing:

1. Sales Tools and Marketing Programs
2. Purchasing Clout with Suppliers
3. Complete Back Office Support



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me - 1985



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me - 1985



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me – 1986; Created the Proforma Network

Over 720 Members sharing:

1. Award Winning Sales & Marketing Tools and Programs.
2. Purchasing & Service Clout of a \$500 Million Dollar Organization.
3. One Back Office Providing World Class Accounting, Cash Flow and Technology Support.



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me – Proforma Today



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me – Proforma Today

Inc.
5000

AMERICA'S
**FASTEST
GROWING
PRIVATE
COMPANIES**



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About Me – Proforma Today



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Little About You



Advertising
Specialty
Institute®

Phases of Growth

\$0



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Phases of Growth

\$0



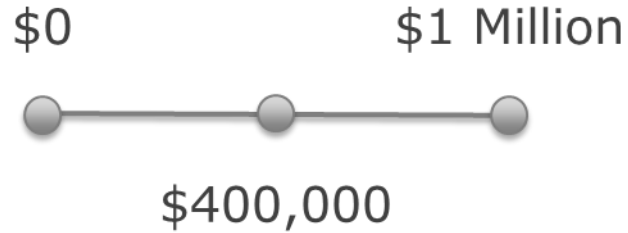
\$400,000



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

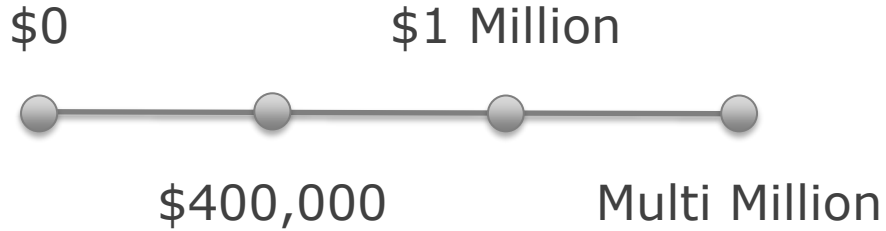
Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

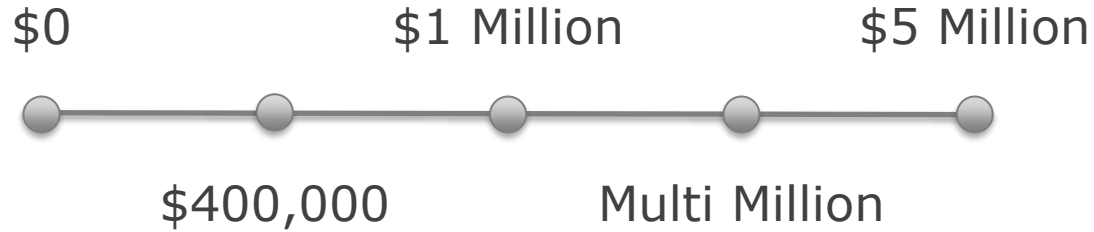
Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

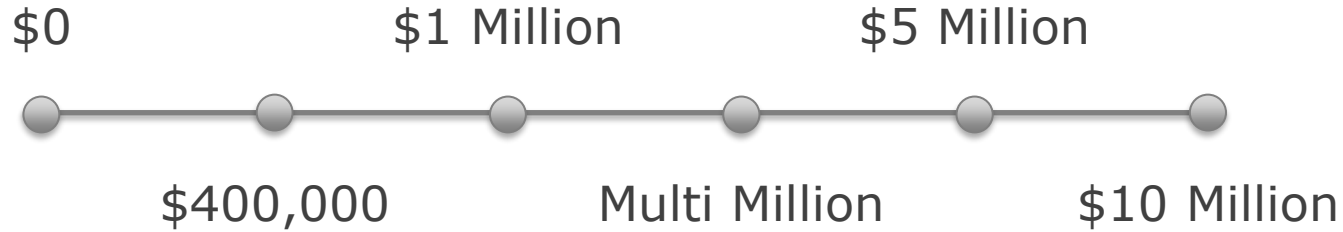
Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

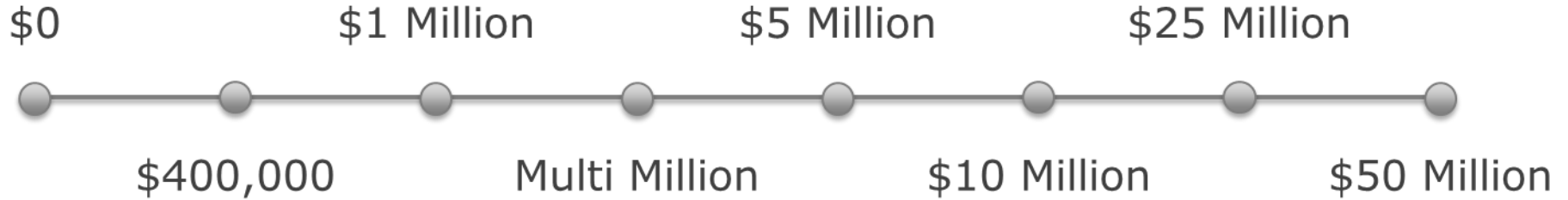
Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

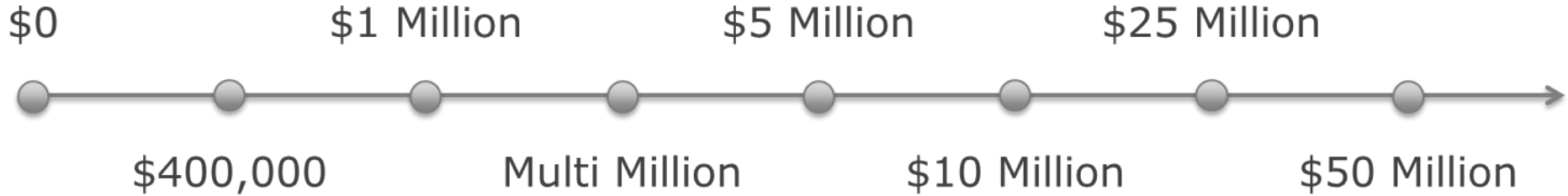
Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

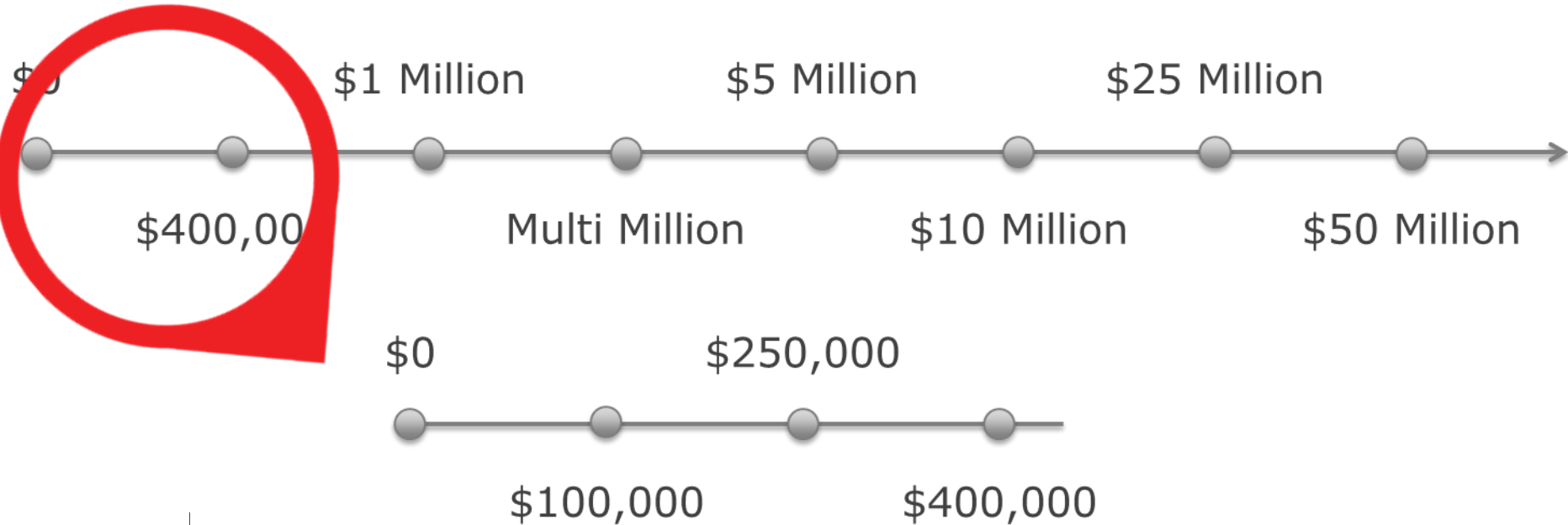
Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Phases of Growth



Advertising
Specialty
Institute®

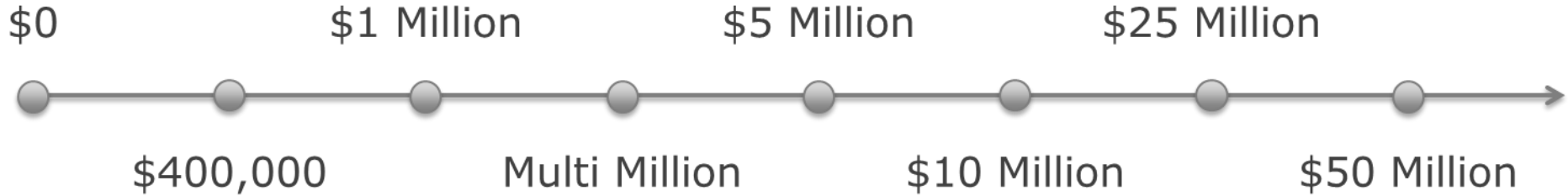
EVERY STEP OF THE WAY™

A Little About You



Advertising
Specialty
Institute®

Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Unlock Your Potential:

5 Keys

Proven Strategies to Achieve Million-Dollar Success



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Unlock Your Potential:

5 Keys to Building Wealth

Your success will be the sum of all your choices.



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

A Few Observations



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Opportunities for More Sales are Everywhere



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

**You are 1 to 2 hours from
\$250 million to \$2 billion
in business.**



Advertising
Specialty
Institute®

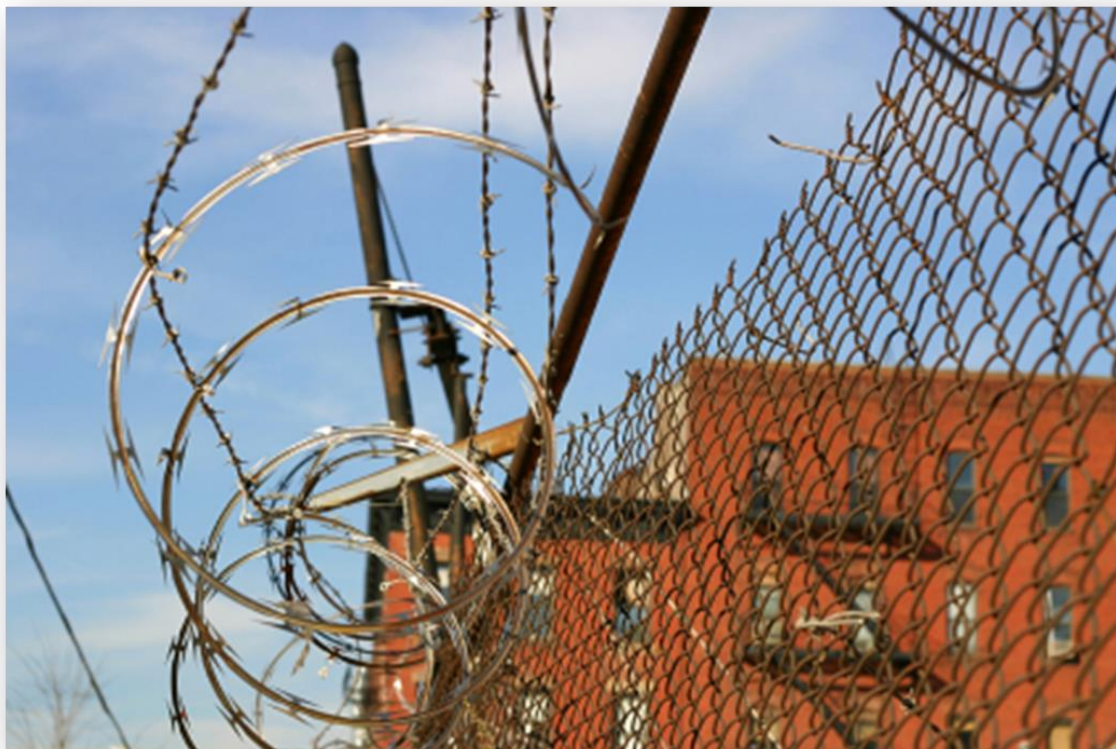
EVERY STEP OF THE WAY™

**And these businesses are
very easy
for you to approach.**



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

What's the Number 1 reason most people never get wealthy in this business?



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

***Hint:
It's something very, very
frightening***



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



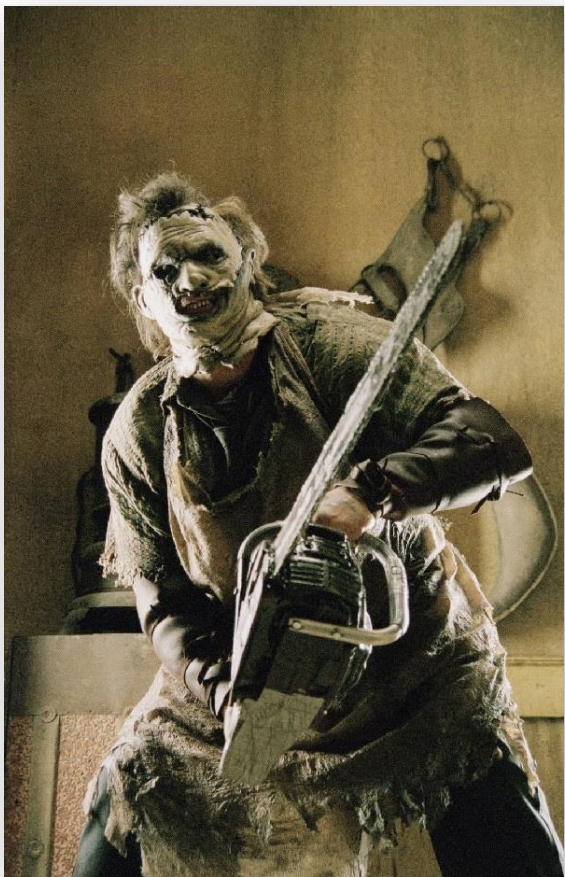
Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

What's the Number 1 reason most people never get wealthy in this business?



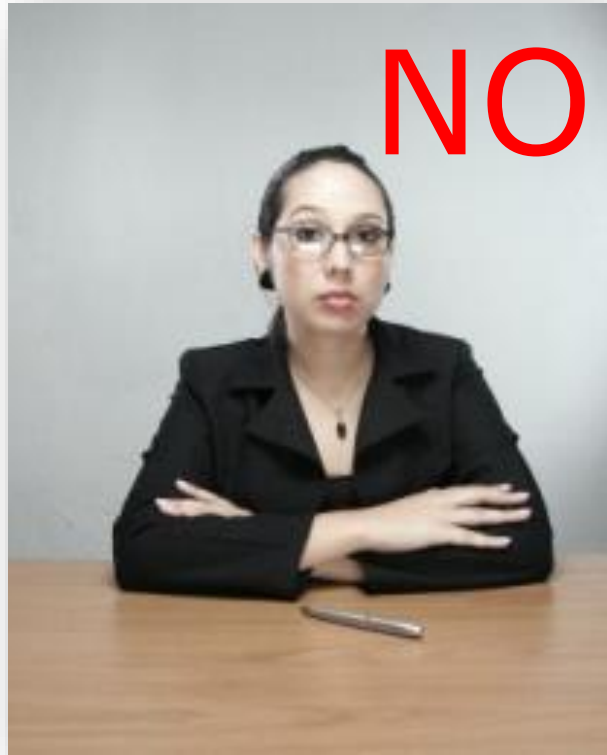
Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

What Business are We In



Advertising
Specialty
Institute®

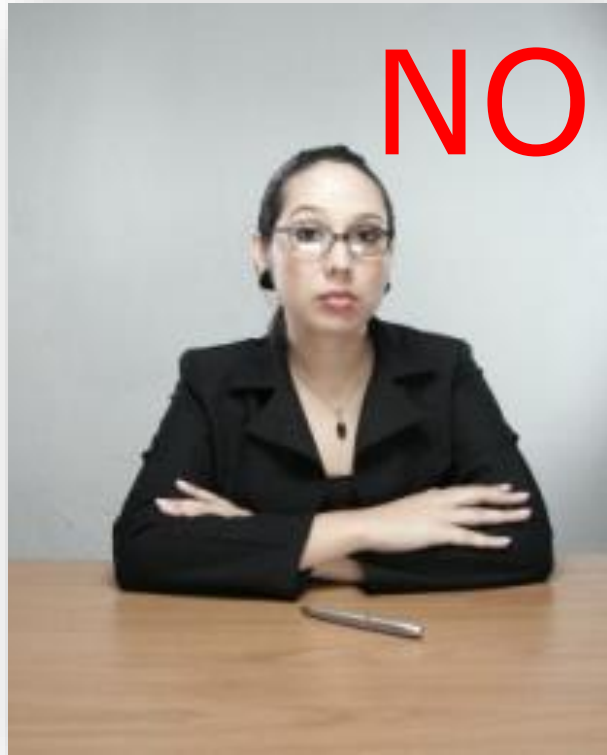
EVERY STEP OF THE WAY™

KNOW, LIKE & TRUST



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



KNOW,
LIKE
&
TRUST



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Four Wealth Building Activities



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Four Wealth Building Activities

1. Get new customers



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Four Wealth Building Activities

1. Get new customers
2. Sell more to your existing customers



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Four Wealth Building Activities

1. Get new customers
2. Sell more to your existing customers
3. Hire and manage sales reps



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Four Wealth Building Activities

1. Get new customers
2. Sell more to your existing customers
3. Hire and manage sales reps
4. Buy out your competition



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

KNOW, LIKE & TRUST



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

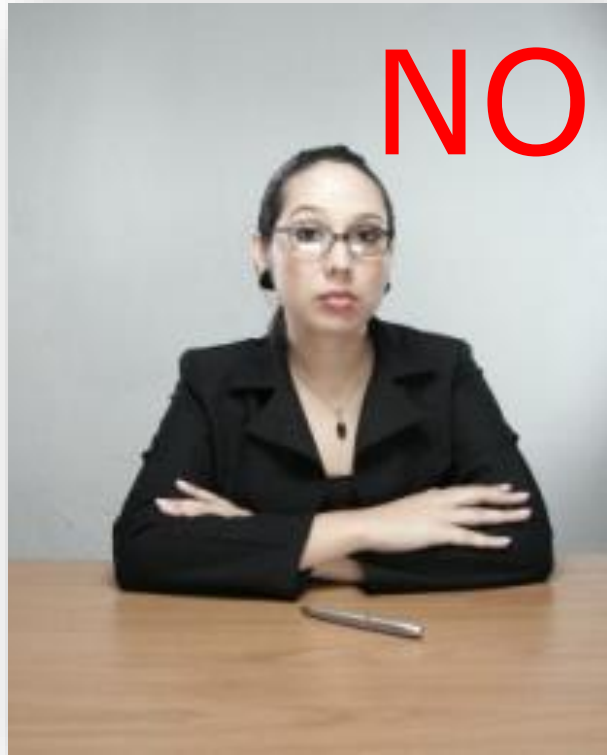
Four Wealth Building Activities

1. Get new customers
2. Sell more to your existing customers
3. Hire and manage sales reps
4. Buy out your competition



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



KNOW,
LIKE
&
TRUST



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

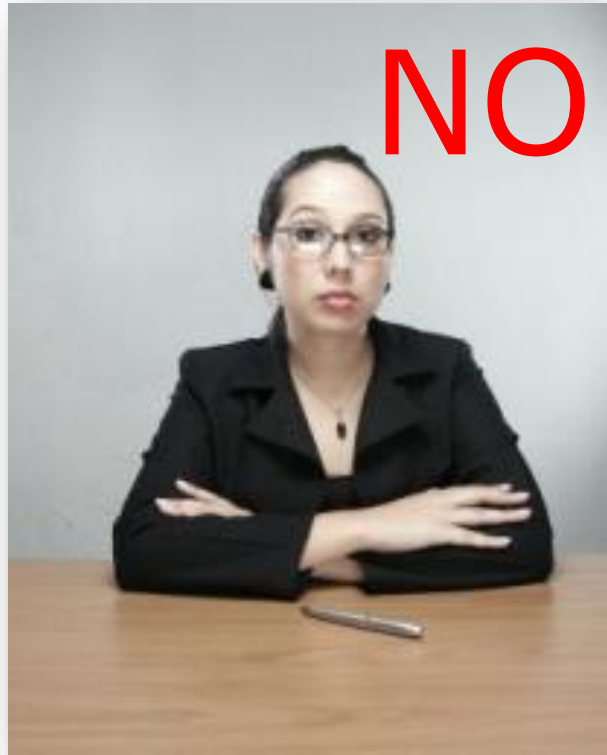
1. Choose your motivation

2. Choose your attitude
3. Choose your activities
4. Choose how you talk to yourself
5. Choose your weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



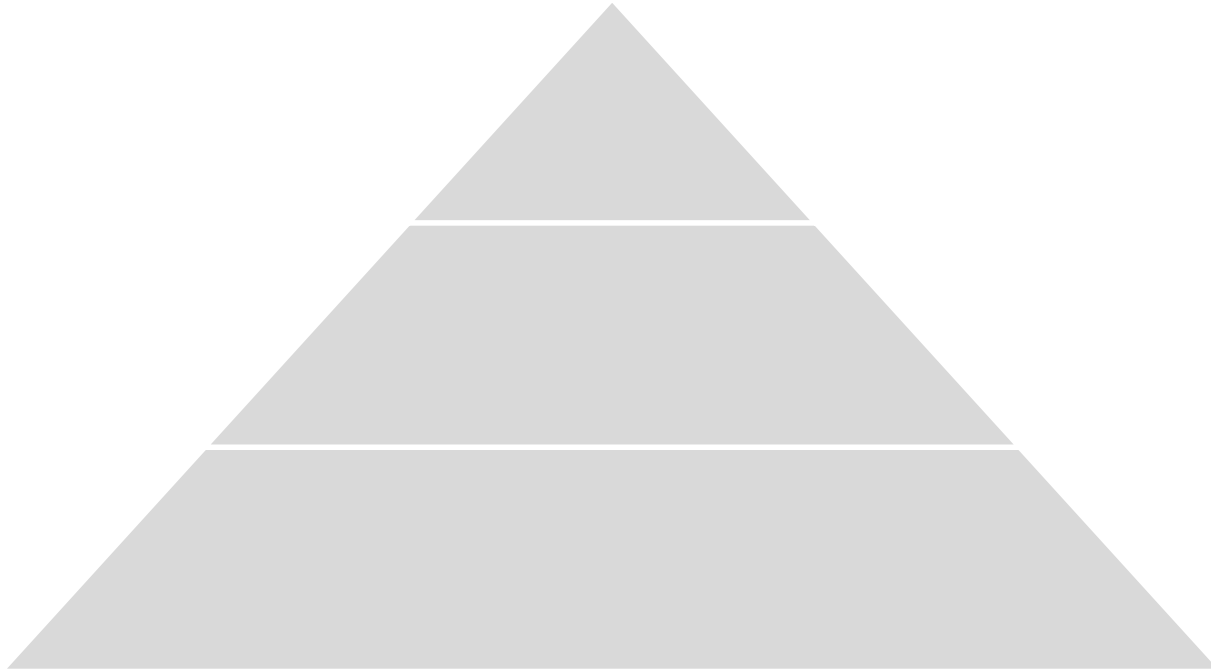
KNOW,
LIKE
&
TRUST



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

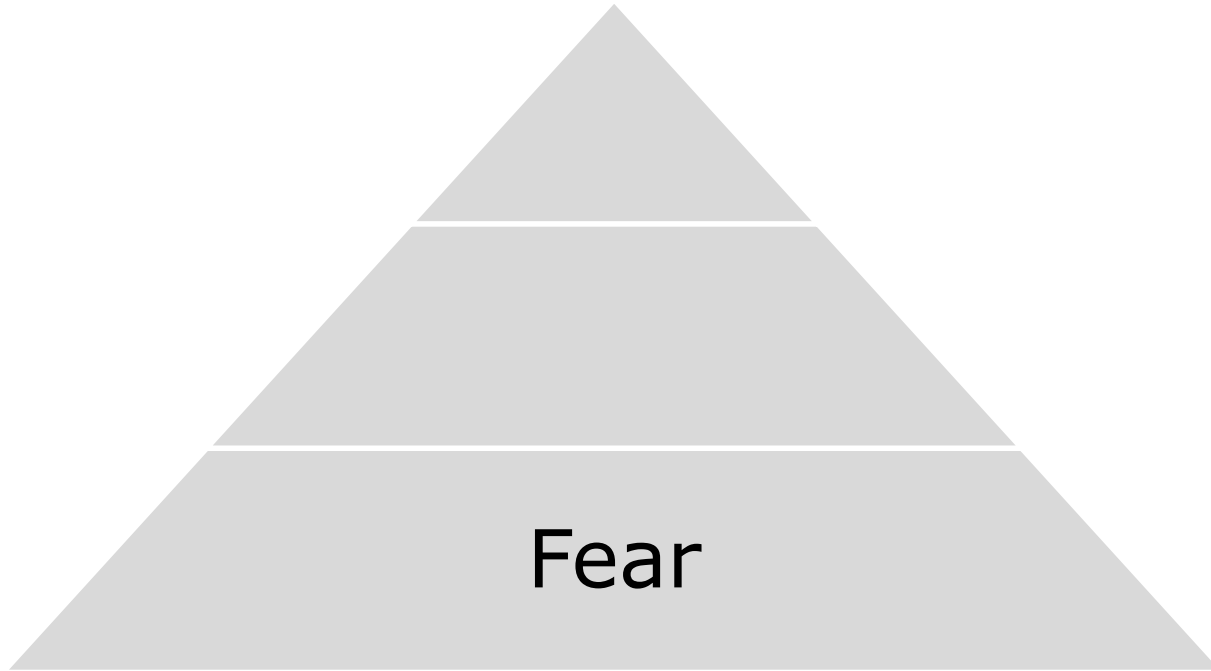
3 Steps to Creating Wealth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

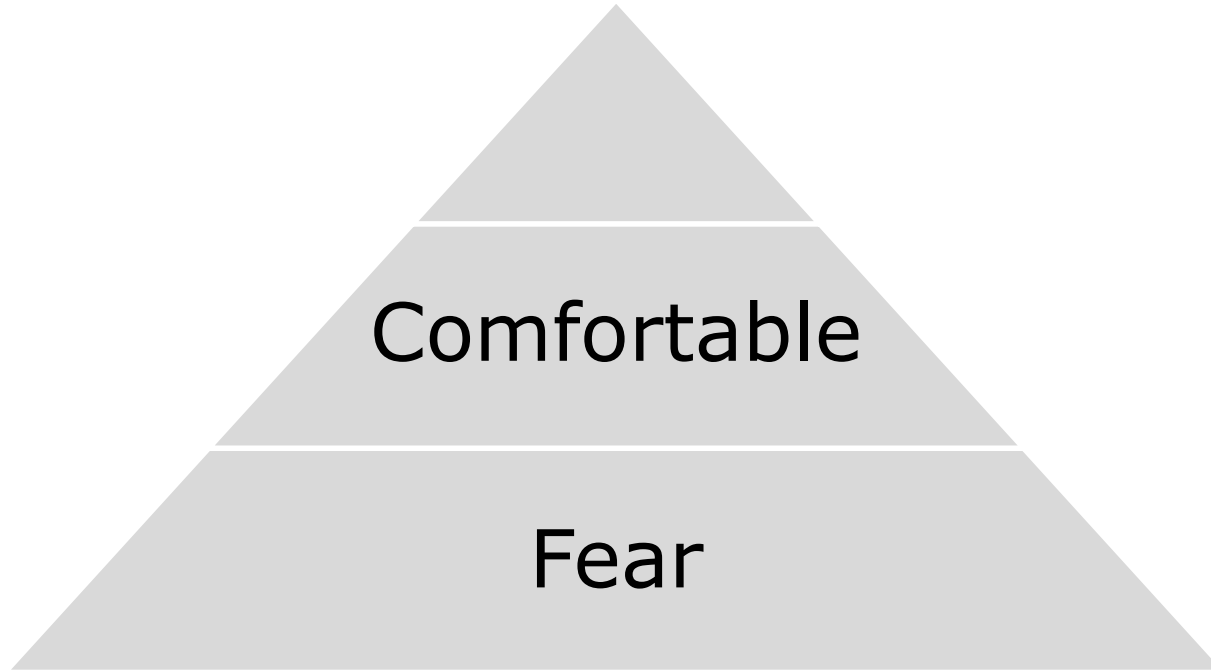
3 Steps to Creating Wealth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3 Steps to Creating Wealth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3 Steps to Creating Wealth

Comfortable



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3 Steps to Creating Wealth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3 Steps to Creating Wealth

Wealthy



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

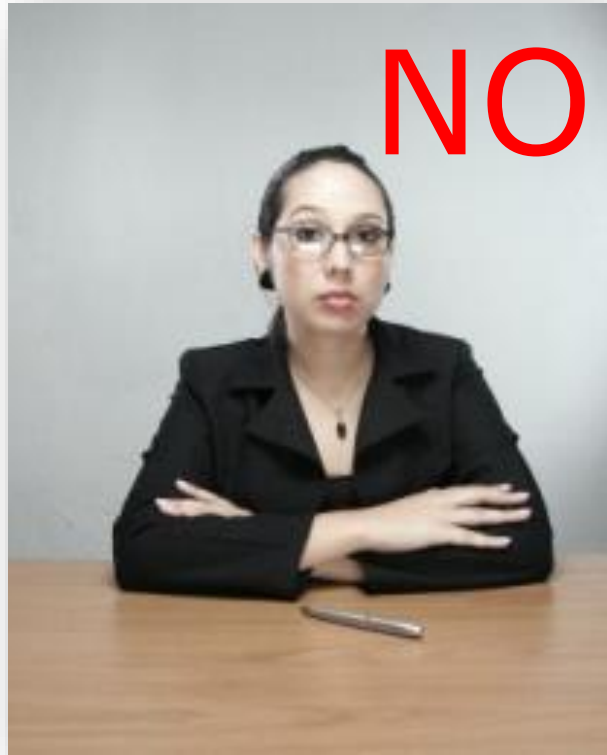
3 Steps to Creating Wealth

Comfortable



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Dream Big



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Big Why



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

my Dream Board

MY BIG DREAMS

for my life



MY BIG DREAMS

for my business



PROforma



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

1. Choose your motivation

- Let your significant others help create your dream board, too



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

1. Choose your motivation

2. Choose your attitude
3. Choose your activities
4. Choose how you talk to yourself
5. Choose your weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

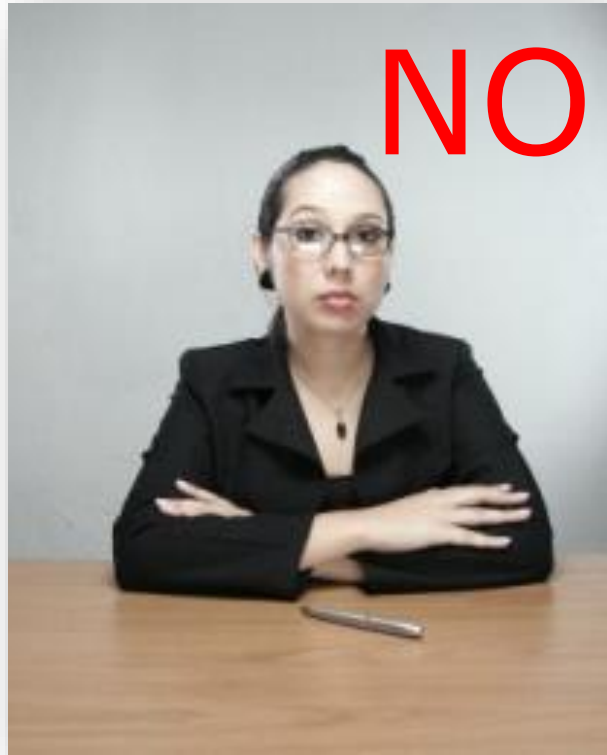
5 Key Choices

1. Choose your motivation
- 2. Choose your attitude**
3. Choose your activities
4. Choose how you talk to yourself
5. Choose your weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



KNOW,
LIKE
&
TRUST



Adve
Speci
Institi

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



PRO*forma*

ONE **SOURCE.** INFINITE **RESOURCES!**

Gregory P. Muzzillo

Founder

Worldwide Support Center

8800 E. Pleasant Valley Road

Cleveland, Ohio 44131

216.520.8400 x2279

216.520.0240 Fax

www.proforma.com

Michigan

879 Lake Park Drive

Birmingham, MI 48009

248.880.8000 Mobile

248.433.3339 Home

greg@proforma.com



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

1. Choose your motivation
- 2. Choose your attitude**
3. Choose your activities
4. Choose how you talk to yourself
5. Choose your weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

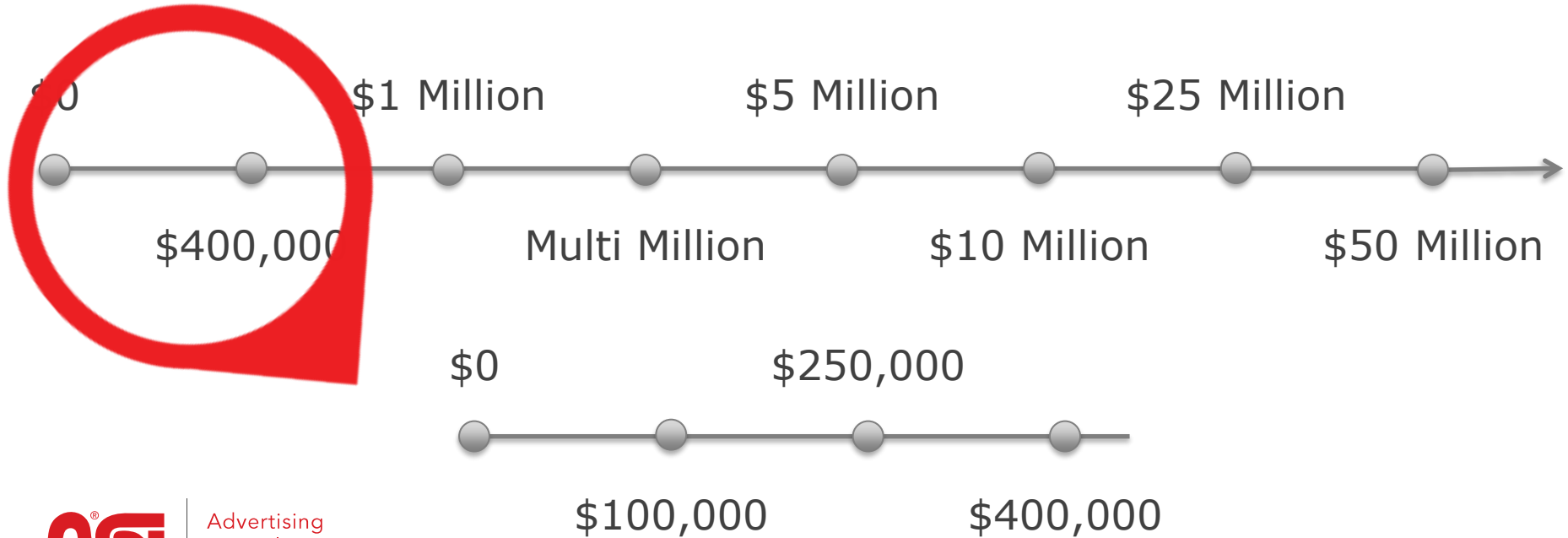
1. Choose your motivation
2. Choose your attitude
- 3. Choose your activities**
4. Choose how you talk to yourself
5. Choose your weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Key Steps to Building Relationships

1. Identify qualified prospects
2. Create awareness
3. Warm up your prospects
4. Schedule first appointments
5. Conduct great first appointments
6. Earn opportunities or agree on follow up



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Key Steps to Building Relationships

1. Identify qualified prospects
 - A. People you know



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Key Steps to Building Relationships

1. Identify qualified prospects
 - A. People you know
 1. FF&A: Family, Friends & Associates



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Key Steps to Building Relationships

1. Identify qualified prospects
 - A. People you know
 - B. People you know that know people you don't know



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Key Steps to Building Relationships

1. Identify qualified prospects
 - A. People you know
 - B. People you know that know people you don't know
 1. Referrals



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Key Steps to Building Relationships

1. Identify qualified prospects

A. People you know

B. People you know that know people you don't know

1. Referrals



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Key Steps to Building Relationships

1. Identify qualified prospects
 - A. People you know
 - B. People you know that know people you don't know
 - C. People you don't know



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Key Steps to Building Relationships

1. Identify qualified prospects
 - A. People you know
 - B. People you know that know people you don't know
 - C. People you don't know
 1. **LinkedIn**
 2. Obtain lists
 3. Mail / Email / Phone
 4. Field Calls



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

PROforma

ONE **SOURCE**. INFINITE **RESOURCES**®



Gregory P. Muzzillo, Sr.
Founder

Worldwide Support Center

8800 E. Pleasant Valley Road
Cleveland, OH 44131
216.520.0240 Fax

Florida

213 E. Davis Boulevard
Tampa, FL 33606
813.388.8000 Mobile
813.579.6475 Office
greg@proforma.com
www.proforma.com



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Key Steps to Building Relationships

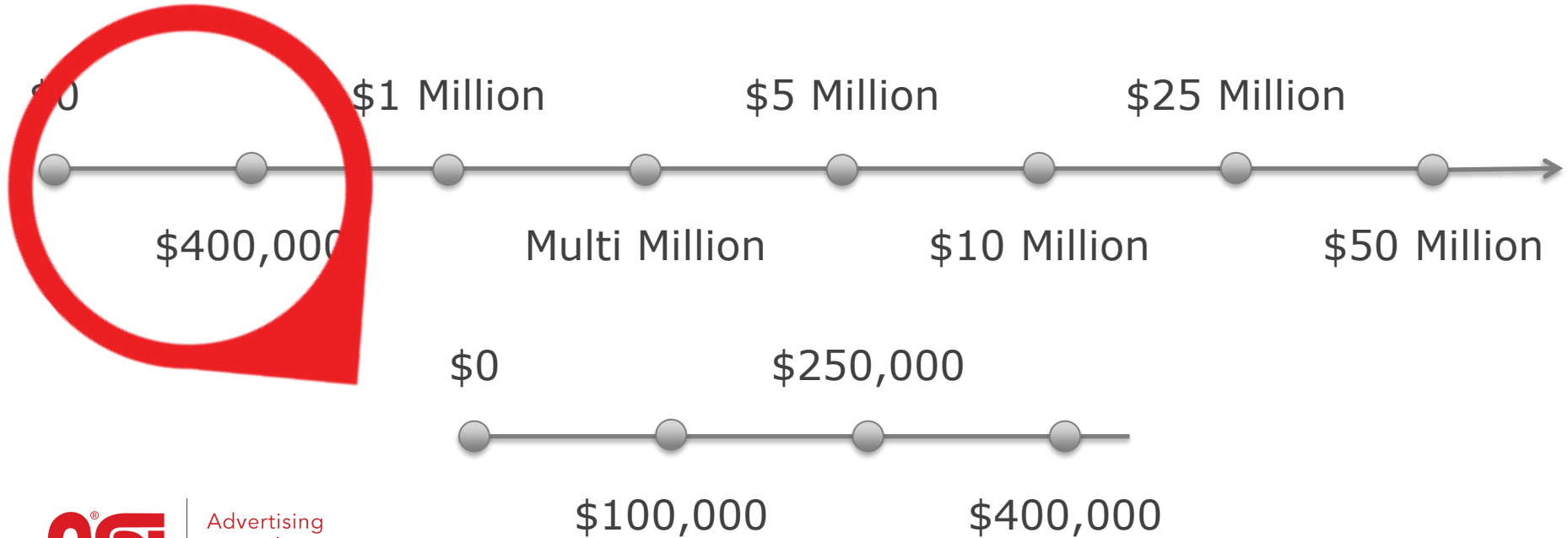
1. Identify qualified prospects
2. Create awareness
3. Warm up your prospects
4. Schedule first appointments
5. Conduct great first appointments
6. Earn opportunities or agree on follow up



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

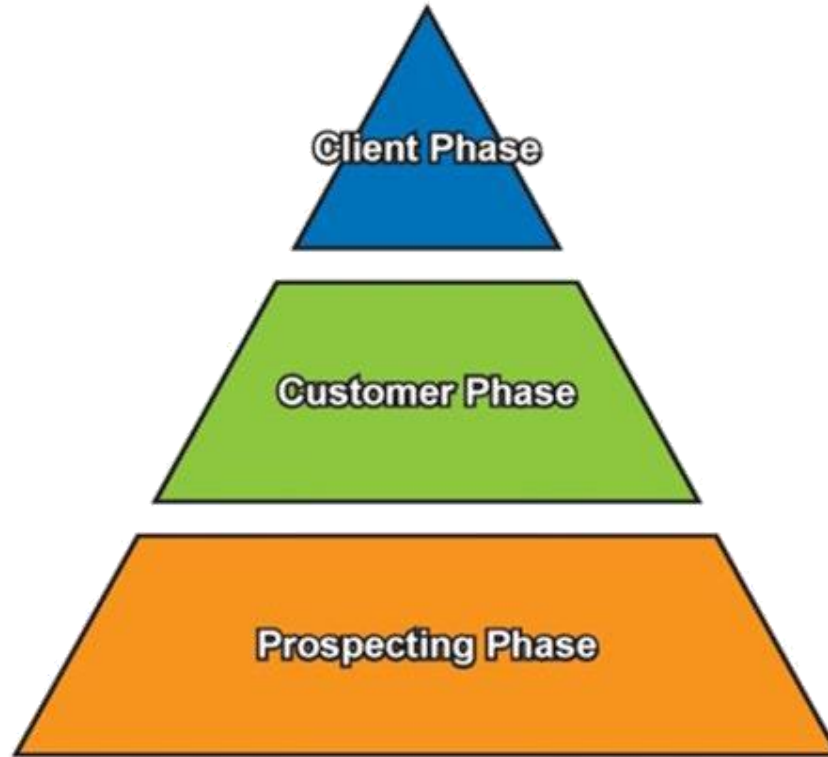
Phases of Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3 Phases of Business Growth



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Plan

*"If you don't plan
your day... someone else
will do it for you."*



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Plan

- Every Day
- Every Week
- Every Month
- Every Year



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3 Steps to Planning



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3 Steps to Planning

- Plan



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3 Steps to Planning

- Plan
- Execute



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

3 Steps to Planning

- Plan
- Execute
- Evaluate



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

"Plan, Execute & Evaluate Daily"

Weekday	Mon	Tues	Wed	Thur	Fri
Appointment/Time Record \$20 or \$300		Date: _____ / _____ / _____			
8:00 8:30 9:00 9:30 10:00 10:30 11:00 11:30 12:00 12:30 1:00 1:30 2:00 2:30 3:00 3:30 4:00 4:30 5:00 5:30		My Top 5 Goals for Today \$20 or \$100			
		1			
		2			
		3			
		4			
		Task List / To Do List \$20 or \$100			
Total # of Hours Spent on:		My Results for Today			
\$500/hr <input type="text"/>		1			
\$20/hr <input type="text"/>		2			
		3			
		4			
		5			
<small>Selling More to Existing Customers Getting New Customers, M.R.A. Activity, Recruiting New Sales Professionals</small>		<small>Field Customer Support Calling for Appointments, Anything Else Behind My Deal</small>			

2015 * Share the Vision • PRC/forma

Share Together * Care Together

Win More Market Share Together

Every Day



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

"Plan, Execute & Evaluate Daily"

Weekday	Mon	Tues	Wed	Thur	Fri
Appointment/Time Record \$20 or \$100		Date: _____ / _____ / _____			
Share Together * Care Together	8:00	Office Work	2	My Top 5 Goals for Today \$20 or \$100	
	8:30	↓			
	9:00	Drive to ABC Co.	2		
	9:30	Appt ABC Co.	1		
	10:00	↓			
	11:00	Drive back to Office	2	Task List / To Do List \$20 or \$100	
	12:00	Lunch at desk			
	12:30	Sourcing, Pricing, etc.	2		
	1:00	↓			
	2:00	Drive to XYZ Co.	2		
3:00	Appt XYZ Co.	1			
3:30	↓				
4:00	Drive back to Office	2			
5:00	↓				
5:30	Misc Accounting	2			
Total # of Hours Spent on:		My Results for Today			
\$500/hr	\$20/hr				
2.5	6.5	1	2	3	4
<small>Setting More to Existing Customers Getting New Customers, M.B.A. Activity-Recruiting New Sales Professionals</small>		5	<small>Field Customer Support Calling for Appointments Everything Else Behind My Desk</small>		
2015 * Share the Vision		<small>* PRO/forma.</small>			

Every Day



Advertising Specialty Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

1. Choose your motivation
2. Choose your attitude
- 3. Choose your activities**
4. Choose how you talk to yourself
5. Choose your weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

1. Choose your motivation
2. Choose your attitude
3. Choose your activities
- 4. Choose how you talk to yourself**
5. Choose your weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose How You Talk to Yourself

Questions



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose How You Talk to Yourself

QUESTions



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose How You Talk to Yourself

Influence



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose How You Talk to Yourself

Influence

In Fluent



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose How You Talk to Yourself

Thoughts
Become
Things



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

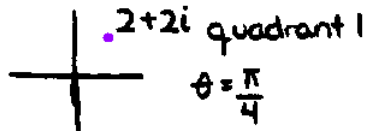
Choose How You Talk to Yourself

Thoughts
Become
Things

① $z = 2 + 2i$

$$r = \sqrt{2^2 + 2^2} = \sqrt{8} = 2\sqrt{2}$$

$$\tan^{-1} \frac{2}{2} = \tan^{-1} 1 = \frac{\pi}{4}$$

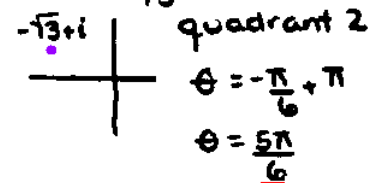


$$z = 2\sqrt{2} \left(\cos \frac{\pi}{4} + i \sin \frac{\pi}{4} \right)$$

② $z = -\sqrt{3} + i$

$$r = \sqrt{(-\sqrt{3})^2 + 1^2} = \sqrt{4} = 2$$

$$\tan^{-1} \frac{1}{-\sqrt{3}} = -\frac{\pi}{6}$$



$$z = 2 \left(\cos \frac{5\pi}{6} + i \sin \frac{5\pi}{6} \right)$$



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

1. Choose your motivation
2. Choose your attitude
3. Choose your activities
- 4. Choose how you talk to yourself**
5. Choose your weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

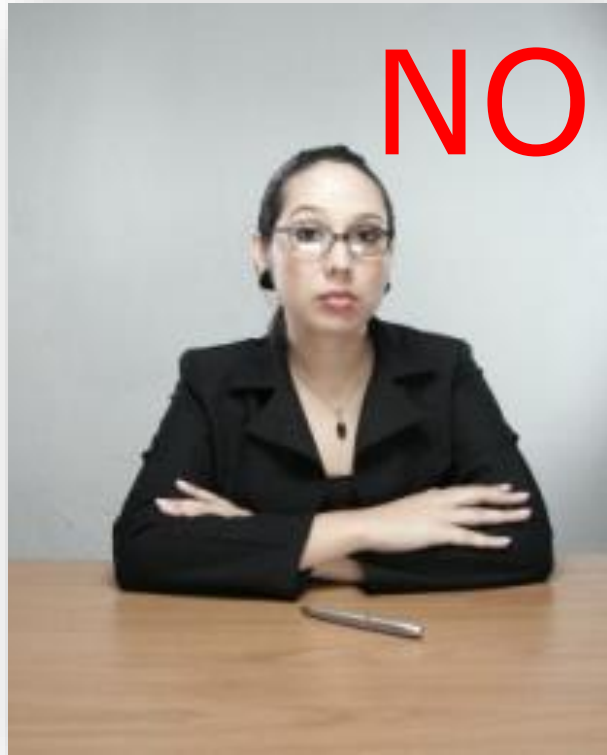
5 Key Choices

1. Choose your motivation
2. Choose your attitude
3. Choose your activities
4. Choose how you talk to yourself
- 5. Choose your weapon**



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Rule of the Beach Fire



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Rule of the Beach Fire



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose Your Weapon

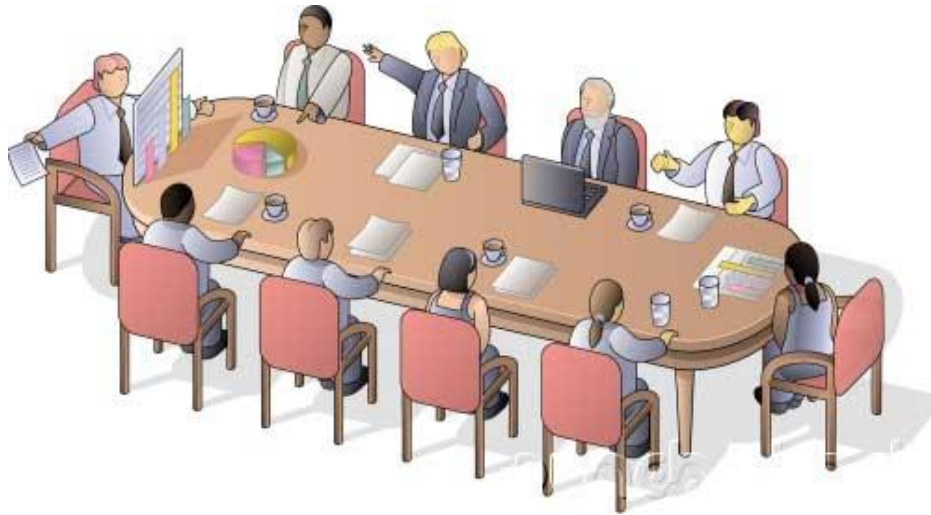
*"You will get out of others...
and yourself what you **INSPECT**
not what you **EXPECT.**"*



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose Your Weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose Your Weapon



=



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose Your Weapon

Accountability Partner



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose Your Weapon

Advisory Board



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose Your Weapon

"Plan, Execute & Evaluate Daily"

Weekend

Saturday Date: _____ / _____ / _____ Sunday Date: _____ / _____ / _____

Time	Appointments / Time Blocks	Time	Task List / To Do Priority
00:00		00:00	
00:30		00:30	
01:00		01:00	
01:30		01:30	
02:00		02:00	
02:30		02:30	
03:00		03:00	
03:30		03:30	
04:00		04:00	
04:30		04:30	
05:00		05:00	
05:30		05:30	

Weekly Scorecard | Total | **Plan For Next Week** | Total

Total Hours Spent on: \$100/hr _____ \$20/hr _____ Total Hours: \$100/hr _____ \$20/hr _____

\$500/hr Activity This Week | **\$500/hr Goals Next Week**

Activity in:	1) Selling More to Existing Customers	3) Mergers & Acquisitions Activity
	2) Getting New Customers	4) Recruiting New Sales Professionals

What I did WELL this week _____ | What I want to do MORE of next week _____

What I want to do LESS of next week _____

2015 * Share the Vision - PWC/Orma

*Care Together * Share Together* | *Win More Market Share Together*



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Choose Your Weapon

Weekly Scorecard		Total	Plan For Next Week		Total
Total Hours Spent on:			Total Hours:		
\$500/hr _____ \$20/hr _____			\$500/hr _____ \$20/hr _____		
\$500/hr Activity This Week			\$500/hr Goals Next Week		
\$500/hr Activity is: <ol style="list-style-type: none"> 1) Selling More to Existing Customers 2) Getting New Customers 			<ol style="list-style-type: none"> 3) Mergers & Acquisitions Activity 4) Recruiting New Sales Professionals 		
_____ _____ _____			_____ _____ _____		
What I did WELL this week			What I want to do MORE of next week		
_____ _____ _____			_____ _____ _____		
			What I want to do LESS of next week		
_____ _____ _____			_____ _____ _____		



Advertising
Specialty
Institute®



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

1. Choose your motivation
2. Choose your attitude
3. Choose your activities
4. Choose how you talk to yourself
- 5. Choose your weapon**



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

5 Key Choices

1. Choose your motivation
2. Choose your attitude
3. Choose your activities
4. Choose how you talk to yourself
5. Choose your weapon



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™

Create Wealth

Wealthy



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®



Proven Strategies to Achieve Million-Dollar Success

Presented by: Greg Muzzillo
Founder of Proforma
greg@proforma.com