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Million-Dollar Sales: 5 Proven Strategies for Success

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

Million-Dollar Sales: 5 Proven Strategies for 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 2023 sales like never before.

You'll leave knowing:

- The proven steps Muzzillo used to build a \$600+ million company
- How you can reach \$1 million in sales starting this year
- Ways to identify and eliminate common barriers to success.



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Create Wealth



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Create Wealth

Wealthy



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A Little About Me



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A Little About Me - 1978



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A Little About Me - 1985

Inc.
500



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A Little About Me - 1985



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A Little About Me – 1986; Created the Proforma Network

Had a vision of independent distributor owners sharing:

1. Cutting Edge Technology Solutions
2. Sales & Marketing Resources and Programs
3. Purchasing & Service Advantages with Suppliers
4. Complete Back Office Support



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A Little About Me - 1985



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A Little About Me - 1985



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A Little About Me – 1986; Created the Proforma Network

Over 650 Distributor Owner Members sharing:

1. Industry Leading Technology. Business Management & Ecommerce
2. Award Winning Sales & Marketing Resources and Programs
3. Purchasing & Service Advantages of a \$600 Million Dollar Organization
4. Success Coach Guidance Every Step of the Way
5. One Back Office Providing World Class Accounting, Cash Flow and Business Management Advice.



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A Little About Me – Proforma Today



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AMERICA'S
**FASTEST
GROWING
PRIVATE
COMPANIES**



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A Little About You



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Phases of Growth

\$0



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Phases of Growth

\$0



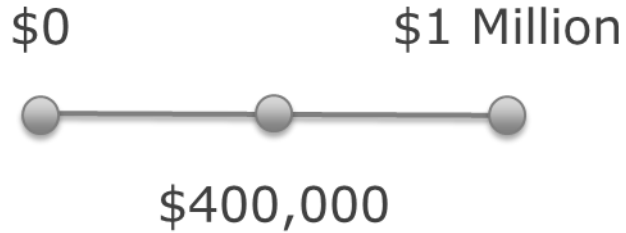
\$400,000



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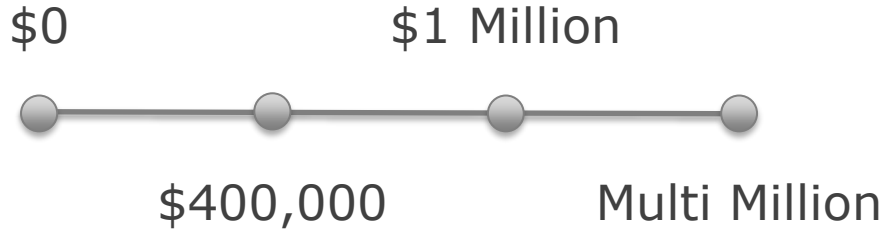
Phases of Growth



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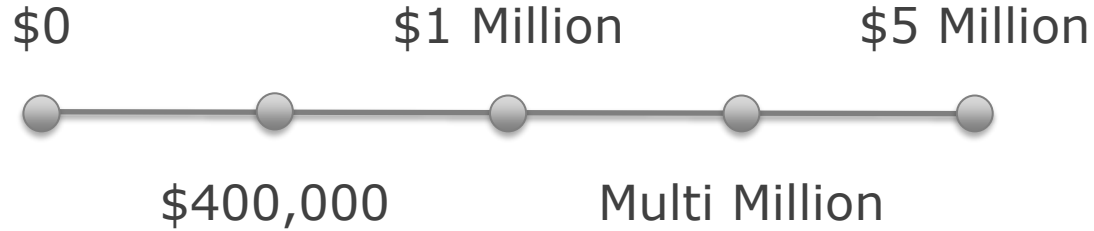
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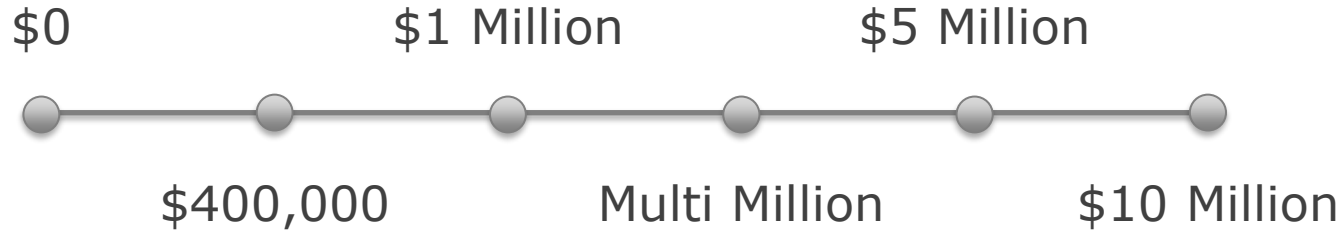
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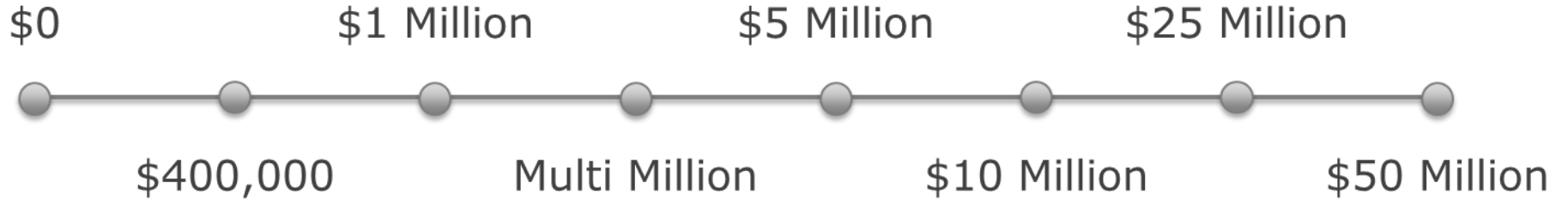
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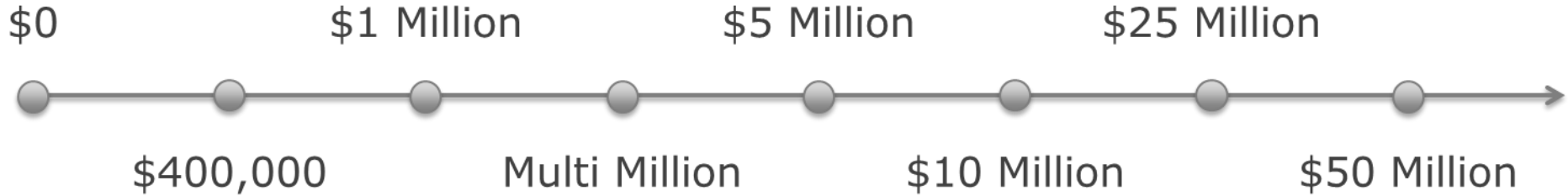
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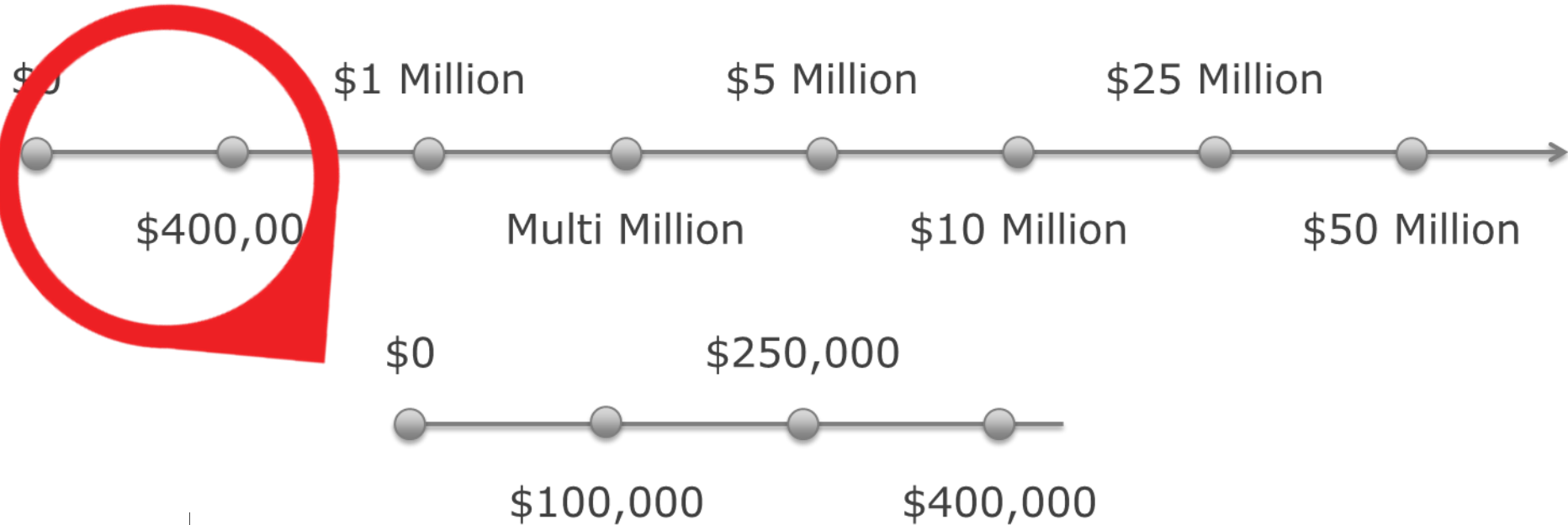
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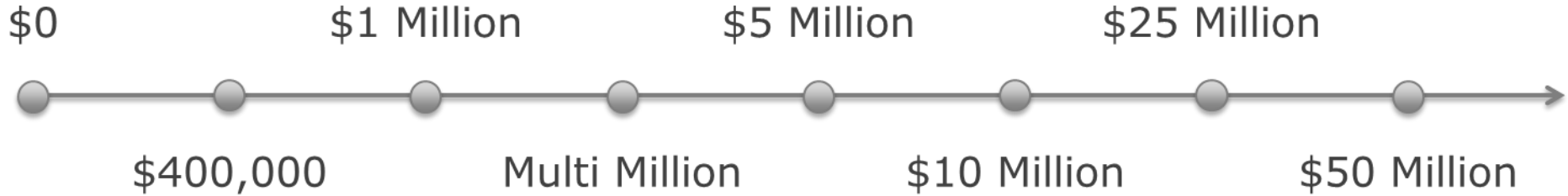
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A Little About You



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Unlock Your Potential:

5 Keys

Million-Dollar Sales:

5 Proven Strategies for Success



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Unlock Your Potential:

5 Keys to Building Wealth

Your success will be the sum of all your choices.



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A Few Observations



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Opportunities for More Sales are Everywhere



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



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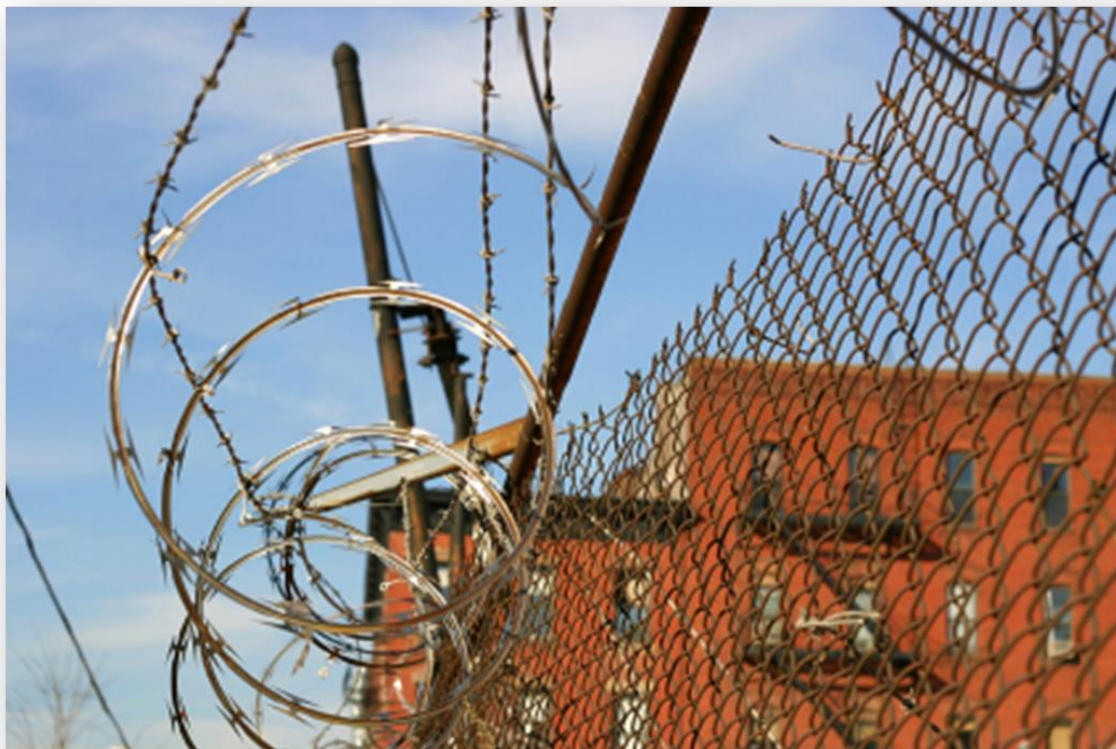
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**And these businesses are
very easy
for you to approach.**



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Email



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Phone



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Text



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Social Media



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



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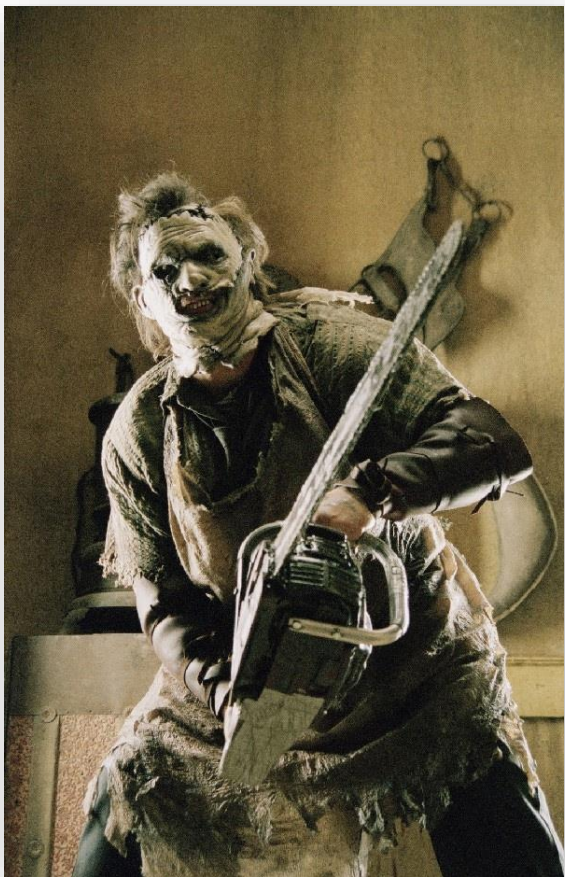
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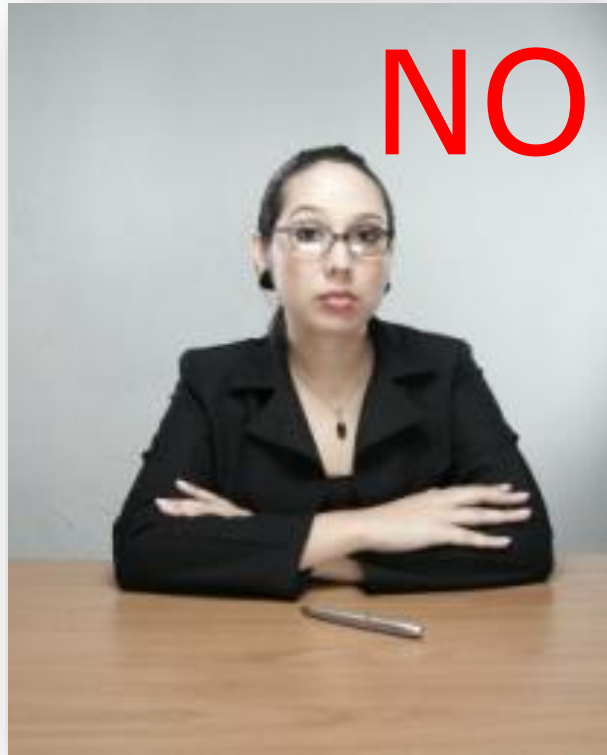
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What Business are We In



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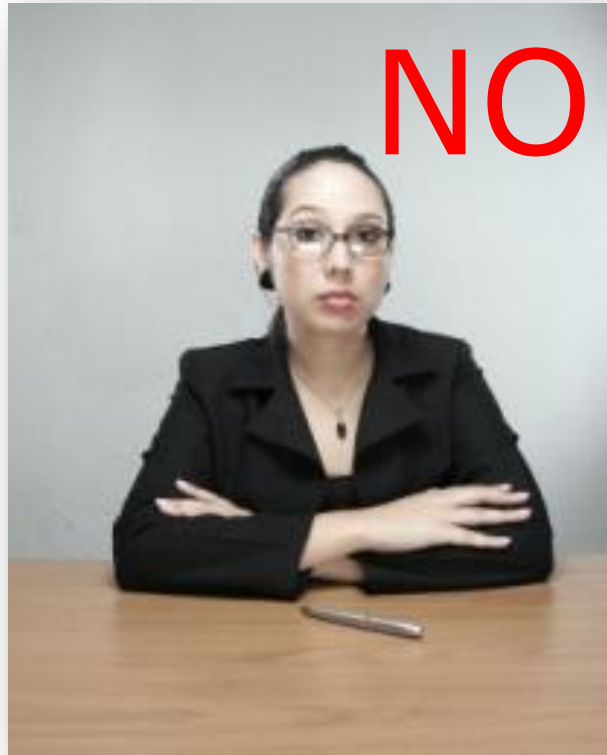
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KNOW, LIKE & TRUST



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KNOW,
LIKE
&
TRUST



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Four Wealth Building Activities



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Four Wealth Building Activities

1. Get new customers



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Four Wealth Building Activities

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



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Four Wealth Building Activities

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



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Four Wealth Building Activities

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



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KNOW, LIKE & TRUST



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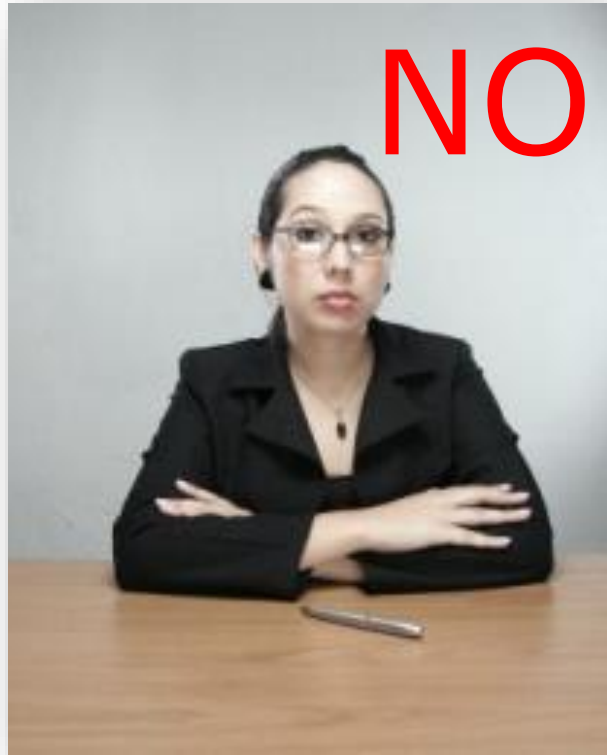
Four Wealth Building Activities

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



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5 Proven Strategies for Success

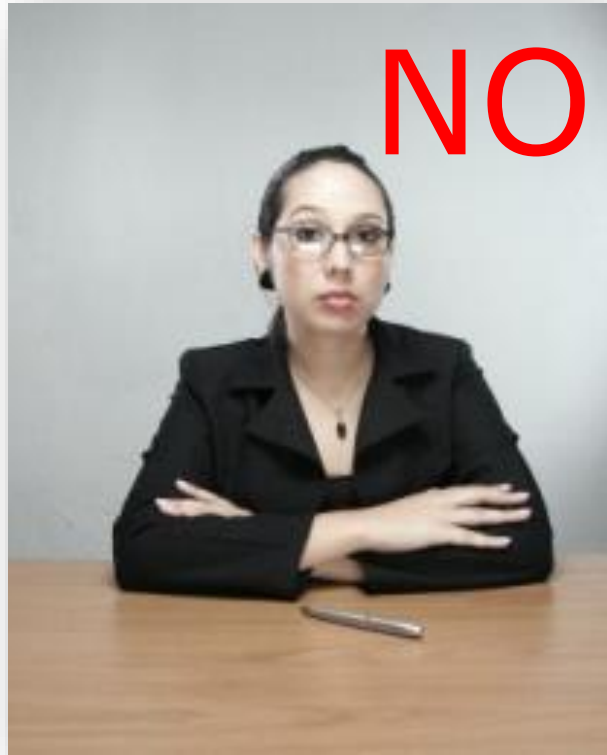
1. Choose your motivation

2. Choose your attitude
3. Choose your activities
4. Choose to have a plan
5. Choose to stay on fire



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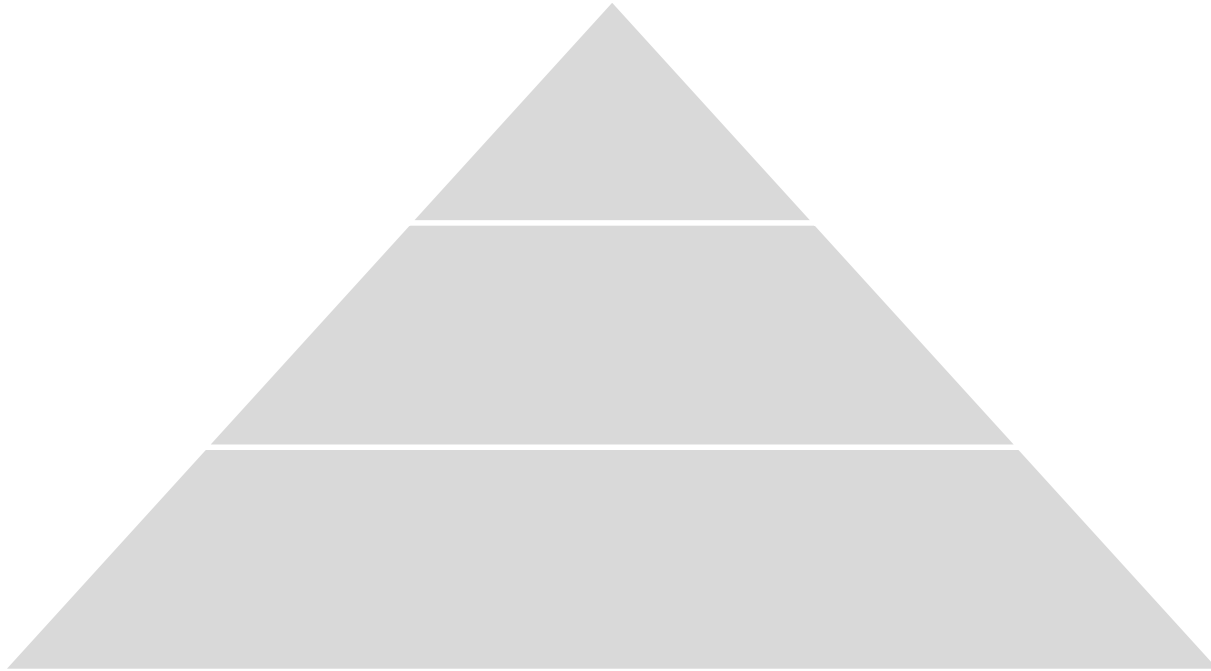
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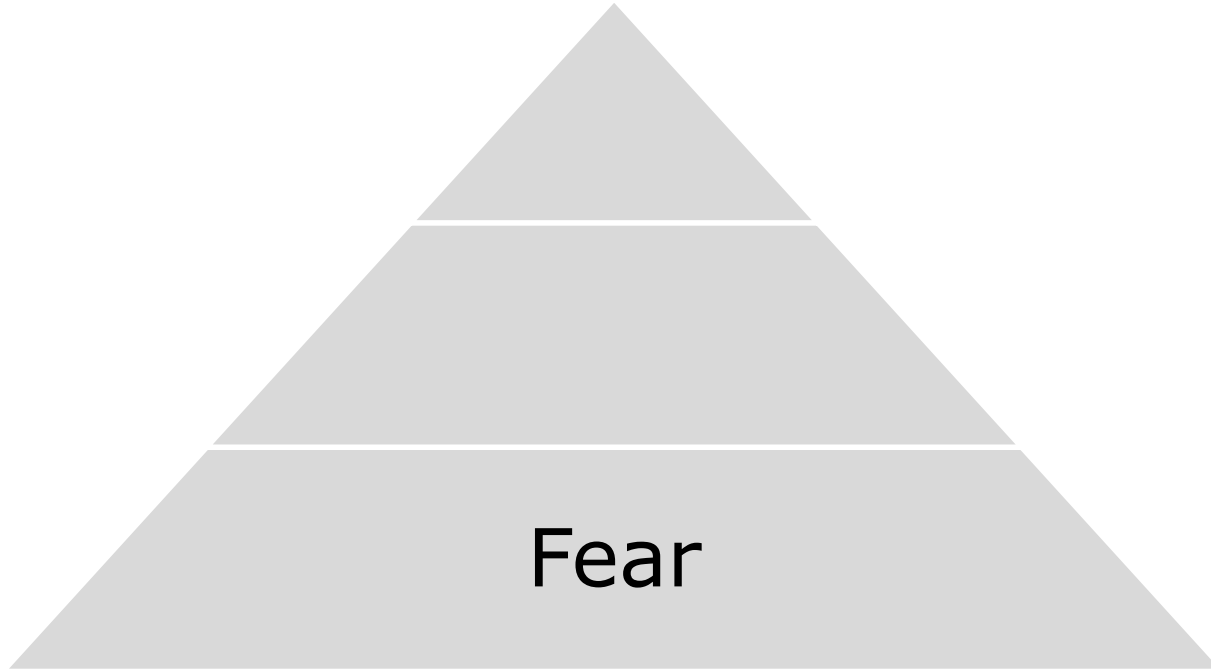
3 Steps to Creating Wealth



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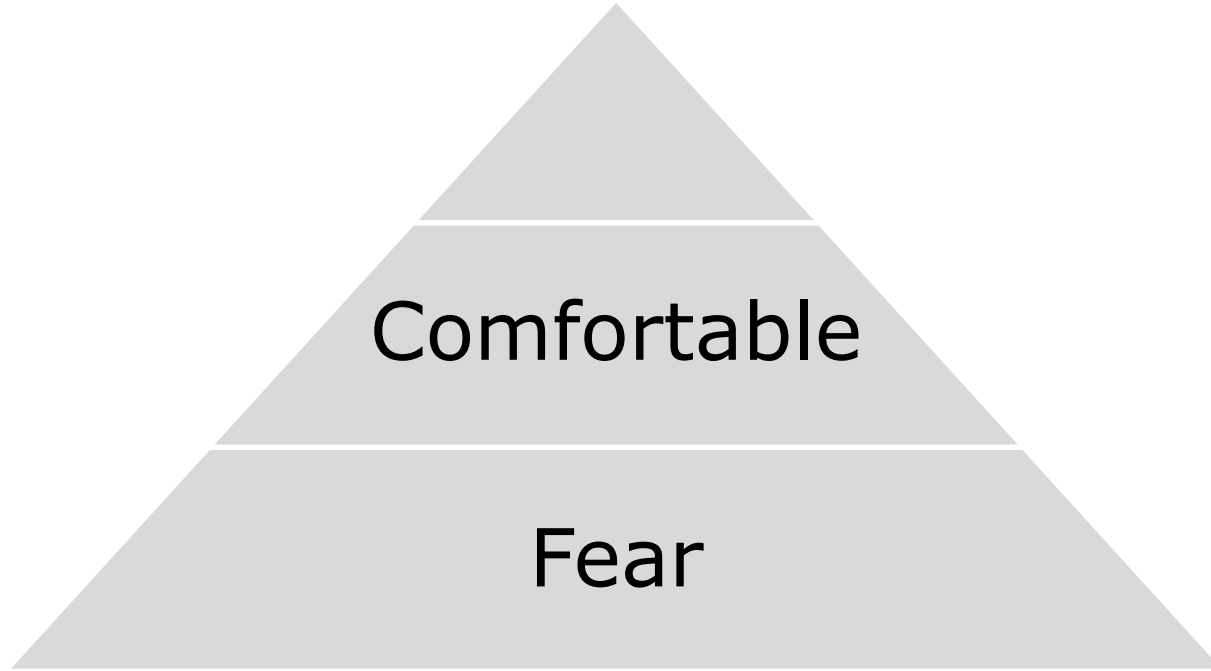
3 Steps to Creating Wealth



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3 Steps to Creating Wealth



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3 Steps to Creating Wealth

Comfortable



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3 Steps to Creating Wealth



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3 Steps to Creating Wealth

Wealthy



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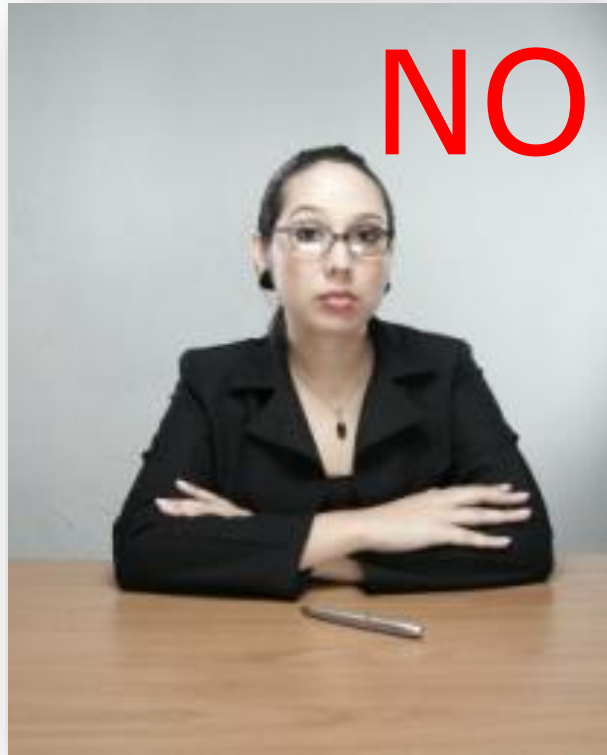
3 Steps to Creating Wealth

Comfortable



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Dream Big



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Big Why



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my Dream Board

MY BIG DREAMS
for my life



MY BIG DREAMS
for my business



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5 Key Choices

1. Choose your motivation

- Have
- Do
- Be



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5 Proven Strategies for Success

1. Choose your motivation

2. Choose your attitude
3. Choose your activities
4. Choose to have a plan
5. Choose to stay on fire



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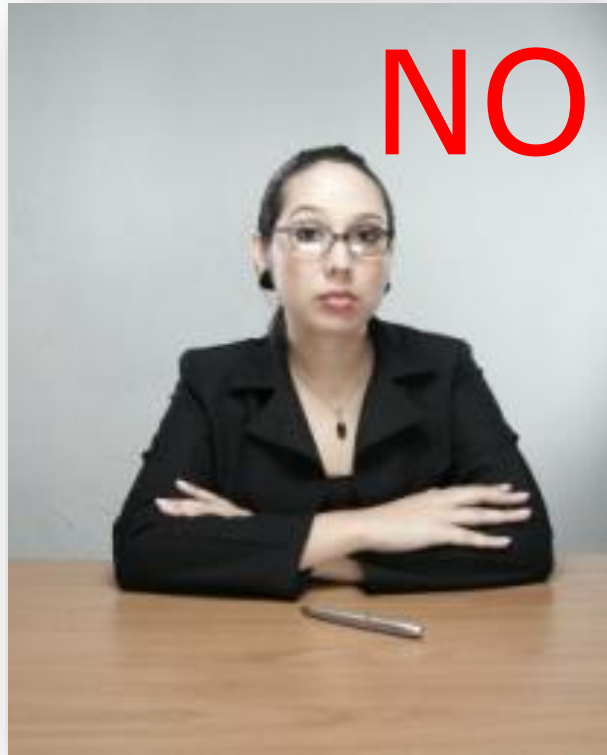
5 Proven Strategies for Success

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



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



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5 Proven Strategies for Success

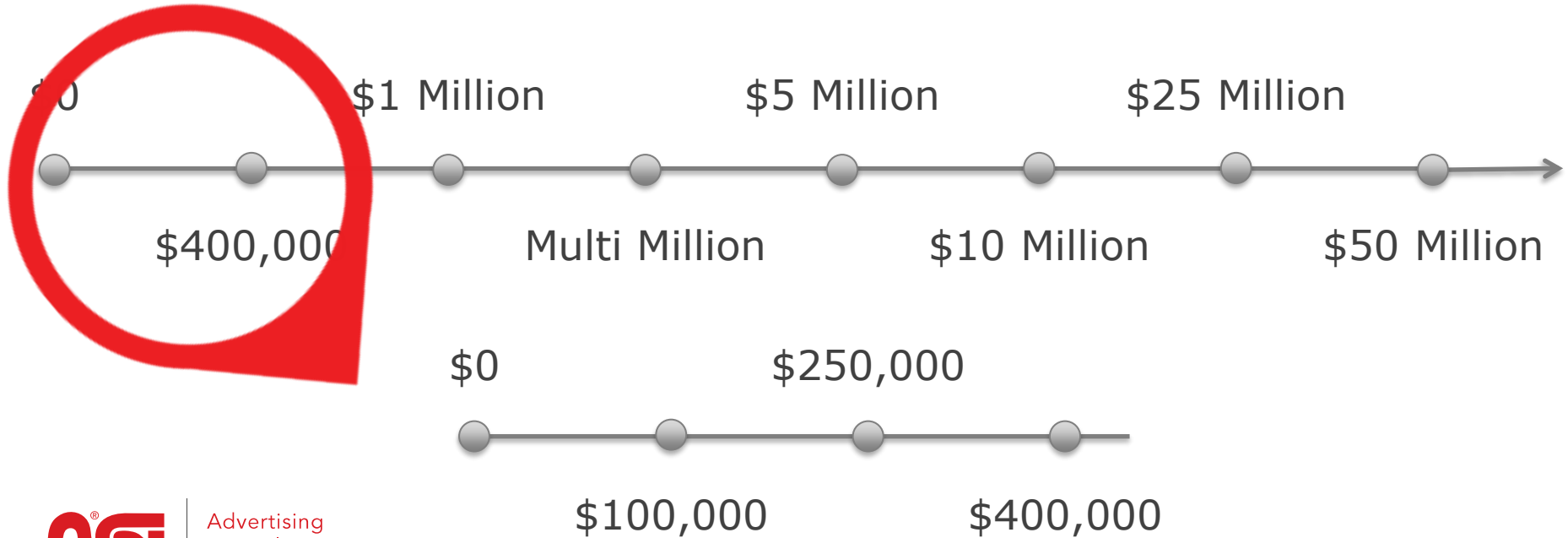
1. Choose your motivation
2. Choose your attitude
- 3. Choose your activities**
4. Choose to have a plan
5. Choose to stay on fire



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Phases of Growth



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Key Activities 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



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Key Activities to Building Relationships

1. Identify qualified prospects

A. People you know



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Key Activities to Building Relationships

1. Identify qualified prospects

A. People you know

1. FF&A: Family, Friends & Associates. Your Network can help build your Network



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Key Activities to Building Relationships

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



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Key Activities to Building Relationships

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



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Key Activities to Building Relationships

1. Identify qualified prospects

A. People you know

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

1. Referrals



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Key Activities 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



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Key Activities 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. Marketing Lists for Sale
 - 3. Mail / Email / Phone
 - 4. Field Calls
 - 5. The News



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Key Activities 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
 - D. The 6 Foot Rule



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Key Activities to Building Relationships

1. Identify qualified prospects
2. Create awareness
 1. Website
 2. Social Media



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Key Activities to Building Relationships

1. Identify qualified prospects
2. Create awareness
3. Warm up your prospects
 1. Social media connection requests
 2. Send samples or gifts
 3. Direct mail
 4. Email



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Key Activities to Building Relationships

1. Identify qualified prospects
2. Create awareness
3. Warm up your prospects
4. Schedule first appointments
 1. What is the definition of “NO”?
 2. Success is about being in the right place, the right time, enough times!



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Key Activities to Building Relationships

1. Identify qualified prospects
2. Create awareness
3. Warm up your prospects
4. Schedule first appointments
5. Conduct great first appointments
 1. Pre-Call research
 2. Compliment
 3. Ask great questions



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Key Activities to Building Relationships

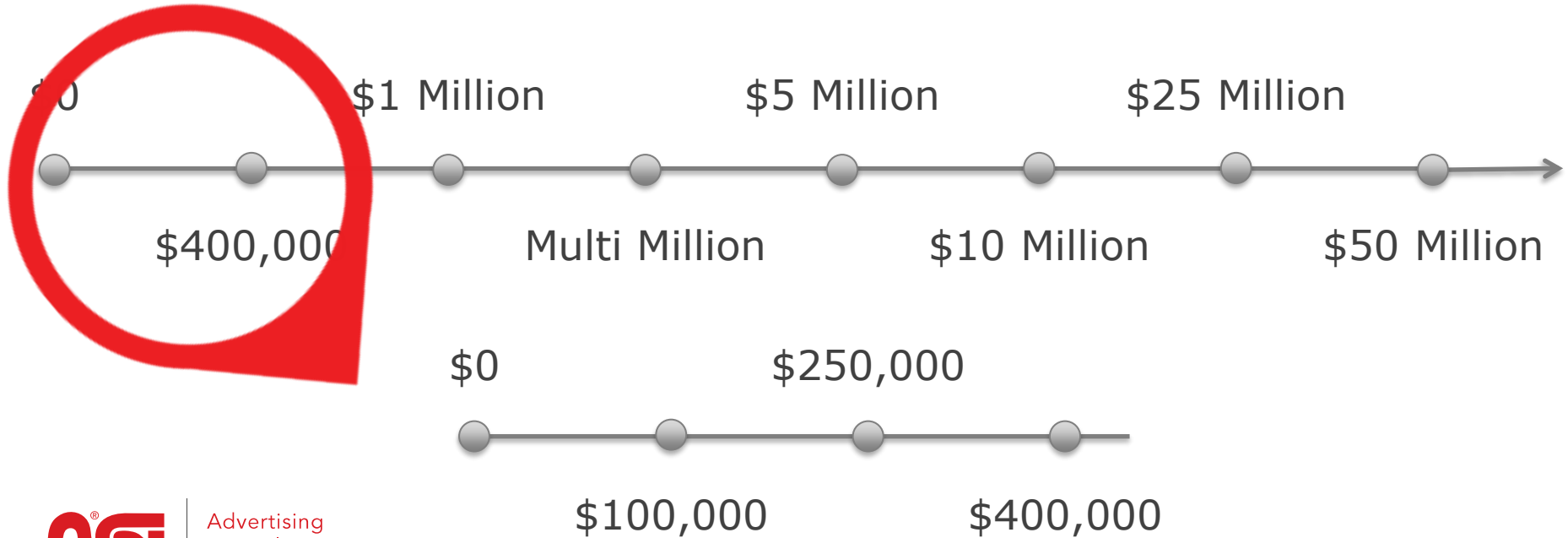
1. Identify qualified prospects
2. Create awareness
3. Warm up your prospects
4. Schedule first appointments
5. Conduct great first appointments
6. Earn opportunities or agree on follow up
 1. Where there's no follow up...there's no hope



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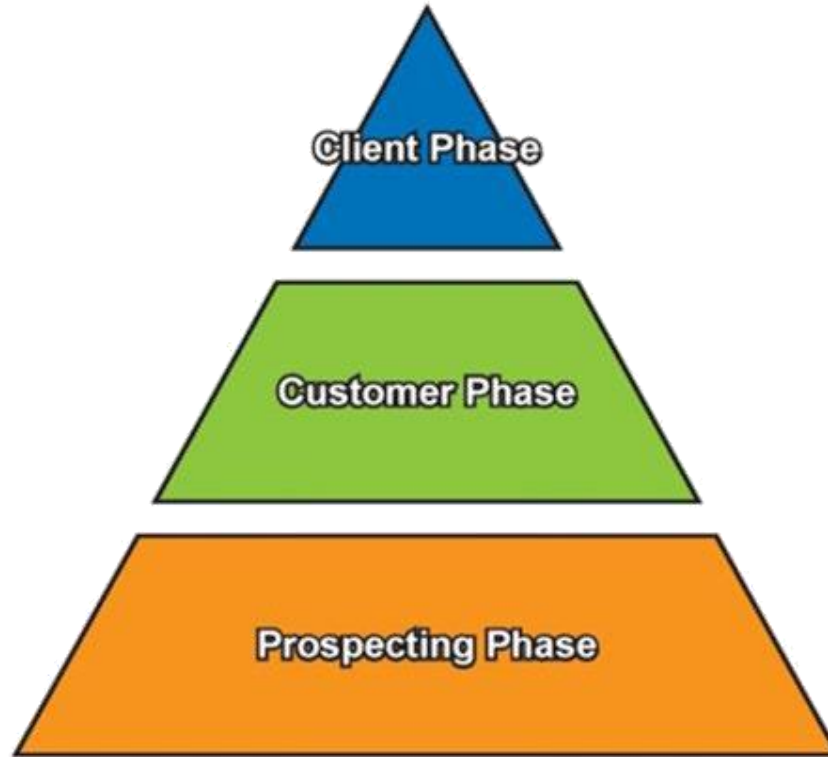
Phases of Growth



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3 Phases of Business Growth



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5 Key Choices

1. Choose your motivation
2. Choose your attitude
3. Choose your activities
- 4. Choose to have a plan**
5. Choose to stay on fire



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Plan

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



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Plan

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



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3 Steps to Planning



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3 Steps to Planning

- Plan



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3 Steps to Planning

- Plan
- Execute



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3 Steps to Planning

- Plan
- Execute
- Evaluate



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"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	↓				
	Task List / To Do List \$20 or \$100					
	11:00	Drive back to Office	2			
	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				
4:30	↓					
5:00	Misc Accounting	2				
Total # of Hours Spent on:		My Results for Today				
\$500/hr	\$20/hr					
2.5	6.5	1				
<small>Setting More to Existing Customers Getting New Customers, M.B.A. Actively Recruiting New Sales Professionals</small>		<small>Field Customer Support Calling for Appointments Everything Else Behind My Desk</small>		2		
				3		
				4		
				5		

2015 * Share the Vision • PROforma

Every Day



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5 Key Choices

1. Choose your motivation
2. Choose your attitude
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5 Key Choices

1. Choose your motivation
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- 4. Choose how you talk to yourself**
5. Choose to stay on fire



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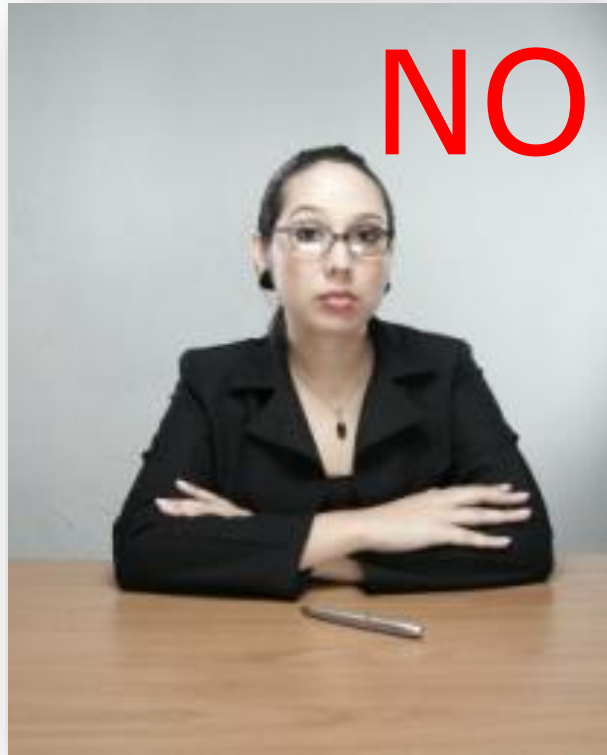
5 Key Choices

1. Choose your motivation
2. Choose your attitude
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4. Choose how you talk to yourself
- 5. Choose to stay on fire**



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Rule of the Beach Fire



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Rule of the Beach Fire



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Choose to Stay on Fire

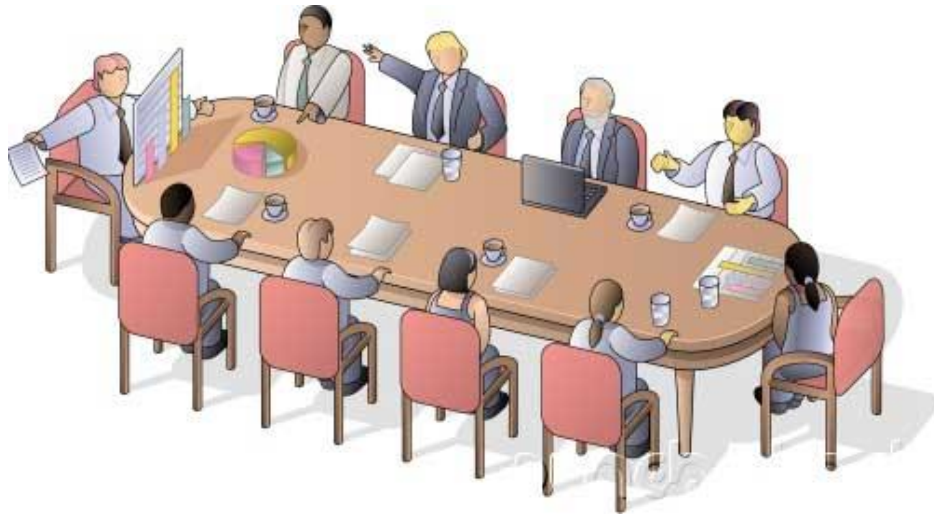
*"You will get out of others...
and yourself what you **INSPECT**
not what you **EXPECT.**"*



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Choose to Stay on Fire



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Choose to Stay on Fire



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Choose to Stay on Fire

Accountability Partner



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Advisory Board



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Choose to Stay on Fire

"Plan, Execute & Evaluate Daily"

Weekend	
Saturday	Sunday
Date: _____ / _____ / _____	Date: _____ / _____ / _____
Time Appointments / Time Block [see key]	Time Task List / To Do Priority [see key]
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
06:00	06:00
06:30	06:30
07:00	07:00
07:30	07:30
08:00	08:00
08:30	08:30
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5 Key Choices

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



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Million-Dollar Sales: 5 Proven Strategies for Success

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

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JANUARY 5, 2023



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