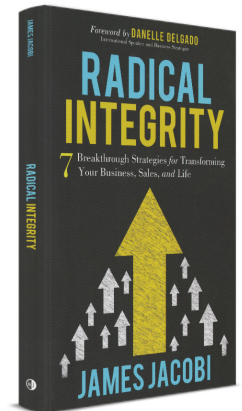


Radical Integrity

7 Breakthrough Strategies for Transforming Your Business, Sales, and Life

by **James Jacobi**



Contents

Set Your Goals Higher

Page #2

Utilize And Practice Daily Gratitude

Page #2

Change Your Circles Of Influence

Page #2

Catch Fire With Your Sales Growth

Page #3

Elevate Your Personal Brand

Page #3

Serve Your People With Radical Integrity

Page #4

Serve Your Family First, Last, And Foremost

Page #4

THE SUMMARY IN BRIEF

Millions of people in business are sales leaders who are struggling, not hitting their sales, and not seeing enough short-term wins and long-term gains. They are living with a tremendous amount of stress, uncertainty, fear, worry, and anxiety. This doesn't help them be successful at work, and it takes a toll on their health and family life. Maybe you're one of these people.

Radical Integrity: 7 Breakthrough Strategies for Transforming Your Business, Sales, and Life breaks down into seven steps a system of how to become the successful sales leader that you were born to be. If you take it seriously, in ninety days you will make major leaps to where you want to go and who you want to be.

Author James Jacobi, who scaled a small business into one of the largest in the industry, among many other successes, details the mental strategies it takes to be a consistent high-producing asset and influencer, grow sales by 400 percent in ninety days, create high-performing teams without turnover, use modern customer-centric business strategies, and use those same strategies to create a happy home life.

IN THIS SUMMARY, YOU WILL LEARN:

- What you must do to build incredible success in sales leadership.
- How to grow sales 400 percent in ninety days.
- How and why to serve and lead your team.
- How to serve people with radical integrity.

Introduction To The Success Process

You're in sales management now, after being a successful producer, and it's a whole new ballgame. Your schedule is maxed out, but revenue isn't going up. You care about your people, your clients, and your company, but it seems like there are more failures and disappointments than successes and long-term sustainable growth.

When you get home, you're mentally, emotionally, and physically exhausted. You're binging on junk food and drinking too much. Your weekends are full of worry and conversations about how you will make more money to cover all those bills. You got thrown into sales management, a sink-or-swim environment, and you mostly have to figure out how to do your job on your own.

The author was in this position. Then he doubled his income, didn't lose a single person on his team in two years, built his largest book of business, got in the best shape of his life, and took his marriage to a whole new level of awesome with the strategies in this book.

Your Roadmap To SUCCESS

No matter how successful you become, you will reach a threshold if you are not authentically you. You cannot care what people think about you. You are 100 percent responsible for where you are in your life right now. Most people don't really own their problems; they blame situations, circumstances, and other people. But what you have allowed in your life to this point is what you were willing to tolerate.

The SUCCESS process will guide you to achieve what you want to achieve in your business and life in the next ninety days. What is the SUCCESS process?

- Set your goals higher
- Utilize and practice daily gratitude
- Change your circles of influence
- Catch fire with your sales growth
- Elevate your personal brand
- Serve your people with radical integrity
- Serve your family first, last, and foremost

Set Your Goals Higher

Think big, way bigger than you are now. Write down your goals for each of these categories:

- Business/sales
- Income
- Team growth
- Health
- Impact/influence
- Family

Make your goal 100 times bigger than your best performance in each category. Think of your goals many times every day. Put in ten times the effort you think it will take you to achieve your goals. Learn and adjust every day. You will fail, but that's okay. Never give up.

There is a point of no return—a Rubicon moment—when you decide to be 100 percent fully you, fully alive, fully authentic. Go higher, go bigger, go all in—emotionally, physically, financially, spiritually. Be bold, be brave, announce your goals to the world, and set out to achieve them

Utilize And Practice Daily Gratitude

Leadership is a skill that can be learned. It's important to develop emotional intelligence (also called emotional quotient, or EQ), which is a skill that can be learned. It is two things: understanding and being aware of yourself and understanding and being aware of others—mainly their emotions, moods, and body language. The mother of all the things you must learn is gratitude. Choose joy, always.

Use affirmations. Affirmations are short statements about yourself. They hold claim to your identity, your life goals, your vision, your truth. Write down three affirmations that you can look at throughout the day. For example: "I am the most successful salesperson in the world." "I am a leader of strong values and conviction."

Change Your Circles Of Influence

Massive success often results from collaboration. You should hire and collaborate with beautiful minds and gifted talents who are unique and different from you.

If you can, put out of your life anyone who says you can't. You're not smart enough. Your dream is unrealistic or unattainable. Your business plan and goals are too far-reaching. You're not a good parent. Seriously evaluate who you are allowing to influence your decisions.

What don't you like about who is present in and influencing

your life now? Who would you like to be in your life—people you could learn from? Are you willing to spend less time with people who won't support your dream? To have hard conversations and stand up for what you believe in to your core? Defend what you value?

You may think that your influencers aren't reachable and don't have time for you, but our planet is more connected than it's ever been. You can direct message almost anyone. Keep showing up and finding ways to connect to the people you want to connect with. You can find ways for these people to be in your life, if you really want it. Rise above the noise, above the mediocrity.

Catch Fire With Your Sales Growth

Your new rule to live by is no negativity allowed. Negativity shuts you down. Gratitude grows sales. People want to do business with people they know, like, and trust. You're much more likable if you're in a good mood. Confidence is very attractive to people. But what do you do when you're struggling; not seeing many wins? Don't fake it until you make it. People can see authenticity and integrity. Rather, make a choice. Be grateful for today and appreciate YOU.

Map It Out

When you set your targets high, 100x high, your thinking and problem-solving genius changes trajectory. What kind of customers and sales volume, how many orders, how many meetings, how many calls, how many closes, how many contracts would you need to achieve your goal?

Work backward and break down your goal for the day, week, month, and year to figure out what you will need to do. If you think that your goal is impossible given the time frame, then you need to change the plan, not the result.

Leverage And Momentum Are King And Queen To Scaling Fast

You have to create leverage and momentum in your sales growth to go faster, higher, and longer. How? Get clients that buy in bulk, many times over, versus one-off orders. Raise your prices significantly. Would this turn people away? Yes, probably. It would turn away the customers who are killing your business right now. That's a good thing.

Know The Marketplace

Who is your ideal customer? What do they care about? What problems are they trying to solve in their business?

What's their competitive advantage over their competition, and what are their weaknesses?

Understand the people within your ideal customer's organization. Who are the leaders? What do they care about inside and outside of work? What features or benefits of your product or service are important and not important? This requires market study and surveillance. You need to know the marketplace for your product or service better than anyone. Then offer what your customers say they want to buy, not what you think would be cool.

Show Your Value

If you're not being noticed in the marketplace, it doesn't matter how good your product or service is. You need to go from being unnoticed to completely dominating the market with attention. Advertise, promote, meet as many people as possible, share, and shout your solution to the world. Use every possible medium to get your message across. Develop a written strategy for doing this.

Two Key Factors In Closing Deals

There are two ingredients to closing your clients as fast as possible. First, find and build a relationship that turns them into your champion. If you get someone inside the client with enough clout to tout your name to the decision makers, you will cut your sales cycle by 50 percent or more. Second, ask for the close and create urgency. Give them a time limit—no more than five business days—to make a decision. You have to move and get other deals if they're not ready.

The Last And Most Important Thing On Sales

The number one marketing strategy is caring. You can't just tell your staff to be kind and do a great job. If you want your customer to want to keep you around, you build loyalty. You become their trusted advisor. How? Serve with gratitude. Serve them—with free information, interesting articles, small gifts; there are many possibilities—before you sell to them. Go even deeper with your research. Find out about their hobbies, their family, what's important to them outside work. What skill or industry segment are they interested to learn about to improve their results at work? Care, do the right thing, and do what you say you're going to do.

Elevate Your Personal Brand

You must build your own personal brand, not just your company's. Collect everything you can to validate and promote your personal brand: videos and written testimoni-

als from your clients, email introductions to new prospects, reference client calls.

You can be wildly successful with your business and your life if your marketplace knows you as the ultimate authority on your subject matter. You have to push and reach to get your name out there. Post your own articles on LinkedIn or blogs, videos on Facebook and YouTube, editorials in publications, and so on.

Serve Your People With Radical Integrity

You can do nothing without your team. Serve them and lead them well, you win. Don't, you lose. How can you build a performing tribe of people who are totally committed and never quit?

Be authentic in your demeanor and your message. Make decisions confidently. You will make bad decisions. That's life! Your team is better off seeing you make mistakes and watching you have a sense of humor about it, learn from it, and implement strategies to improve. That will teach them how to respond to their own mistakes.

Serve your team with radical integrity. Set a vision with your team for who you all want to be, where you want to go, and how you will get there. Implement your gratitude rituals, affirmations, and EQ strategies with your team—teach them how to do this. Personal and professional developing is non-negotiable if they are going to be working for you.

Have a growth mindset for yourself and your team; it will create a safe place for everyone's genius. A fixed mindset—one that says to you that you are who you are and

can't change—is toxic and will tear down your dream. A growth mindset says, I may not understand what I'm doing now, but I can learn and get better. Show vulnerability. Show your team that you are not perfect, but you're getting better every day.

Set your team up for success. You are the rainmaker. They need you to bring in the bacon so they can execute and deliver. One important sales strategy is keeping your product or service simple and repeatable. You will get a lot more buys and bulk buys. And this is highly motivating for your team. They get to know, learn, and love serving the client. Recognize and praise your team often, and document it. Help them see what you see in them, which is that they are talented, vital assets who are appreciated and valued.

Serve Your Family First, Last, And Foremost

When you have a family, priorities and needs change. You need to show up for your family at home as much as or more than you do at work. Don't carry the concerns of work into your home (and vice versa). Be fully devoted to your spouse and kids when you are home. Tomorrow is never promised.

Embrace your Rubicon moment. Step across the river and never look back. Be fully alive, 100 percent authentically you. If you choose not to, the opportunity will go to someone else. You don't need to try to do it alone: find a mentor, a success coach. Forgive yourself and others so you can move on. And start implementing the SUCCESS steps and watch what happens!



James Jacobi is the founder of The Authentic Leader and creator of the Success Process. He's a six-time president's club winner, a recognized millennial leader on multiple boards of directors, and has shared stages with elite performers and CEOs: Danelle Delgado, Tim Grover, and Roddy Chong. His professional practice is focused on helping sales leaders become the aspired leader within.

Radical Integrity: 7 Breakthrough Strategies for Transforming Your Business, Sales, and Life © 2020 James Jacobi. Summarized by permission of the publisher, Morgan James Publishing. 164 pages, ISBN 978-1642795134 Summary copyright © 2020 by Soundview Book Summaries®