

## The Plutonium Rule

We all know that the Golden Rule is a great way to live your life. You know, Do unto others as you would have them do unto you. However, in sales, I recommend the Plutonium Rule which is Do Unto Others Before They Do Unto You. Now it sounds bad—but it's really good because what I mean by that is—Don't wait. Act—don't react.

Let me give you the critical example...a lot of salespeople call customers and ask them to call back. **Forget about it.** (I did that line with an ethnic accent in case you're interested). When you call a customer, tell them when you intend to call back and then give them your number to call in case that time is not convenient. See the difference?

The most important thing in life is for you to be **Proactive**. (Note that proactive and professional have the same root of **pro**.) Every day, you need to have a list of things that you are going to do that will get you closer to your goals.

Let me give you a few more for instances...(deliberately misspelled)

If you want some new customers, you should have several prospecting activities scheduled that you will do this week no matter what.

If you want to find some new pieces of business in existing accounts, you need to have some calls scheduled to find new people.

If you want to find some new pieces of business to work on, you need to have some calls scheduled on people that control the type of business that you want so that you at least have a chance to find a new opportunity.

If you need to get some products or services qualified by customers, you need to have some qualification activities scheduled for this week.

If you need to increase your outstanding quotes, you need to have some appointments where you can move a piece of biz to the quote stage.

And if you want to book some orders this week, you need to have some appointments scheduled where the customer has an open quote and can give you a yes/no answer.

You see how it works. Many people tend to sit back and wait for the phone to ring. One of my major pet peeves is when I ask how business is and people say,

“The phone just isn’t ringing.” I’ve got a novel idea—make it ring somewhere where there might be some business.

You can change the dynamic of almost every situation that you face in life by actually doing something (sometimes almost anything). Based on what you want to accomplish, what do you have scheduled to do this week that will take you there?

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