

MIKE LIPKIN

RESEARCHED MOTIVATION AND PERSUASION

Live Above The Line

Lipkin's Ten Laws for Sales and Service Preeminence:

In today's brutal marketplace, sales and service excellence won't cut it. Excellence merely gives you the right to be in the game. To win the sales and service game, you have to achieve Preeminence. You have to become the symbol of superior performance, the benchmark by which all others are judged.

Every year, Mike Lipkin talks to over 100 000 people in more than 60 companies around the world. Through his company, Environics/ Lipkin, he also researches the traits, attitudes and actions of Preeminent Performers. He has discovered Ten Laws that determine Sales and Service Preeminence:

1. Focus on Success
2. Own the Business
3. Prepare to Win
4. Be Courageous
5. Care Deeply about your Customers
6. Listen Intensely
7. Communicate with Confidence
8. Be a Teamplayer
9. Be Hungry for Kaizen
10. Be Disciplined



Mike customizes this program to the profile of the audience. Through his unique instant survey facility, see [The Main Thing](#), Mike will also help you pinpoint what your people feel about the key challenges facing them so you can take effective action.

Call Mike on 416-917-6007 to discuss how he can help you and your people achieve Sales & Service Preeminence. And check out Mike's impact on some of the world's best organizations - <http://www.mikelipkin.com/testimonials.php>