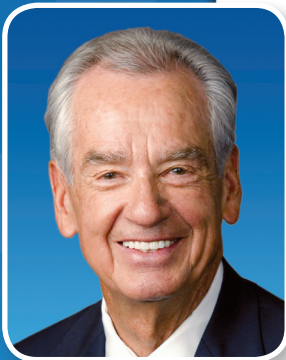


YOUR **Find** Success CODE

"Zig Ziglar is the real deal! He's an authentic voice, a light, and a life changing mentor and model for millions."—SETH GODIN

ZIG ZIGLAR



FIND YOUR SUCCESS CODE

BORN TO WIN

ZIG ZIGLAR
AND TOM ZIGLAR

Take Your Business to the **Next Level**

BornToWinBook.com



Born To Win

Find Your Success Code

Born To Win for Personal Wheel: Assessment Sheet

Directions: On the following pages rate yourself from 1-10 in each category. Divide your total by 10 to reach your final number in each category. Using spokes of the wheel image below, plot your number in each category and connect the dots to see how smooth your ride is.

Physical

- ___ appearance
- ___ regular checkup
- ___ energy level
- ___ muscles toned
- ___ regular fitness program
- ___ weight control
- ___ diet & nutrition
- ___ stress control
- ___ endurance & strength
- ___ enough sleep
- ___ TOTAL ÷ 10 = _____

Spiritual

- ___ believe in God
- ___ inner peace
- ___ influence on others
- ___ spouse relationship
- ___ church involvement
- ___ sense of purpose
- ___ attitude for giving donations
- ___ prayer
- ___ Bible study
- ___ abundant gratitude
- ___ TOTAL ÷ 10 = _____

Mental

- ___ attitude
- ___ intelligence
- ___ formal education
- ___ continuing education & training
- ___ creative imagination
- ___ inspirational reading
- ___ inquisitive mind
- ___ self-image
- ___ enthusiasm
- ___ automobile university
- ___ TOTAL ÷ 10 = _____

Family

- ___ listening
- ___ good role model
- ___ principled but flexible
- ___ forgiving attitude
- ___ build self-esteem of others
- ___ express love and respect
- ___ meals together
- ___ family relationships
- ___ dealing with disagreements
- ___ time together
- ___ TOTAL ÷ 10 = _____

Financial

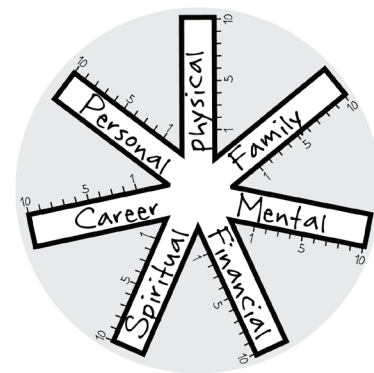
- ___ proper priority
- ___ personal budget
- ___ impulse purchases
- ___ earnings
- ___ living within income
- ___ money in savings
- ___ adequate insurance
- ___ investments
- ___ financial statement
- ___ debt free
- ___ TOTAL ÷ 10 = _____

Personal

- ___ recreation
- ___ exercise
- ___ friendships
- ___ community activities
- ___ service clubs
- ___ quiet time
- ___ growth time
- ___ consistent life
- ___ appropriate social media
- ___ time management
- ___ TOTAL ÷ 10 = _____

Career

- ___ love what I do
- ___ understand my job
- ___ co-worker relationships
- ___ productivity
- ___ understand company goals
- ___ understand my activity in relationship to my goals
- ___ appreciate company benefits
- ___ opportunity for advancement
- ___ well-trained for my job
- ___ own my business/have career path
- ___ TOTAL ÷ 10 = _____



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Born To Win

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Born To Win for Business Wheel: Assessment Sheet

Marketing

- ☐ Meeting or exceeding my sales goals through effective lead generation and promotion strategies
- ☐ We have a clear position in the marketplace
- ☐ We have clearly defined our prime target market
- ☐ We have clear definitions of our products and/or services
- ☐ We have a pricing strategy that is profitable
- ☐ We are consistently marketing to our house list (client base)
- ☐ We have an effective referral relationship program
- ☐ We have an effective referral/affiliate reward system
- ☐ We have a written, posted marketing calendar
- ☐ We have an effective Internet marketing system that includes websites that clearly communicate what we do, and utilize SEO, and we are consistently capturing e-mail addresses and using them to communicate to our e-mail audience, and we have a strong presence on social media.

_____ TOTAL ÷ 10 = _____

Sales

- ☐ We answer the telephone live
- ☐ We have an effective telephone answering/transferring system
- ☐ We have an effective sales script that appeals to our target market and closes the maximum number of inquiries
- ☐ We have an effective system for responding to Internet leads
- ☐ We have an effective sales process for each of our profit centers
- ☐ We have an effective up-sell and down-sell process
- ☐ We have effective processes and scripts for overcoming objections
- ☐ We have an effective process for identifying ongoing and changing customer needs
- ☐ We have clearly defined account management policies and procedures
- ☐ We have effective customer management software in place

_____ TOTAL ÷ 10 = _____

Operations

- ☐ We have developed our unique service experience
- ☐ We have clear-cut service systems in place that are exceeding our client expectations
- ☐ We respond immediately to client concerns
- ☐ We have clear-cut return policies
- ☐ We get customer feedback on a regular basis to ensure we are exceeding expectations
- ☐ We have regular production meetings to ensure on-time delivery
- ☐ We have a key customer appreciation process
- ☐ We have effective project management processes in place
- ☐ We have inventory management and office supplies/equipment processes in place
- ☐ We have the latest, most effective equipment to deliver our unique service experience

_____ TOTAL ÷ 10 = _____

Administration

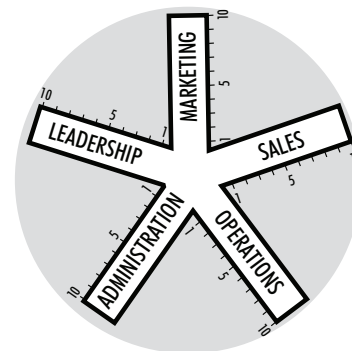
- ☐ We track and report total sales daily
- ☐ We track and report sales by profit center weekly, monthly and annually
- ☐ We track and report sales by referral/affiliate/ad source weekly
- ☐ We track and report sales closings daily (# of calls vs. # of sales)
- ☐ We track and report number of returns or re-services as often as they occur
- ☐ We track and report our profit and loss weekly
- ☐ We track and report our balance sheet monthly
- ☐ We have a cash flow management process in place
- ☐ We plan our taxes annually before year end
- ☐ We review our legal and insurance exposure annually (or as often as required)

_____ TOTAL ÷ 10 = _____

Leadership

- ☐ We have a one-sentence mission statement that everyone understands and follows
- ☐ We have effective management systems in place that include recruiting, hiring, orientation, training, coaching, employee reviews and termination processes, and have ensured they are legal
- ☐ We have an up-to-date employee handbook
- ☐ We have a written business plan that includes our vision, goals, a marketing plan, sales plan, operating plan and administration plan that is reviewed and updated quarterly
- ☐ We have a written and posted organizational chart
- ☐ We have regular team meetings
- ☐ We have written position descriptions for every position
- ☐ We have a training system in place for every position
- ☐ We have policies and procedures for all areas of our business
- ☐ We have an effective compensation plan in place that includes attractive pay and benefits that create high employee morale and retention

_____ TOTAL ÷ 10 = _____



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Born To Win

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Directions: Using the totals from your personal and business assessments plot your results below on the spokes of the bike. Determine if your handlebars of vision are complete, you have a chain of goals, your gears are in place, you have a sturdy seat of character, and don't forget persistent consistency. The final and most important step is to add God to the center of both wheels.

