



Lesson 11 – Innovation

Continue to look for new and better ways to sell and market. You are one idea away from a sales breakthrough! Innovation can unlock breakthrough ideas for you!

One of the most valuable ways we can improve is to innovate.

A practical way to innovate is to apply the distinction of thinking in combinations to your selling.

Ice Cream
Cone
Versus
Ice Cream Cone

Strategy versus Tactics

A strategy is like a completed puzzle.

A tactic is like a puzzle piece

The way to tap into innovation is to ask yourself questions.

How can I apply this?

How else can I apply this?

Bonus Video – What is going to move the needle? -

https://www.youtube.com/watch?v=3hja12_ZRQc&t=9s