



**AskBurt**  
It IS In You

Dear Marketplace Leaders,

Thank you for your time today; I understand how valuable it is. Now that you will be deploying Burt's Ten By Ten Daily Net New Prospecting Strategy, I believe that you will find these 7 major components useful in holding yourself accountable to your mission as a Hired Gun.

**AB**

**I will make Ten Daily Net New Calls by 10:00 a.m.**

Net New Calls are considered anyone who has not been contacted in the past 90 days. This includes current, past, or future clients, contacted in person. The Net New Calls are not to be confused with routine follow-up calls made during the different stages of the sales process. Adhering to this major component results in 2,500 Net New Calls annually.

**AB**

**I will focus on these ten calls between 8:30 and 10 :00 a.m.**

No earlier, no later, and no overshooting. I will stay the course, and maintain strategic (strategic and selective) balance by adhering to ten net new calls daily.

**AB**

**I will be at my desk by 7:30 or stay until 5:30: THE PRIZE OF THE NEW FOUND 5**

I will use these thirty minutes to complete high-priority tasks outside of the 8:30-10:00 time window. Additionally, I will invest two to three hours of my weekend, evenings to continuously polish my skill sets and manage my franchise.

**AB**

**I will break my bad habits**

I will eliminate chatting, preparing proposals, responding to non-urgent emails, planning my day, unproductive follow-up calls, and all other unprofitable habits that sales representatives tend to do between 8:30 and 10:00.

**AB**

**I will not make excuses**

This is very doable and in my best interest. The most tempting things to bow out of are those that take us out of our comfort levels. I will face my fear and stake my claim in my assigned competitive arenas.

**AB**

**I will utilize the BURTISMS**

I will accept that these are necessary in helping me manage my time (I'm about to become very busy) and stay in control of the Sales Process, rather than let It control me.

Being productive, rapid, timely, and of high quality will become more important than ever because of my accelerated schedule.

**AB**

**I will prepare to witness compounded growth of my Pipeline to the 20/30 status**

After adhering to the first six components, this could happen in as little as thirty days. Most sales representatives make 250 plus calls per week, but only 10-15 of those calls are considered Net New. Unfortunately, this is where and why so many struggle to stay consistently at or above plan (where one can earn the 6-figure incomes).

Please Do Not Hesitate to call me personally - your success is my success.

I trust I have earned your next net new opportunity!

Be certain to utilize the Askburt Mobile App and The AOPP daily to continuously Grow Your Franchise.

Thank you,  
Burt Villarreal