

## Magic 8 Manager

This is Pareto's Law named after an Italian engineer Vilfredo Pareto. Basically it does what it says on the tin. 80% of your sales will come from 20% of your customer base, 80%, the richest 20% of the world's population own 80% of the world's income etc. Identify your top 20% customers and see your profits rise over night!Parkinson's LawFrom Cyril Parkinson in an article in the Economist in 1955. There may be a limited amount of work to do but human nature means that we spread it out to fit the time available Allocate time to your project and you will be amazed at how more productive you become.Trusted AdviserCredibility + Reliability + Intimacy Self InterestIntimacy Self InterestIntimacy relates to our emotions and ability to empathise with people Self Interest relates to our caring and focus (on customer or us?) Huge subject this – read more about it!		This is Denote 's Lessen and after an It 1'
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Quality and is great for sales management. "Target" is	Quality	and is great for sales management. "Target" is
= Target always the constant, so in good old equation		always the constant, so in good old equation
Quantity balance if someone isn't quite competent they	Quantity	
need to make more calls, see more people		need to make more calls, see more people
(quantity) but of they are competent they		(quantity) but of they are competent they
probably close fewer and often (quality). How		probably close fewer and often (quality). How
does your team measure up? Back to simple		does your team measure up? Back to simple
maybe?		