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Focus on 5 keys to entrepreneurial success

December 28, 9:47 AM » [Detroit Business Development Examiner](#) » Rick Weaver

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Entrepreneurial success for the next twelve months of your small business or sales career will depend on the ability to focus. This success key was identified as the ninth most frequent resolution for the New Year in a survey of 2010 resolutions compiled by [Max Impact](#).

The key of goals

At the [web based graphic](#) and web designing [Guru Corporation](#) the focus will be on sales. According to Joe Witte, Executive Vice President, "We are setting stringent goals for our sales staff on number of calls, proposals that lead to sales."

Sales people need to be taught how to set in goals that they believe are challenging but realistic and their goals need to be rolled up across the sales team to ensure resources will be available to fulfill orders.

The key of follow-up

Business Coach Libbe S. HaLevy will focus on lead follow up. HaLevy refers to Brian Tracy's theory of selecting a small action that, if followed consistently, will become a source of major success. HaLevy will work more diligently to adding networking meeting contacts to an auto-responder.

"I've set up a schedule for calling anyone on my prospect list to see how I might further serve their needs," says HaLevy. Surprisingly many people leave meetings where they made great contacts and never follow-up on those opportunities. Focus such as HaLevy proposes has massive payback.

The key of the prior night

Few people recognize the importance of timing on focus. Jason Howell of [Jason Howell Company](#) seems to understand. "I resolve to work more purposefully by planning my day the night before, and working with a proper daily planner (instead of a notebook)."

Studies show that preparing for your day the prior night gives you significantly better focus. The reason is akin to the rebooting of a PC. Each night as a person sleeps their mind reboots. The next day their brain has processed the previous day's activity to allow for a deeper cranial focus on your day.



Focus on 5 keys to entrepreneurial success

The key of silencing the noise

At the [Human Factor](#) Holly G. Green will be focusing on quieting the noise creating distractions during the next 12 months.

"I am resolving to stay focused despite all the opportunity as well as the noise competing for my time and attention. I am going to post my goals & objectives in front of me and make progress every day towards accomplishing not only the professional ones, but the personal ones as well."

Indeed there are many things struggling to get the attention of entrepreneurs and business professionals. One way to overcome the noise is to write down your goals so other can see them. This is one of the secrets of the diet program offered by Weight Watchers. Members are very public with their goals and ultimate progress. The anticipated embarrassment of telling other of your failure helps drown out the noise of other distracters for our time.

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Poll

In general would you say retail customer service . . .

- is better now than it has ever been.
- improves every year.
- is about the same it has always