

# Turbo Leadership Systems™

# The **TURBO** **Charger**

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To our clients and friends

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## The Winning Number



Larry W. Dennis, Sr.  
President,  
Turbo Leadership  
Systems®

***Be the  
Top  
Bidder!***

**M**ark, general manager for local mechanical contracting company, told Session 10 of Turbo's Leadership Development Lab (LDL):

"At Session 7, Larry asked us to pick a new 5X more enthusiasm goal to work on between then and Session 10. I chose getting business from new clients. The next week, as a part of our regularly scheduled staff meeting, we discussed the importance of and ways to bring new work in for our shop. Then I conducted a brainstorming session and asked the question, "In what ways can we secure new business now?" It was a new and very positive experience for everyone. The positive response of the staff got me even more excited about and committed to bringing in new business from current clients and new revenue sources.

"I had a very large project that I was preparing a proposal for. Several general contractors who we had never quoted, and in some cases had actually bid against in the past, were bidding this project. What I decided to do was apply 5X more enthusiasm on reaching out to contact all of these generals. I decided to work hard with each of the estimators individually to get to know them and what each of them required in our proposal. In order to have each of these contractors allow me into their individual company 'inner circles,' I needed to apply several of Turbo's Leadership Principles; #1 - Lead From High Ideals; #14 - Begin With Yes, Yes; and #6 - Be An Active Listener. They all had a little different twist so our proposal went out several different ways on bid day. My approach was 100% successful and in the end the top three bidders all used my proposal in the preparation of their respective bids. We will be doing work on this project.

"The lesson I learned from this experience is that when I apply five times more enthusiasm to any area of my life and business, breakthroughs are possible.

"The action I call you to take is use Turbo's 15 Leadership Principles and add the spice of 5X more enthusiasm in everything you undertake, large or small.

"The benefit you will gain is increased success in every area of your life, every area you decide to apply the power and energetic commitment of 5X more enthusiasm."

It's very easy for us to settle into routines that are almost monotonous, even in the priority areas of our lives. We have been told selling is a numbers game; selling is more much more than a numbers game. First we must identify priority prospects. This is easier said than done; you must define in an "A" prospect. After you define an "A" prospect, you must find a way to apply 5 times more enthusiasm to persisting in your outreach - do nothing ordinary, break out of the rut of routine, apply the passion of renewed commitment - and all the statistics will change in your favor.





**BECOME AN EMPOWERING  
LEADER!**

**Leadership Development  
Labs (LDL) beginning after  
Labor Day now forming in  
Vancouver!**

***Seats are almost gone! Hurry  
and reserve yours today!***

***Reserve your seat now!***

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