



Chapter 7: C-Zone

INCREASING CONTROL: TYPE C ACTION

The Difference is CONTROL

- ▶ Type Cs know that in EVERY situation there are elements that they can control and some they can't!
 - ▶ PANIC and DRONE Zoners:
 - ▶ Concentrate on factors outside their control
 - ▶ Waste time and energy
 - ▶ Become frustrated, disappointed, and unsuccessful
 - ▶ Examples:
 - ▶ Dwelling on FACTORS out of our control

What CAN and CAN'T you CONTROL:

- ▶ Examples in our Business:

- ▶ You Can Control

- ▶ How many names you get, how many phone calls you make, how many appointments you set

- ▶ You CAN NOT Control:

- ▶ How the prospect responds
 - ▶ If they keep the appointment (legitimate and illegitimate reasons)
 - ▶ If they join and won't ACT

Type C Performers

- ▶ They FOCUS their EFFORTS and ATTENTION on what the CAN-DO!
- ▶ The FOUR Cs of a CAN-DO Type C Performer:
 - ▶ 1) CLEARCUT
 - ▶ Be SPECIFIC so it easily translates to ACTION!
 - ▶ 2) CONSTRUCTIVE
 - ▶ An action that will ENABLE you to IMPROVE your performance and continue moving toward your goal.
 - ▶ 3) CURRENT
 - ▶ An action that can based on your past experience and ability level.
 - ▶ 4) CONTROL
 - ▶ An action in which you have DIRECT CONTROL!

What you CAN-DO about:

- ▶ What Has Been Done:
 - ▶ Worry, Blame, and Guilt take your mind away from what you Can-Do
 - ▶ Anticipating the FUTURE, versus Worrying about it:
 - ▶ SPECULATING
 - ▶ Thinking about the EVENTUALITIES that might happen and developing responses for them.
 - ▶ ROLE PLAYING
 - ▶ PREVIEWING

What you CAN-DO about:

- ▶ What can be done about UNEXPECTED:
 - ▶ LIFE HAPPENS!
 - ▶ When an appointment POSTPONES, DARK-HOUSES you, what are your ACTIONS?
- ▶ What You CAN DO about ANGER:
 - ▶ The more you focus on CAN'T DO'S the ANGRIER and more out of CONTROL you will feel.
- ▶ The Silent CAN-DO:
 - ▶ Taking time before answering out of PANIC or DRONE

CONTROL CHECK and CAN-DO Plan

- ▶ UNDER PRESSURE we often forget what we know and overlook the OBVIOUS!
 - ▶ Remember to STOP – take a few deep breaths and assess the situation