



Have you ever wondered what it feels like to hear those words? To be “*Mr./Ms. President.*”

Then look in the mirror and give yourself a presidential greeting! Because you are the person in charge when it comes to your life! And when it comes to your business or your team, you’ve got to make some changes in your day-to-day practices if you’re going to truly be THE PRESIDENT!

The office of The President is synonymous with respect, leadership, duty, diligence, making the best decisions and taking the best actions that will most positively affect not just one individual, but the whole. Yet how often do we disrespect ourselves or others, in the way we carry out our day-to-day duties? Regardless of what you may now think, *you are the one* who will choose to make the “presidential” decisions for today and the future that will fail or succeed...or you will choose to allow someone else to make them for you.

That’s how it is when you’re The President.

Maybe you really are a “President,” or “CEO,” or “VP,” or even a supervisor or manager. And even if you’re not, try thinking like you’re the President of “YourLife, Inc.” (*Which of course, you are!*) Are you conducting yourself and your business affairs in a *presidential manner*? *How are YOU preparing to LEAD?* Let’s have a look.

### 1. The President is The Leader!

He or She will set the tone for how things get done, *or don’t*. Mr./Ms. President can usually be counted on to be tackling the tough issues, weighing and then making difficult decisions, or maybe communicating and negotiating with others (is that how it works at your place?)...there are many demands and urgent requests at this level.

Imagine for a moment what five minutes with THE PRESIDENT is valued at! What would it be worth to you? What would it cost everyone else for The President to give up five minutes on things that were really not all that important? How would you use your time and energy and influence if you only had 24 hours in a day to be The

President?

The good news is that history gives us a glimpse into how presidents do it.

### Consider this:

There are certain clues to the success of The President. And there are certain questions you have to ask if you’re becoming president. And yes, there are even CERTAIN PEOPLE you surround yourself with to ask those questions.

2. Who’s on your board of Presidential Advisors? Ever hear of a President without a cabinet of advisors? Going at it alone, without the input and ideas and counsel of a trusted inner circle? So who’s in your cabinet? Who’s providing you with their “intellectual resources?” Who are YOUR presidential advisors helping you with the decisions and direction of your life and your business?

### 3. How’s your Presidential PROTOCOL?

As a president, there are certain things you MUST do...and certain things you CANNOT do! First, how’s your ability to have a “presidential” focus? On the really tough issues that are right now, at this very moment in the spotlight of the media (*marketplace*), or the voters (*customers*), or the country (*organization*) or your constituents (*workers*)?

**You can’t afford to be easily distracted when every minute counts...**when an entire country (*or company*) is anxiously awaiting your decision. *Wonder what the President will do about “this thing?”*

That means WITHOUT DISTRACTION!  
Been there lately? (*Been there ever?*)

Here’s a “presidential clue” on the subject of distractions...Mr. President does not carry a beeper or cell phone. *Hmmmm...* could it be? That someone of this stature and importance isn’t wirelessly connected to anyone and everyone at every given minute of the day!

And the answer is, certainly not. The President has a trusted *someone* to deliver any urgent message while he “COMMITTS TO THE MOMENT!” What does it mean to commit to the moment?

It means that when you’re engaged in a meeting with the leader of the free world

(*or a customer, any individual...*), not only do you NOT answer your cell phone when it rings or buzzes, but you aren’t even wearing it! It’s PROTOCOL! It simply isn’t done in presidential circles.

And when you’re meeting with The President, and you allow that time to be interrupted by a cell phone call from the office, or your spouse, or who knows whom... you have sent the absolute wrong message to your presidential audience—

Which is exactly what you do to your customer or prospect or assistant or whomever happens to be in front of you at the moment (*the moment you’ve now told them that you ARE NOT committed to*), when you allow interruptions or distractions to take priority over them.

Sound a bit harsh? WAKE UP! Cell phones have made YOU the most important person in the world, and told EVERYONE else that “THEY DON’T MATTER!” At least *at this moment*, they’re not as important as the unknown caller on the line! Unbelievable, yet true.

It’s like trading whatever valuable thing you have in front of you for what’s behind door number three! It’s rude, unprofessional, and very UN-presidential! You can let modern technology capture a message for you which you can return in a matter of minutes, if it’s really that important. Believe it or not, once upon a time the economy could actually keep rolling along and the circle of life continued...even when you couldn’t be reached for 30 minutes or three hours on a cell phone!

Turn it off, or better yet leave it in the car, and send the message that the person you’re meeting with right now, and their time with you, is the most important thing you have to do at this moment in time.

One of my greatest frustrations is to be talking on the phone with my mom, sister, or a friend, and have them interrupt me right in mid-sentence with “*Uh-oh! Hold on, I’m getting another call...*” and bang, they’re gone. Throwing me overboard for a phone call that could be from someone they don’t even know (*often a telemarketer, or worse!*). On numerous occasions I’ve even been cut off! And in trying to call

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each other back we both get a busy signal, forget what we were talking about...and on it goes. Inexcusable!

4. Establish a means of “gaining and preventing” Presidential ACCESS. Create a standard for PRESIDENTIAL ACCESS! What does that mean? It means you’re The President for heaven’s sake, not 7-11! You don’t have to be “open all night” or available 24/7!

What kind of President would you be if just anyone could walk into your office or get you on the phone at a moment’s notice? Can you imagine a time that you could actually accomplish anything? All you’d be doing is *managing distractions*... And that’s a job for an “aide” or a member of the presidential staff. NOT for the President!

An “open-door” policy is overrated, seldom used for anything other than thoughtless interruptions, and does not produce the kind of presidential environment needed to make tough decisions, handle difficult situations, and the all-in-all required to be The President! Close the door once in awhile and be the president.

5. Build a Presidential Library.

Where’s your “Oval office?” Or your “STUDY?” A place where you can close the door and be alone with a good book, or gain knowledge or information about a pressing issue, or find solitude from the throng of “*nay-sayers and dooms-day’ers*.” Where can you go to talk with yourself or talk with a Higher Authority? Every President has a place like this one. Do you?

You are The President of “YOUR LIFE, Inc.” If you are a leader of a team or company or organization, RE-define what it means to be in that position of leadership. You’ll be amazed at how it’s received and how much you actually get done. If you take care of customers, then make them feel like they are important in the moments you’re with them and the rest of the world can wait. It makes customers feel special and makes you look presidential.

Look for some new ways to establish some new presidential guidelines that will help you MAKE HISTORY!

*Have a great day, Mr./Ms. President!*

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here, I want to show you a couple things inside.” I get in the driver’s seat show a couple things, start the car and begin the demonstration of the product. Never ask, “Would you like to drive the car? How about a test drive? Can I take you for a spin?” Why? Because most of the time they will say no. Remember that 99 percent of your customers will not buy without a demonstration. Don’t gamble with your commission. Get the car on the road.

- Always assume the sale. The only

reason that your customer is on your lot is because they want a vehicle. More sales are missed because the sales person never asked the customer to buy than any other reason.

Stay engaged with your customer and listen to them tell you how to sell them their next vehicle. They are talking.....are you listening?

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