

Momentum Blueprint – Week 2

1. Introduction to Momentum

- Importance of momentum (“Big Mo” analogy)
- Building and maintaining momentum: effort, consistency, and discipline

2. Week One Recap: Foundation and Standards

- Focus on foundational standards vs. goals
- Definition of standards: non-negotiable behaviors
- Examples of personal and professional standards

3. Habits and Improvement

- Recording oneself to improve performance
- Value of self-review and continuous learning
- Impact of small daily habits

4. Daily Focus vs. Long-Term Goals

- Breaking down yearly/quarterly goals into daily actions
- The importance of “winning the day”
- Aligning daily activity with long-term vision

5. Activity and Discipline

- Reverse engineering income goals
- Tracking metrics: presentations, applications, dials, conversations
- The math behind daily standards and targets

6. Mindset and Overcoming Procrastination

- Procrastination and goal setting psychology
- Staying in “go mode” daily
- Avoiding easy, low-effort goals

7. Five Keys to a Winning Day

- Outbound triple dials (activity standard)
- Give your best on every call (energy and personalization)
- Follow up persistently (“buy or die”)
- Activities of daily learning (ADL)
- Guarding your mindset and working with discipline

8. Example Schedules and Best Practices

- Structuring the workday
- Avoiding multitasking and distractions
- Tracking daily numbers and performance

9. Pitfalls to Avoid

- Working only when you want
- Multitasking
- Skipping follow-up
- Procrastination

10. Real-Life Application

- Example of Jonathan's standards and action plan
- Peer accountability and personal motivation strategies

Summary

This training session focuses on building and maintaining momentum in sales by establishing daily standards and disciplined habits, rather than relying solely on long-term goals. Zach emphasizes the importance of foundational, non-negotiable standards and reviews how breaking down goals into daily actions leads to consistent progress. Key habits include recording and reviewing sales scripts, giving full effort on every call, persistent follow-up, daily learning, and strict time management.

The session highlights the need to reverse engineer income goals into actionable daily metrics—such as dials, presentations, and applications—while tracking performance and making adjustments.

Mindset is positioned as a critical differentiator: staying in “go mode,” guarding against procrastination, and focusing on controllable daily wins. Real-life examples and peer accountability are provided to illustrate how applying these principles leads to improved results. The training concludes with practical advice on daily structure, avoiding common pitfalls, and the value of applying (not just attending) training for personal and professional growth.