

# 10 Dynamite Risk-Taking Tips Anyone Can Use

## Sandy Geroux

works with individuals and organizations that want to achieve breakthrough performance, personally and professionally – NOW!



### What Sandy's clients have to say:

*After Kissimmee Utility Authority's managers and supervisors heard Sandy Geroux's presentation on delivering outstanding customer service, they were so impressed that they asked that she return to deliver this message to each and every KUA employee. Sandy complied with our request and exceeded everyone's expectations. Sandy puts everything into it... and she has a lot!*

- Jim Welsh/CEO, KUA

*I thoroughly enjoyed your presentation yesterday. I have seen a lot of speakers, and I mean A LOT, so I'm very jaded and make for a tough audience. I thought you were incredibly engaging and the content of your presentation was totally on the money and absolutely relevant, not to mention that there were things that one could "take away" and implement right away.*

- Jason Lawrence/Sales Manager, The Medical Concierge

*Before your last session with them I had another speaker the same week and one of the agents said to me after your session, "As bad as that other speaker was on Monday, Sandy made up for him twice over!" Your last seminar "It's My Goal and Who Am I to Stop Me!" was well received and I was most surprised by two top agents in the company who attended. One expressed to me how much she had appreciated your seminar and also said, "I did not intend to stay the entire day as I can't sit for a long period of time and have a short attention span, but I could not leave my seat and ended up staying the entire day and even going without lunch because I was afraid I would miss something." Another top agent's assistant attended the morning session and insisted the agent attend in the afternoon, which she did, and later told me... "That was the most practical information I have heard in a long time, and easy for me to implement in my business, I'm sorry I missed the morning session." Anyone who doesn't take advantage of your programs is missing a great opportunity.*

Kathy Collings, CRB, CRS

Dir. of Trng & Prof. Growth, F.C. Tucker, Indianapolis, IN

*Sandy made the seminar so rewarding for those who attended. She is so powerful a speaker, she gets you emotionally enthralled with her lively enthusiastic presentations. She made us not want to have breaks or lunch, and to continue beyond the allotted time!*

The Corbett Team, The Buvvers' Choice, Lincoln, RI

### 10 tips for effectively assessing and taking appropriate risks to get more in business and in life!

1. Determine the risk-to-reward ratio of the risk you are considering; if the ratio is high enough on the side of the reward, take the risk.
2. Don't be afraid to be the first to try something new.
3. Don't let fear stop you from trying something different.
4. Stop listening to the nay-sayers. You can ALWAYS find someone to tell you that what you want to do is impossible.
5. Shut off the little voice inside your own head that discourages you from trying a great new idea.
6. Keep your goals firmly in mind when determining whether to try something new.
7. Set a limited budget and timeframe for a test of something new. Do adequate market research before trying the test.
8. Don't be afraid to be different! If you look like everyone else in the market, why should customers choose you?
9. Monitor your success closely during the test. As the test progresses, keep track of what works and what doesn't. This way, when something needs to be fixed, you'll know what to do. Conversely, when something works, you can duplicate that success.
10. Stop holding yourself back – go for it!

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