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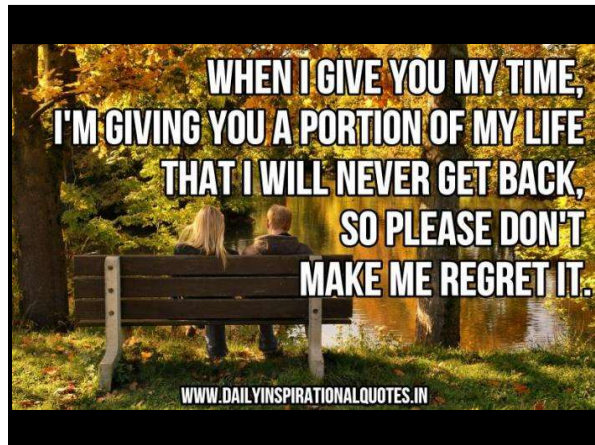
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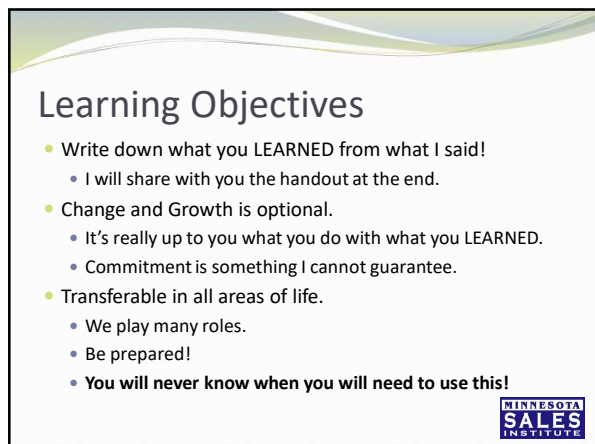
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### Scott Plum - Bio

- Scott Plum started his sales career at age 21 in 1987.
- He founded the Minnesota Sales Institute in 2002
- Professor Plum and host of the podcast ***“What Salespeople Need to know About Selling”*** and co-host of the weekly podcast ***“Get in the Door Podcast.”***
- Master Certified Negotiation Expert and has taught ALL the classes for the Real Estate Negotiation Institute.
- First book; ***Taking Off into The Wind***: Creating Lift Out of Life
- President of the **Professional Sales Association (PSA)** from 2011-14 and the **Sales and Marketing Executives (SME)** from 2014-15.



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### John Wooden - Bio

- “You are not a failure until you start blaming others for your mistakes”— John Wooden, *Wooden on Leadership: How to Create a Winning Organization*



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### John Wooden - Bio

- John Robert Wooden (October 14, 1910 – June 4, 2010)  
Died at 99
- Head coach at the University of California, Los Angeles.
- Won ten NCAA national championships in a 12-year period, including a record seven in a row.
- No other team has won more than four in a row
- Basketball record 88 consecutive games.



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### It's Me

- I am the only one that can change me.
- Change is not automatic.
- I cannot grow, change, improve, be a better person; if I don't take responsibility for me and my actions.
- **I WILL NOT change and grow if I always blame someone else for my failures and misfortunes.**



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### 4 Steps of Change

- **Self-Awareness**
  - "There has to be a better way?"
  - What am I **doing** that I know I **should not be doing**?
  - What am I **not doing** that I know I **should be doing**?
  - Change begins with **Wonder**
  - No Wonder - **No Change**



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**4 Steps of Change**

- **Knowledge**
  - Getting the information
    - Know What
    - Know How
    - Know Why
  - Believing it will work

**Believing you deserve a BETTER LIFE!**  
**Believing others around you deserve a better Life**



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**4 Steps of Change**

- **Application/ Maintenance**
  - When given the Opportunity
  - Apply the new Information
  - And Reinforce it
  - Create NEW HABITS

**First time this happen you will NOT recognize it.**  
**Second time you will know it – Time to EXECUTE!**



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**4 Steps of Change**

- **Internalization**
  - Subconscious competence
  - Becomes a part of the new you
  - New Results
  - Better Outcomes
  - **Live a Life of Good Habits**

**This is the NEW YOU!**



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## 7 Belief Principles

- Who we ARE precedes what we DO
- Work Hard, Play Hard
- Attitude is a choice (Optimism)
- What we THINK controls how we FEEL
- Our BEHAVIORS determine our ATTITUDE
- Take out the TRASH
- It's MY JOB



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## Who we ARE precedes what we DO

- We are Human Beings before we are Human Doings
- We will fail in the roles we play, but we should not feel like we fail as a person.
- We should always feel we are a 10.
- We can never out perform a negative self image.
- Life Plan first. Then Business Plan.



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## Work hard, Play hard

- The same commitment to excel at a recreational activity is the same to excel at work
- Vocation and Vacation are one letter apart
- Humans need a reward system
- Recreation comes from "to re-create"
- Re-create who we are as human beings
- Reinforces who we ARE precedes what we DO
- Work Hard comes first – only way to appreciate Play Hard



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**Attitude is a Choice (Optimism)**

**"The one thing you can't take away from me is the way I choose to respond to what you do to me. The last of one's freedoms is to choose one's attitude in any given circumstance."** — Viktor E. Frankl (1905 – 1997)

Author: Man's Search for Meaning



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**What we THINK controls how we FEEL**

- Feelings do not reason, they do not discern and they do not evaluate
- We cannot get emotionally involved in the process
- We need to 'response' and not 'react'
- Acting on emotions is not always logical
- **"Happiness is possible only if reason rules the emotions and desires and both the emotions and desire have been trained to be led harmoniously by reason"**

-- PLATO



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**Our BEHAVIOR determines our ATTITUDE**

- Attitude alone will not produce results
- Action is needed first
- We may not feel like taking action
- We must commit to action (thinking) and let action determine our attitude (feeling)
- Success does not happen without action
- Reinforces What we Think controls How we Feel



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### Take out the Trash

- Is it Real = **Yes** Is it True = **No**
- Our Beliefs determine our Behaviors
- Our Behaviors determine our Results
- If we are not getting the Results we want, we need to change our Beliefs
  - I need my prospects to like me
  - I cannot sell without literature
  - I don't have time to prospect



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### It's MY JOB

- We play many roles in our life
- Each has a set of obligations with rewards
- There are certain obligations you have as an employee
- Commit to them and you will succeed
- The way you do anything is the way you do everything.
- A man cannot do wrong in one area and right in another
- Act like someone is watching
- Have respect for yourself
- That's Integrity!



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### What Roles Do You Play?

• Son	• Daughter	• Volunteer
• Brother	• Sister	• Student
• Husband	• Wife	• Career
• Father	• Mother	• In-Law
• Uncle	• Aunt	• Other



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What are the Obligations?

- How is this role **Defined**?
- What **Expectations** do others have of you?
- Is there a **Role Description**?
- How much **Time** do you spend on this role?



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How is Performance Measured?

- **Who** measures performance?
- What is it **compared** to?
- How **frequent** is it measured?
- **When** do you received feedback?



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Are the expectations and  
measurement **Known** or  
**Assumed**?



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The **ONLY** way to  
Disappointment Someone is  
to **NOT** meet their  
**EXPECTATIONS!**

MINNESOTA  
SALES  
INSTITUTE

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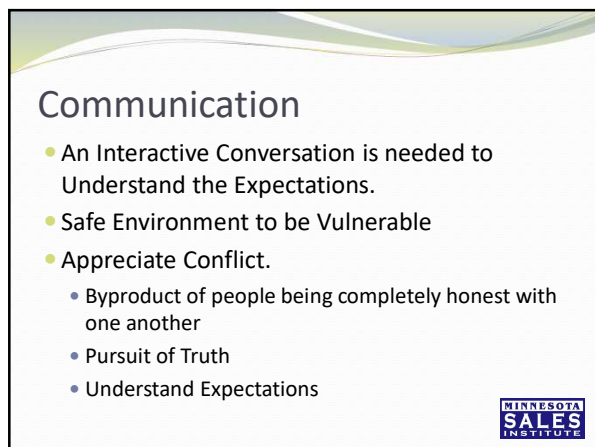
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**Communication**

- An Interactive Conversation is needed to Understand the Expectations.
- Safe Environment to be Vulnerable
- Appreciate Conflict.
  - Byproduct of people being completely honest with one another
  - Pursuit of Truth
  - Understand Expectations

MINNESOTA  
SALES  
INSTITUTE

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**RECONCILIATION  
OF THE RELATIONSHIP  
OF ALL ROLES**

MINNESOTA  
SALES  
INSTITUTE

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### The Answer is in the Questions

- Questions to start the conversation.
- Seek understanding
- Listen
- Don't judge
- "What are you afraid to tell me?"
- "How am I doing?" Scale 1-10.
- "What can I do different?"
- What else?



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### Change, Grow and Improve

- Beliefs
  - (uncle) Second best to a father.
- Skills
  - (uncle) Demonstrate encouragement, commitment and punctuality.
- Tools
  - (uncle) Extra set of \_\_\_\_\_.



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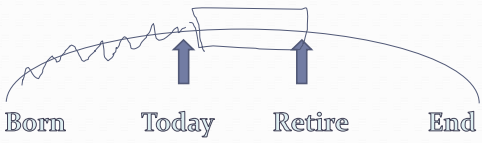
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### LifeLine



Born Today Retire End

**Yesterday Ended Last Night**  
—John C. Maxwell



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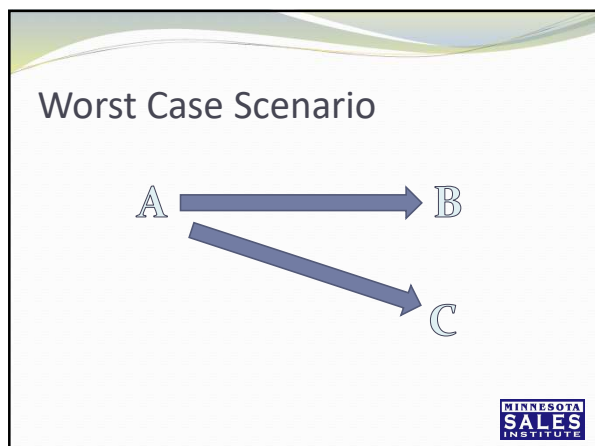
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Questions / Comments

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Handout: <https://mnsales.com/swim/>



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THANK YOU!

- Connect with me on LinkedIn
- Subscribe to my free newsletter – [www.mnsales.com](http://www.mnsales.com)
- **Scott.Plum@mnsales.com**
- Call if you'd like to talk more about our programs at 612-789-5700
- Buy a copy of *"Taking Off Into the Wind"*

**WEBSITE \$19.95 / Print**  
**KINDLE \$7.95 / AMAZON**



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