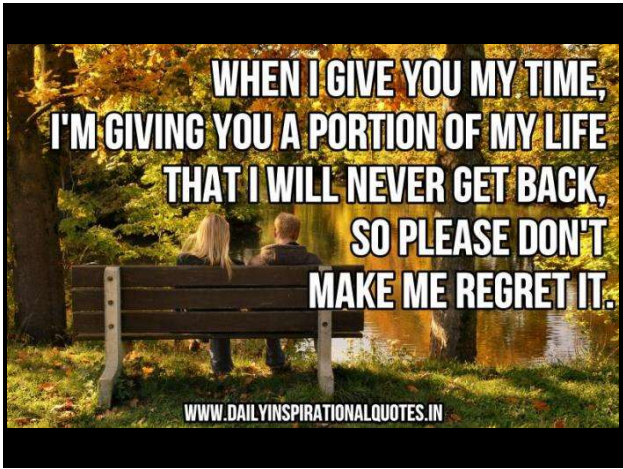
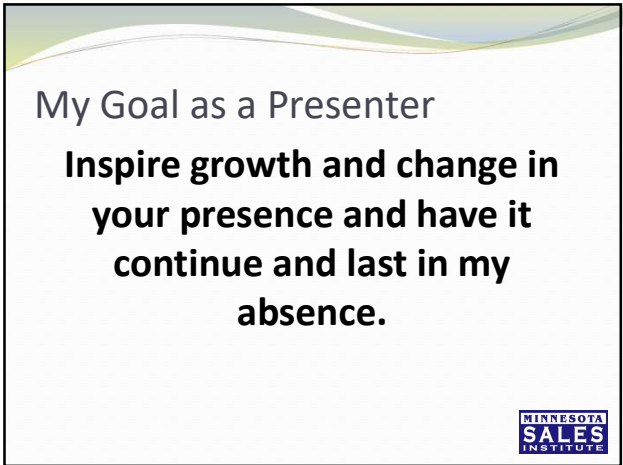




1




3



4


What is the Goal?

- My Goal, as a Salesperson, is to:
 - Find a Prospect
 - That is willing to Pay
 - For a Product or Service
 - I can Provide and Deliver
 - At a Profit



5

How many different ways are there to bring a batter home from third base to score a run?



6


4 Quadrants of Sales Results

Technical

Conceptual

Behavioral

Attitudinal




7

4 Quadrants = 2 Outcomes


Technical x Conceptual = Sales
Behavior x Attitude = Results

"You will never change your life until you change something you do daily. The secret of your success is in your daily routine."
– John C. Maxwell



8


"People are usually more convinced by reasons they discover themselves than by those found by others."
--Philosopher Blaise Pascal



9

How do you feel about change?


- **People don't fear change – they fear loss.**
- Loss of control
- Loss of predictable
- Loss of feeling productive
- Loss of being unsuccessful in the new way and/or having their identity, self-worth, value and contribution threaten.
- Do you want relief or a cure?
- **Change is inevitable – Growth is optional.**
- Everything that has a beginning has an ending!




10

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!




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4 Steps of Change

- **Application/ Maintenance**
 - When given the Opportunity
 - Apply the new Information
 - And Reinforce it
 - Form **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



This is the NEW YOU!



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Exercise: Pick 3 words

Pick 3 words you want others to use to describe you in your absence.

How will you action them?

What behaviors will to apply?

What will you stop doing?



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People in Conversation

- “LIFE HAPPENS ONE CONVERSATION AT A TIME”
- The Quality of your life is a Direct Reflection of the Quality of your Conversations.
- The life you want is on the other side of a conversation.
- Great conversations – GREAT LIFE!
- Conversations start Internal – before going EXTERNAL.




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“All conversations are with myself, and sometimes they involve other people.”

-Susan Scott


Author - ***Fierce Conversations***



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Process of Communication

- We think of an idea (ideation)
- We select the familiar words we know to describe the idea
- We voice those words, and the other person hears them
- They breakdown the words based on their interpretation of them.
- **Intent behind the Content**
- **How do we miscommunicate (create misunderstanding)?**
- **Sales is Leadership. Who controls how you communicate?**





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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 cannot change if I always blame others**



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We are in the people business

- Rule # 1 – It's about them.
- We become a Better Listeners
- We ask More Questions
- We let Them Talk
- We uncover their Needs, Wants and Motivations
- Help them Discover the Value of Working with Us.
- Focus on their Needs and Wants
 - Not what we have



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EQ

Emotional intelligence is your ability to recognize and understand emotions in yourself and others and your ability to use this awareness to manage your behaviors and relationships.

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Empathic Intelligence

“Social and emotional ability that helps you feel and understand the emotions, circumstances, intentions, thoughts, and needs of others, such that you can offer sensitive, perceptive and appropriate communication and support.”

– Karla McLaren

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EI - Four Attributes

- 1. Self-management** – You’re able to control impulsive feelings and behaviors, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.
- 2. Self-awareness** – You recognize your own emotions and how they affect your thoughts and behavior. You know your strengths and weaknesses, and have self-confidence.
- 3. Social awareness** – You have empathy. You can understand the emotions, needs, and concerns of other people, pick up on emotional cues, feel comfortable socially, and recognize the power dynamics in a group or organization.
- 4. Relationship management** – You know how to develop and maintain good relationships, communicate clearly, inspire and influence others, work well in a team, and manage conflict.

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Source: <https://www.helpguide.org/articles/mental-health/emotional-intelligence-eq.htm>

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3 approaches that creates prospect defensiveness

- **Losing Control** – salespeople helping – taking over
- **Being Assumptive** – everyone has a probably and they all want my solution, and they want to change
- **Lost of Respect in Salesperson** – credibility and confidence is lost due to broken promises, misleading information, deflection, or appearance of desperation. **One bad conversation.**

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5 reasons people fail to achieve goals

- Don't have the answers
- Don't believe the answers will work
- Don't believe they deserve the results
- Moving outside your comfort zone may be uncomfortable.
- Fear of success and fear of failure can be the same fear.

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6 priorities to seek during prep time

- What is the reputation the prospect wants to have in the marketplace?
- What criteria do they follow when making a change?
- Who are the people involved, what role do they play?
- What are the company's priorities?
- Are they a 'price shop' or 'value buyer'?
- How's your head? Check yourself.

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DiSC Assessment – Complimentary

OVERVIEW OF THE DiSC® MODEL

Dominance

- Direct
- Results-oriented
- Firm
- Strong-willed
- Forceful

Influence

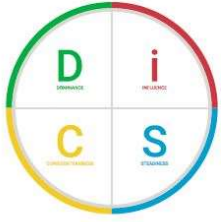
- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

Conscientiousness

- Analytical
- Reserved
- Precise
- Private
- Systematic

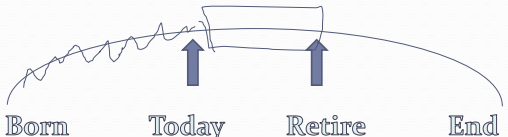
Steadiness

- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful




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LifeLine




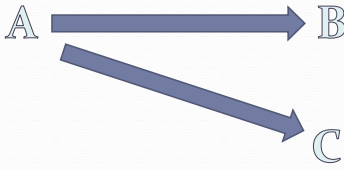
Born Today Retire End

Yesterday Ended Last Night
—John C. Maxwell



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Worst Case Scenario



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Reject the Nest

Where the magic happens

Your Comfort Zone

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“The major value in life is not what you get. The major value in life is what you become.”

– Jim Rohn

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THANK YOU!

- Connect with me on LinkedIn
- Subscribe to my free newsletter – www.mnsales.com
- **Scott.Plum@mnsales.com**
- Call if you'd like to talk more about our programs at 612-345-7251
- Buy a copy of “*Taking Off Into the Wind*” for \$10.00

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