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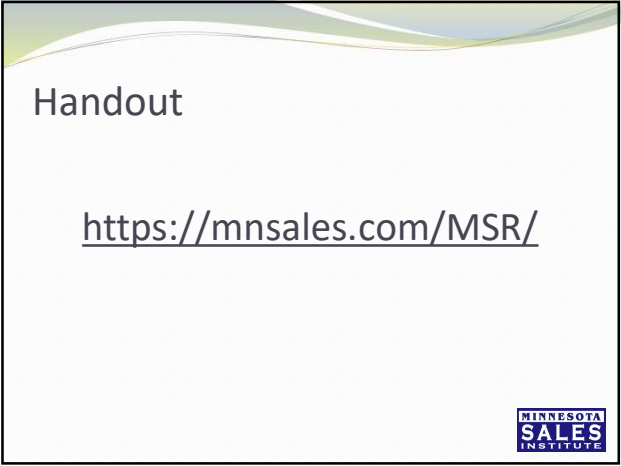
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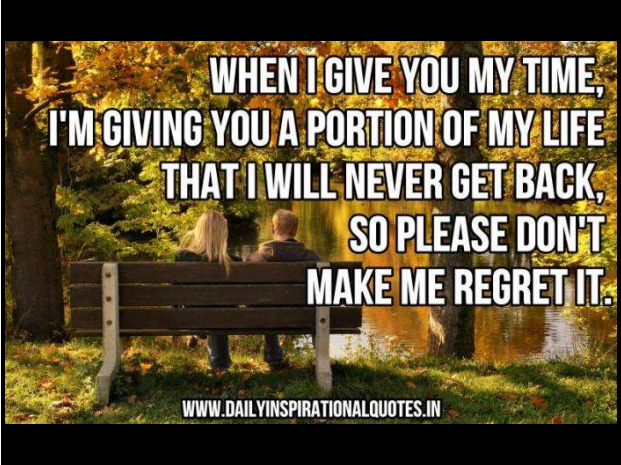
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My Goal as a Presenter

**Inspire growth and change in your presence and have it continue and last in my absence.**



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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



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



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### 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

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

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**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!



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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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**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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**LifeLine**

Born Today Retire End

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

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**Worst Case Scenario**

A B C

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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](http://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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