

salesmindset

The Power of Potential

Course Name: How to Hit 200% Sales Target in 30 Days

Day 1: Sales Mindset

Course Outline

- Understanding the psychology behind how the sub-conscious mind determines our **choices & actions** that affect the outcomes in our **sales performance**.
- A deep dive into the **principles of high performance** and how an understanding of neuroscience can help us better manage our performance.
- Understanding homeostasis and overcoming **resistance to change**.
- How to build high performance **disciplines** and **habits** at the sub-conscious level to ensure sustainable performance.
- How to trigger continual **complexity** (discomfort) to keep us in the growth zone.
- Building **individual accountability** and moving away from situational excuses.
- The anatomy of **successful thinking** and how to make it our own.
- Understanding the **limitless nature** of your abilities and how to make it a reality
- The power of managing your **perceptions** and its ability to influence situations positively.
- Identifying the **causes of poor performance** and what to do about it.
- Managing **self-expectation** and setting new benchmarks for performance.
- How to develop the key drivers to achieving big results – **confidence, self-belief, self-esteem**.
- The importance of setting **clearly defined goals** and defining your MAP.
- Getting our sub conscious to buy-in to high performance goals.
- How to build **efficiency** and **productivity** that lead to support high performance.
- How do we remove the **mental** and **emotional** obstacles that prevent us from taking action - fear, failure & rejection.
- Big thinking and breaking down **self-inflicted barriers** to success.
- **Setting new mental standards** and **performance expectations** – a lesson from the Navy Seals.

A closer Look at the 8 mental habits needed for success in sales:

- Self-Discipline
- Optimism
- Caring
- Competitiveness
- Resourcefulness
- Initiative
- Persistence
- Accountability

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Day 2: Sales skills B2C Option

Course Content

- Understanding how the **world of sales has changed** in the last 10 years
- Defining the **characteristics of top sales performers.**
- Getting clear on **company, brand, and individual differentiators.**
- Getting total emotional buy-in to your **company, brand, product and your ability to sell.**
- Understanding the different **buying styles** and how to adapt your selling style.
- When all things are equal, **you become the difference that makes the difference.**
- **Building loyalty** by creating **rapport** and an **emotional connection -FAST!**
- The importance of **storytelling** and taking the client on an emotional journey to win the sale (Their New Reality – Your Solution)
- The importance of linking **your solution to the outcome** they will experience, so it becomes **THEIR** only possible solution.
- **Diagnosing the client's needs & wants using skillful questioning techniques.**
- How to create massive **value** throughout the **sales process (Price Vs Value)**
- Using **previous customer experience** to demonstrate credibility.
- **The 8 principles of influence** and how to use them to close more sales.
- The importance of **persistence** and **follow up** by demonstrating **initiative** and **proactivity.**
- The importance of demonstrating your **product / service expertise.**
- How to sell the **features** and **benefits** of your **product.**
- **Cross-selling** and **upselling add-ons** and **value-added** services.
- How to **build credibility and trust** with your clients.
- How world class **customer experience** leads to **repeat business & customer loyalty.**
- **Demonstrating leadership** and helping the customer make the right decision.
- Identifying **buying signals** so you can move the prospect to the sale.
- Getting **small commitments** throughout the sales process so you actually close when it comes to decision-making.
- **Reducing resistance, dealing with objections,** and how to overcome them.
- **Exploring possibilities** with clients and **creating a need** where one may not have existed.
- Dealing with **discounts** and **concessions.**
- **6 powerful closing techniques** that actually work.