

# SALES MINDSET

SALES TRAINING AND MINDSET COACHING

## B2B SALES SKILLS & HIGH-PERFORMANCE MINDSET (2 DAYS)

### DAY 1: HIGH PERFORMANCE MINDSETS

- Understanding the psychology behind how the **sub-conscious mind** drives our **thinking, emotions, perceptions, choices & actions** and *outcomes* in our performance.
- A deep dive into the **principles of high performance** and how an understanding of neuroscience enables us to better manage our performance.
- **Overcoming homeostasis** and the **resistance associated with change and discomfort**.
- Learning to **trigger our own discomfort** as a critical component to growth.
- How to **build high performance disciplines** and **habits** at the sub-conscious level to ensure **sustainable performance** over the long term.
- Building individual **accountability** for outcomes.
- **Emotional intelligence** – the new frontier of success.
- The **science** of developing **successful thinking** and how it relates to work.
- 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.
- How to develop the key drivers to success - **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**.
- Learning to build **efficiency, effectiveness** and **quality** into our work.
- Removing the **mental and emotional** obstacles that prevent us from taking action and lead to **procrastination** and **poor performance - fear, failure & rejection?**
- **Building an internal narrative designed for success**.
- **Focusing action** on the activities that **generate massive results**.
- Big thinking and breaking down **self-inflicted barriers** to success.
- **Setting new mental standards** and **expectations** – a lesson from the Navy Seals.
- Building **high-performance teams** based on principles of **success**.

#### 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: B2B SALES SKILLS

## Course Content

- Understanding how the **sales landscape** has changed in the **last 3 years**.
- The **10 critical skills** salespeople need to succeed in a **post-Covid sales environment**.
- Understanding the **sales methodology** that is leaving all other salespeople behind.
- Getting clear on your **value proposition** and being truly sold on your product.
- Defining the parameters of your **ideal client**.
- **Lead generation** & building an **effective prospecting** list that is **pinpointed for success**.
- **Cold calling made easy** – **How to set up appointments quickly** with little resistance.
- **Reducing resistance from a client** by resetting your **motives for selling**.
- **Diagnosing your client's problems** and understanding their pain points.
- **Creating a case for change** and managing the **emotions of your prospect**.
- Overcoming **reflex responses, brush-offs and objections**.
- **Building and managing an effective sales pipeline** that **generates predictable results**.
- How to **reverse engineer 200% sales targets** by focusing on **IGA's**.
- The importance of **measuring and tracking** sales performance.
- Learning to create **predictable outcomes** in sales including targets and commission.
- How to leverage the **compounding effect** of small percentages across your sales process
- Designing your own **sales plan & MAP – Massive Action Plan**.
- How to sell the **features, benefits and extended benefits** of your product or service.
- **How to build emotion into the sales process to close the sale**.
- **Account management, client retention** and establishing yourself as a **strategic partner**.
- How to **demonstrate ongoing value and ROI** to clients throughout the sales process.
- How to get **multiple commitments** from clients during the sales process.
- **Building continuous credibility and trust** with your clients.
- **Selling outcomes** and tying your solution to solving your client's problems.
- **Exploring possibilities** with clients and **creating a need** where one may not have existed.
- **How to create urgency to buy!**
- The art of **influencing** your client positively – the **8 principles of influence**.
- Skillful **upselling and cross selling of** your products or services to clients.
- Identifying buying signals and **closing techniques** that work.
- Creating **win-win deals** and **closing the sale**.