

# SALES MINDSET

SALES TRAINING AND MINDSET COACHING

## B2C HIGH PERFORMANCE MINDSET & SALES SKILLS (2 DAYS)

### Day 1: Sales Mindset

- Understanding how your **belief system** determines your **thinking, perceptions, choices, actions** and **outcomes in sales**.
- Using the **principles of high performance** to build a new set of **disciplines, attitudes and habits**.
- Understanding **homeostasis** and how human **resistance to change** and **discomfort** leads to **inaction** and **poor performance**.
- Taking responsibility for **triggering** your **own discomfort** to ensure **sustainable performance**.
- **Overcoming the emotional blocks** (Such as fear of failure & rejection) that lead to **procrastination** and prevent us from **taking action** on the **activities that generate income**.
- **No excuses** to not perform, only **opportunities to problem solve** and **grow**.
- How to build a **successful mindset** as a habit.
- **Emotional Intelligence** the new frontier of success.
- Identifying our **negative self-talk** and its **harmful effects** on our performance.
- Designing **powerful affirmations** that drive superior performance.
- Building **Individual accountability** in order to achieve your required outcomes in sales.
- The power of your **perception** and its ability to influence your performance in sales.
- How to develop the key drivers to success – **confidence, self-belief, self-esteem**.
- Overcoming a **complaining mindset**.
- Understanding the **limitless nature** of your potential.
- **Recalibrating self-expectation** and setting new benchmarks for performance.
- How to set clearly **defined short, medium, and long-term goals**.
- Developing our own **psychological buy-in** to achieving these goals.
- Building extreme **efficiency and productivity** and designing a system for **prioritising income generating tasks and cutting out distractions**.
- The **science of big thinking** and breaking down **self-inflicted barriers**.
- **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

- Understanding how the **world of sales has changed** in a post-Covid environment.
- Defining the **characteristics of top salespeople** and establishing a blueprint for success
- **Building Rapport** and **opening relationships** that establish **credibility** and **trust** quickly.
- **Building loyalty** and an **emotional connection -FAST!**
- Helping your customer **build a case for change** and reframing their perceptions.
- Getting clear on **your company, brand, and individual differentiators.**
- Why **the quality of your emotional state** is the difference **that makes the difference.**
- **Lead generation** & building an **effective prospecting** list that is **pinpointed for success**
- **Options:**
  - 1) **Cold calls and how to set up appointments quickly** with little resistance **OR**
  - 2) **Converting incoming calls to closed sales OR**
  - 3) **Converting walk-in prospects to closed sales.**
  
- **Reducing resistance from prospects** by resetting your **motives for selling.**
- **Diagnosing the client's needs & wants using skillful questioning techniques**
- Learning to **articulate value** throughout the **sales process**
- The **psychology of moving a prospect through the sales process** to a closed sale.
- Overcoming **reflex responses, brush-offs and objections.**
- The importance of demonstrating your **product & service expertise.**
- **Cross-selling** and **upselling add-ons** and **value-added** services.
- **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** from your prospect to **guide** them to a closed sale.
- **Exploring possibilities** with clients and **creating a need** where one may not have existed.
- Dealing with **discounts** and **concessions.**
- 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.
- The importance of **persistence** and **follow up** by demonstrating **initiative** and **proactivity.**
- How world class **customer experience** leads to **repeat business & customer loyalty.**
- **6 powerful closing techniques** that work.