

# THE MINDSET LEARNING JOURNEY



**STAPLETON**



HERE'S WHAT YOU'LL COVER ON STAPLETON 2.0'S SALES MINDSET JOURNEY

## PREPARATION

### Module 1: Prework

Previews, preps and establishes context for journey

### Module 2: Quick-start

Five things to start doing right now to breathe life into your mindset shift



## FOUNDATION

### Module 3: Core Principles

1. Where our sales results really come from
2. How the buyer/selling interaction is different from all other human interactions and why that matters more than just about anything else
3. How we send signals that trigger the deadly "Salesperson Stereotype" in the customer's mind without even knowing that we're doing it.
4. The only two things we ultimately want from all of our customer interactions and the surprising way to get them
5. The sixsignals that trigger a trust response (positive or negative) in the customer's mind.
6. The direct connection between sales mindset and sales results
7. The problem with "Sales is all about relationships"
8. Deadly DNA: our Traditional Sales Mindset is inherited, not learned
9. What it really means to 'Create differentiation by the way we sell' (and it has nothing to do with rapport, responsiveness and technical expertise)
10. The one decision we all have to make



## MINDSET BOOTCAMP

### Module 4: Mindset and language building blocks

1. We're all prewired to speak Traditional Sales Language; we don't know we're doing it; and it's really getting in our way
2. Our mindset colors our language; but our language also colors our mindset!
3. The vital missing link in how we use language and why embracing it will transform your customer conversations
4. The information we want is not the same as the question we ask to get it
5. We don't think we're interrogating customers...but oh we are

## MINDSET BOOTCAMP (CONTINUED)

### Module 5: Qualifying Interactions

The Qualifying Interaction is the most valuable, most differentiating, and most under-leveraged buyer/seller interaction in all of business. It's also, by far, the most demanding of all customer interaction types.

That's because it's not possible to conduct a qualifying interaction without shedding all remnants of the master/servant dimension of the Traditional Sales Mindset (and it's the hardest dimension to shed).

You will practice qualifying interactions across a wide range of settings and circumstances.

### Module 6: Business Development Interactions

Business Development (BD) interactions are the bread and butter of many customer-facing people. Even though most BD interactions don't necessarily 'blow up,' most do underdeliver. That's because it's the one interaction type where it's not uncommon for us to unwittingly send all six of the signals that flow from a Traditional Sales Mindset.

Three notables:

1. How to avoid sending the "Rapport-as-a-technique" signal that everyone sends in BD interactions
2. How to operate non-transactionally (even when there's a transaction on the table)
3. How to instantly shift the master/servant relationship, which existed before you and the customer even met, into a peer-based relationship.

We will guide you along a mindset—and language—shift that will transform your BD interactions.



## Module 7: Current Customer Interactions

Statistically, the number one reason for losing good customers is summed up in one word: change! Something changed and we weren't aware of it. This places a massive demand on us to engage with existing customers in ways that go far beyond the familiar "Relationship building" activities.

The Module 7 Current Customer Interaction is, above all, an information-gathering interaction. But one that will take your information-gathering efforts to places you never dreamed possible.

That's because it takes you past the idea that we get information from customers based on the rapport we create with them and by our ability to "Finesse" information out of them. Those unhelpful beliefs diminish both the information we get and, more important, the trust we've worked so hard to build.

## Module 8: Interaction Curveballs

Nothing puts our mindset to the test like interaction curveballs. That's because there's no time to think! We must respond reflexively. If that reflexive response is animated by a Traditional mindset the outcome is never to our advantage.

## Module 9: Emails

A Traditional Sales Mindset will always produce a Traditional email...full stop! That's because emails are more about putting our mindset into writing than they are about clever word-smithing. Not only will all your emails be transformed (and become way more effective) you will end up using email where you would not have in the past.

## INTERNALIZATION

## Module 10: Apply to your world of customer interactions

Though you will have been applying what you're learning from the very start of your journey, we will now do that in a very intentional way by collaborating to create practice scenarios drawn directly from your everyday world of customer interactions.

## Module 11: (Optional) Test and certify

We highly recommend putting your mindset evolution to the final test with this step. You'll be amazed by how far you've travelled.

