

THE MINDSET LEARNING JOURNEY

STAPLETON



HERE'S WHAT WE'LL WORK ON TOGETHER ON THE 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 everything depends on knowing this.
3. How we send signals that trigger the deadly "Salesperson Stereotype" in the customer's mind without knowing that we're doing it.
4. The only two things we ultimately want from all of our customer interactions.
5. Why we must create parity in every customer interaction and why it's one of the hardest things in sales for us to get comfortable with.
6. Why mindset must precede methodology and process.
7. The six signals that create an atmosphere of trust in customer interactions.
8. The direct connection between sales mindset and sales results.
9. The problem with "Sales is all about relationships."
10. Deadly DNA: our Traditional Sales Mindset is inherited, not learned.
11. What it really means to 'Create differentiation by the way we sell.'
12. The three decisions we all have to make.



FOUNDATION (CONTINUED)

Module 4: Mindset and language building blocks

1. We're all prewired to speak Traditional Sales Language and it's all but impossible to create an atmosphere of trust when we do.
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 we are. How to fix this.

APPLICATION

Module 5: Qualifying Interactions

The Qualifying Interaction is the most valuable (and most under-leveraged) buyer/seller interaction in all of business. Project, customer, and opportunity selection are impossible without it. It's also, by far, the most demanding of all customer interaction types.

That's because creating an atmosphere of trust in a qualifying interaction demands that we shed 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.

Module 6: Business Development Interactions

Business Development (BD) interactions are the bread and butter of many customer-facing people. And while most BD interactions don't necessarily 'blow up,' most do under-deliver. 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, greatly diminishing the atmosphere of trust that we so desperately need to create.

Three notable areas of focus:

1. How to avoid sending the "Rapport-as-a-technique" signal that virtually 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.

You will be guided along a mindset (and language) shift that will completely transform your BD interactions.

APPLICATION (CONTINUED)

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 beyond "Relationship building" activities (which definitely have their place).

The Module 7 Current Customer Interaction is, above all else, about the task of information-gathering. But effective information-gathering with customers, even existing ones, is impossible with a Traditional Sales Mindset.

This module takes you past the mistaken idea that we get information from current customers based on the trust we've built with them over time. That surprisingly unhelpful belief diminishes both the information we get and the trust we've worked so hard to build through the years.

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, with 'milliseconds' to create the atmosphere of trust we need to manage the curveball. But if our reflexes are animated by a Traditional Mindset the outcome will not work 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. Creating an atmosphere of trust in an email is a special science.

INTERNALIZATION

Module 10: Test and certify

This is the most robust and demanding module in the journey! You will go much deeper into all the previous topics (Modules 3-9), practice scenarios that are complex and nuanced, and be asked to explain many of the central ideas. Module 10, Part 2 takes place six months later.

Module 11: Apply to your world of customer interactions

Though you will obviously be applying what you're learning throughout your Mindset journey, you will now do that in a very intentional way by creating practice scenarios drawn directly from your everyday world of customer interactions. It is the perfect way to punctuate your journey.

