



Table of content

Week	Sales Workout	Completed
1	Goals: Behavior vs. General	
2	Objection: Let me think about it !	
3	Psyching Yourself Out	
4	Decision Makers – Right Persons in the Room	
5	Truth Serum – Getting the Real Answer	
6	Inoculation to avoid regret	
7	Data to capture in a CRM	
8	Presentation Process	
9	Inoculation to keep salespeople motivated	
10	Four Growth Strategies	
11	Break Even Point (BEP)	
12	Client Acquisition Cost (CAC)	
13	Total Cost of Ownership (TCO)	
14	Sales Velocity: 4 Levers to Increase Sales Speed	
15	Battery Life Framework: An Activity Model	
16	Battery Life: Number of Opportunities	
17	Battery Life: Average Deal Size	
18	Battery Life: Win Rate	
19	Battery Life: Sales Cycle	

20	Self-Assessment	
21	4 Aspects of Selling (FBAG)	
22	Comparative Analysis	
23	Porters 5 Forces	
24	Hero Story	
25	Inside Customer Brain	
26	Buying Signals	

27	Asking Good Questions	
28	Questions to Qualify a Buyer	
29	Discuss B.A.N.T.	
30	Objection Redirection	
31	Three Options Upselling	
32	Second Sales Strategy	
33	Gap Selling	
34	Objection: Can I get a better price (discount)?	
35	Upselling - Will that Be Enough	
36	Foot-In-The-Door (FITD)	
37	Objection: I'm happy with current vendor	
38	S.T.A.R.T. Selling	
39	Verbal Gifting – Getting them To Talk	
40	What are your customers Latent Needs (iceberg)	

41	Using Pattern Interrupts	
42	Value Trinity: IR, RC and EM	
43	Challenger Sale	
44	The Liking Formula – People Buy from People They Like	
45	Universal Sales Formula: E + E + E	
46	MT NUT: Five Reasons Customers Don't Buy	
47	Blocking Objections	
48	Strategies for Gaining New Clients - Battery Life: Gain	
49	Battery Life: Retain	
50	Battery Life: Grow	
51	Battery life: Reactivate	
52	Sales Funk – Staying Motivated to Sell	



Module #01: behavioral goals Time: 15 – 30 minutes

Situation: A study on organization change which was described in the book, “The Critical Path to Corporate Renewal” divided change efforts into three categories: High Achievers, Average Achievers and Low Achievers. Focusing on the High and Low Achievers, they found that 89% of High Achievers had general goals compared to 86% for Low Achievers; no statistical significance. But when they took a closer look, they found that High Achiever had 89% behavioral goals and Low Achiever had only 33%; big difference.

- General Goals focus on what you or the company wants to achieve (e.g., grow our revenues by 25%).
- Behavioral Goals focuses on what you or your team needs to do to achieve success (e.g., meet once a week to discuss successes and challenges).

EXERCISE:

1. Have individuals list 1 – 3 of their general goals. Select individuals at random to share their goals aloud.
2. Next, have each individual select 1 goal and list the behavioral changes they have made or are making to achieve the general goal.
3. Select a few individuals to share their selected goal and the behavioral goals they have or will implement to insure their success.

Instructor Notes:

Objective: Get individuals to think beyond general goals and focus on what behaviors they have to change or implement to achieve their goals.

Example: If your goal is to increase the number of prospects you meet with from 5 to 10 per week, what needs to change, in your behavior, to make that happen? Examples may include: increase the number of daily calls from 3 to 5, ask existing clients for referrals, send out a newsletter bi monthly instead of a monthly, ...etc.

