



First published in Canada in 2022 by

Bailycom Holdings Inc.

Copyright Marc Baily and Bailycom Holdings 2021

All rights reserved. Use of any part of this publication reproduced, transmitted in any form or by any means, electronic, mechanical, recording or otherwise, or stored in a retrieval system without the publisher's prior consent, is an infringement of the copyright law. For photocopying or other reprographic copying of the material, a license must be obtained from the Canadian Copyright Licensing Agency before proceeding.

ISBN: 978-1-7781687-0-3

Special discounts and bulk orders for this book are available by your group or organization for sales promotions, premiums, fundraising and seminars. For details, Contact Bailycom Holdings Inc. at [books@bailycom.com](mailto:books@bailycom.com) or Marc Baily @ [marc@marcbaily.com](mailto:marc@marcbaily.com).

Cover Design: Marc Baily

Interior Design and Layout: Marc Baily

The Author and Publisher have both used their best efforts in preparing this book. Neither the author nor the publisher make any representations, warranties or guarantees with respect to the accuracy or completeness of the contents contained in this book and specifically disclaim any implied warranties, merchantability or fitness for any particular purpose. There are no warranties beyond those listed in this paragraph. No warranty may be created or extended by sales representatives or written sales materials. The accuracy and completeness of the information and opinions stated herein are not guaranteed or warranted to produce any specific results. The advice and strategies contained herein may not be suitable for every individual. Neither the publisher nor the author will be liable for any loss of profit or any other commercial damages that may result from the use or inability to use the information contained in this publication, including but not limited to special, incidental, consequential or other damages.

# INTRODUCTION



As a new entrepreneur, a sales veteran, a sales manager, or an industry leader, this book will offer you new (and some old) thoughts to consider as you develop your mindset and further your career. You'll find something, likely many things in this book, that will make you reconsider your overall approach and attitude to your career in sales.

I believe many of us have it entirely wrong. Sure, this is a book about sales, but it is unlike most other sales books you've read. If you are looking for a quick sales tips and tricks book, this book is not for you. Although these books can help, we must first revisit our mindset concerning how we view ourselves, our employers, and how we interact with others. Most of what we think we understand about selling is based on assumptions that have been reconstructed to the point where they are nearly unrecognizable. In the last ten years, selling has changed more than it did over the previous hundred. This book is for those looking to stare at the core of who they are and evaluate what they see. Willing to tear down old and outdated disciplines and rebuild them ethically and authentically. It's time to start building the foundational mindset needed to help you become a success.

Initially, Einstein said, "success is 80 percent mindset and 20 percent skill." I will submit to you that selling is very much the same way. Many people discount the importance of mindset related to selling. However, your mindset accounts for approximately 80% of your sales success or failure. Your mindset affects your attitude. Your attitude affects your behaviour. Your behaviour impacts your actions.

For this reason, your mindset is a critical piece of the foundation for sales success. Your subconscious mind will ultimately govern your thoughts and your resulting behaviour in any sales situation.

This book centres around reprogramming your subconscious mind. This book is for those who will give it an honest read looking at what they are willing to

change and how they can act differently to achieve better results. It's time to forge your path; take the first steps down the road to success by rolling up your sleeves and tearing down the old and outdated disciplines that do not serve you anymore.

# HOW TO DIGEST THIS BOOK



This book is written in stages. If you must, you can read through the entire book. If you genuinely want to get the most out of the experience, you should only read as far as you can digest and move on only when you're confident enough to use what you've read in real life. For example, reading the chapter about active listening before you have confidence in yourself or what you are selling would waste time.

When you've retained, digested, and embraced the stage of the book you are on, it's time to move on and embark on the next step.

The book's goal is to be a guide you can return to often. Consider using this as a textbook and refresh yourself on the sections you need to. For instance, when you're about to enter a new stage of your sales career and want to prepare yourself for the next new adventure, it might be a good time to pick this book up and give yourself a quick refresh. Or maybe when you're in a rut or slump and need help getting out. Regardless of the situation, visiting back often to build and embrace your foundations will be an essential piece to your success.

As you read through the book, take a look at [MarcBaily.com](http://MarcBaily.com) for links to additional resources. For people who have purchased this book, [MarcBaily.com/book-owners](http://MarcBaily.com/book-owners) has exclusive premium content just for you. Take a deeper dive related to each chapter you read.

Don't forget to check out my blog, [MarcBaily.com/blog](http://MarcBaily.com/blog), and subscribe to get updates as I publish new posts every week or so.

If you have further questions or comments, feel free to email me directly at [itsme@MarcBaily.com](mailto:itsme@MarcBaily.com)

# TABLE OF CONTENTS

1. The Most Important Sale You Will Ever Make.....	1
2. Goals – Committing To Your Future .....	9
3. 11% Isn't Good Enough .....	12
4. Start With The End In Mind.....	18
5. The L.A.S.T. Challenge – Becoming A Professional .....	26
6. Are You Listening Or Waiting To Speak? .....	41
7. Brand New You .....	51
8. The Authenticity Challenge.....	62
9. The Customer Experience Challenge .....	72
10. Becoming A Sales Superhero .....	84
11. What Is The New Sales Mindset?.....	97



# CHAPTER 1



## THE MOST IMPORTANT SALE YOU WILL EVER MAKE

Whether or not you work in a sales profession, you have undoubtedly faced situations that require similar mindsets to a salesperson. All of us engage in some version of selling. Sharing our ideas with friends and family, attending a job interview, and even parenting a child all have elements of the selling involved. The definition of "sales" is as follows: "to convince someone to accept, persuade someone of the virtues of, talk someone into, get someone around to, win someone over to, obtain acceptance for, win approval for, acquire support for, get across."

By definition, if you're successful in any of these actions, you have already made your first sale. But what is the most important sale that you will ever make? I'll give you a hint: You don't need to pick up the phone, knock on the door, or even open your mouth to make it.

Even though it may sound easy, this will be one of the most challenging sales you'll ever make. This is a sale that you will need to make over and over again. You may have to sell it every hour if necessary.

You are the most important sale you will ever make.

If you are not 100% committed to the idea that you can and will be successful, you will never succeed. When you commit to yourself and honestly believe it, your life will begin to change for the better.

Successful people stay inspired and motivated even when times are tough. It's one of the things that sets them apart from others. Successful people have a constant need to progress forward. Focused on achieving their long-term aspirations, they devote all their time and energy to successfully setting and attaining their goals.

Andrew Carnegie's rags to riches life story is a true demonstration of this. He was born in a one-room home in Dunfermline, Scotland, and arrived on American shores with his family penniless and destitute. He worked as a mill hand at age 13, learning the value of hard work and perseverance. By 1859, he was running the western division of the Pennsylvania Railroad Company.

Carnegie launched multiple businesses following his success in the railroad industry. These included telegraphy and ironworks. In 1901, Carnegie sold his company to J.P Morgan for \$480 million, and Carnegie Steel became U.S Steel. Andrew Carnegie died in 1919, and his legacy lives on through his philanthropic efforts: he donated millions to education, science and world peace. He is said to have been one of the wealthiest men in history.

There are many great lessons that we can learn from his story. Let's start with these:

- 1) You must convince yourself to accept that being successful, whatever your definition of success, is worth striving for and worth the massive amounts of time and effort it will take to achieve.
- 2) You need a long-term strategy: it takes years to build something incredible.
- 3) You have to constantly re-examine your ideas about what works and why; however "right" those ideas seem at first, exploring and resetting aspects of your mindset in certain areas along your journey is critical.
- 4) Understanding at your core what drives you to succeed is imperative.

Why does individual self-motivation seem to be difficult for some people? What can we do to remain motivated in the face of challenges? How can we overcome obstacles in our path, forge ahead, and achieve the goals that excite

us? When we understand what motivates us, we can use our core motivators to create the inner drive and urgency necessary to reach our goals.

## **What drives you, then?**

You've heard it time and time again. "If you want to be successful, you have to believe in yourself."

The funny thing is, it's uttered so often that we tend to ignore it. We hear the words but don't understand the impact the term has on our lives. It goes in one ear and out the other. There's no way to achieve your goals without the right motivation. There's no way to become successful without having faith in your abilities.

Trying to get ahead in life without believing in yourself is like trying to swim upstream. You might make a little progress, but you're going against the current, and you're bound to end up exhausted and beaten by the task at hand.

You see, success requires more than just a belief in your future. It requires an unwavering belief in yourself and a willingness to do whatever it takes to succeed. Here is the problem. Most people don't know what drives them or how to use it to get ahead in life.

Let's explore six of the most common sources of motivation for professional success and see what fits you best.

### **1. Self-mastery and growth**

If you're motivated by self-mastery and growth, you believe everyone, including yourself, can be a better version of themselves. You see potential in everyone and are willing to help them realize it.

You have a desire to become a better person yourself. It isn't something that happens overnight; your journey is an ongoing process that requires you to keep learning and improving.

## **2. Recognition and approval**

Are you motivated by success? You are motivated by recognition and approval if you want others to see you accomplish great things. You want to earn respect for your accomplishments and abilities and feel that you are making a difference in the world.

To be motivated by recognition and approval, you have to be willing to share your hard work with others and let them know what you've accomplished. If you're not comfortable with that idea, you're probably motivated by something else.

## **3. Power**

Do you have a burning desire to one day become the leader of your industry? Do you dream of being a multi-millionaire? For you, maybe the world isn't big enough. You want to take over the universe. If this is true, then you're probably motivated by power.

There are many kinds of power, and not all types are the same. For example, the power of love is very different from the power of money. People motivated by love will probably be happier than those motivated by money. But put simply, those who enjoy the things that money affords them will have more success in life than those who don't.

So what type of power motivates you?

## **4. Desire to win**

If you have a champion's mindset, you will always strive to be the best at what you do — a true competitor by nature.

"If you want to be a champion, you must be willing to pay the price. If you're not willing to pay the price, then you'd better settle for something else." – George Foreman

Being a champion is more than having the talent or fitness to win. It's also about being motivated enough to work harder than anyone else. Champions can push themselves beyond their limits because they are determined to win.

To be a champion, it's not enough to have the potential. You must make sacrifices to put in the hard work and effort needed to reach your goal. Your willingness to do this will make you stand out from others.

When you desire to win at all costs and have no tolerance for failure, you likely notice polarization in relationships. Some people will be very loyal to you, and others will not be able to tolerate your constant competitive nature. You don't give up when faced with obstacles; instead, you use those failures to fuel self-improvement.

## **5. Reaching out to others**

Do you have a burning desire to assist those in need? Is it always in your nature to do what you can to help others? Are you inspired to give back and leave a lasting impression on others? Then, giving back could be the driving force behind your success.

It is an excellent sign if you have a burning desire to serve others. If it is the driving force behind your desire to achieve, you should devote your time and attention to it. We can make a living by giving, as Winston Churchill once said. In some cases, it might be better to give than to receive. Giving without expecting anything in return will lead to unexpected blessings.

## **6. Passion**

Passion is a powerful motivator. It pushes and motivates you to succeed because you constantly think about it. Developing your passion is essential if you want to be successful in life. Don't simply go to work for the money; do it because you enjoy it.

Living a life driven by purpose and passion is, after all, a significant and long-lasting motivator.

Motivating ourselves is simple if we have a clear idea of what makes us come alive inside. Ideally, we should have a little bit of each of these motivations in our lives to guide us towards success. Each of these sources is a potential source of motivation in different areas and times in our lives. Focus on getting to know what, at your core, is your main motivational drive. Notice that some types will grab you and inspire you quickly, while others may have no effect at all. When you can find a good balance and integrate them naturally into your life, you will be on your way to consistently reaching the goals you set.

## **Sell Yourself on What Your Selling**

There were times that I've had less-than-stellar results in sales. It was not due to my inability to sell or lack of effort. It was pretty simple. I wasn't sold on what I was selling. I didn't spend enough time investigating what we have to offer. I didn't listen to those who were at the top of the sales charts, most enthusiastic about what we were trying to accomplish.

I could not find a route to success as I jumped from one job to another. Even when I started my own business, I was guilty of undervaluing my services by setting my prices too low. I had to sell myself on what I was selling the same way I sold myself to myself before.

I finally understood that if I were going to be successful, I would need to surround myself with people who knew what I had yet to experience. I needed to steal their knowledge for myself. I wanted to surround myself with people who believed in what they were selling and were passionate about their work.

It doesn't matter what industry you're in or what your role is. You have to have confidence in yourself and value your work. If you don't, there is no way you will ever be successful. As a leader, you need to motivate the people around you on a cognitive and emotional level and constantly remind them why what you sell is so important.

Every great business starts with a big vision, and this vision comes from the founder's belief in what they are doing. Their communication should focus on why they are doing this and how it will change the world for the better.

If you can learn to align and communicate that vision, your journey will surely be to leadership, and success will follow.

### **Now...**

Take a deep breath and consider this... What are the parts of your character that you enjoy the most? Now think of the most influential people in your life. What would they say your most exemplary traits are? Do you want to hear what they have to say?

Find out and make a personal mission statement out of the replies you receive. Comparing their answers to what you thought they might say will give you some insight into how your peers view you. If you'd like, you can find a questionnaire for this exercise at [marcbaily.com/peer-questionnaire](http://marcbaily.com/peer-questionnaire).

Think about how you might use these attributes to your advantage while interacting with potential customers.

How and when do I sell myself?

You can never oversell yourself on your success. Sell yourself on who you are as often as you want and need to.

Remind yourself what your success looks like to you. Visualize it. Sell yourself, not on what you need to do, but on what you will do. Sell yourself, not on why it won't work, but why it will. Sell yourself, not on the obstacles you see in front of you, but instead, try to sell yourself the way around them. Show that you know your goals are possible even if they have previously been unattained.

### **When have you truly sold yourself?**

Have you ever noticed the transformation from not believing in yourself to unwavering confidence? Maybe it's those times that you decide to quit procrastinating and get down to work. Perhaps it's when you choose to stop being lazy, start eating right and exercise more. We are all capable of making a change and leading the life that we've always wanted to live. At these moments in life, when we decide to take action, we begin to sell ourselves.

Remember, you sold yourself on your success, so you must commit to it and follow through. Go big or go home. Don't give up, and don't give in. Be the lion on the Serengeti plain and go out there to get what's yours!

# CHAPTER 2



## GOALS – COMMITTING TO YOUR FUTURE

Albert Einstein, Michael Jordan, Elon Musk, and Oprah Winfrey. What do these icons have in common? Well, one thing is for sure. They certainly committed to their goals and didn't look back.

Each one of these legends worked hard and devoted themselves to being the best they could be. They dedicated themselves to their trade. They took the time to discover their flaws and worked hard to overcome them. They knew the dangers that awaited them and decided to take them head-on. There was no question about how they got there. They had failures along the way, but they remained steadfast in the pursuit of their ambitions.

Are you ready to commit the time and effort it takes to succeed?

The sad truth is that you will have to work hard. You will be challenged like never before. You will be pushed to your limits. The people who succeed in life the fastest are the people whose work ethic you envy the most.

Are you sure you're on board for this? Many people talk about being committed, but who really signs up for these headaches? When it gets hard, and you feel like giving up, will you step up to the plate and do the work? Are you committed to overcoming the challenges and rejections along the way?

The good news is that you've already got a clear road ahead. Many people have already carved out their unique pathways to success. Ask yourself these questions.

Who's route to success is like the one I'm now on?

Who are the people that inspire me?

Who are the people that have influenced me the most?

Who are the people in my social circle?

Who can assist me on my journey?

Write these answers down, and don't forget to ask for help. Don't ever forget that you are not on your own.

### **Do you know what your goals are?**

We live in a goal-oriented society. The question is, do you know what your goals are? Do you have them written down? A whopping 98 percent of those who see this question will answer no. Before we start writing, let's take a minute to understand the difference between goals, dreams, objectives, targets, purpose and aspirations.

**What is the difference between a goal and a dream?** A goal is a dream with a deadline.

**What is the difference between a goal and an objective?** An objective is an intermediate step toward a goal.

**What is the difference between an objective and a target?** A target is something you can expect to achieve.

**What is the difference between an objective and a purpose?** A purpose transcends time. It's something you want to do with your life, not just this week, month, or year.

**What is the difference between a goal and an aspiration?** An aspiration represents the highest possible achievement of which you are capable, given all your talents, knowledge, and circumstances.

**What is the difference between aspirations and dreams?** Dreams are ephemeral; they come and go like clouds in a windy sky. What distinguishes them from fantasies is that they have some connection to reality. Your aspirations will always be greater than what you could even imagine today. Aspirations are dreams on steroids: they are so big they take over your life until you achieve them.

Understanding your goals, dreams, objectives, and targets can help you develop the roadmap to life. Goals change as we change; they evolve with us as we grow wiser and more capable. Choose goals worthy of your dreams. Set goals that give the rest of your life meaning. Your purpose and aspirations turn that journey into the life of your dreams. It takes determination, patience, focus, hard work—and perhaps most of all, courage.

# CHAPTER 3



## 11% ISN'T GOOD ENOUGH

Salespeople spend 79 percent of their time on tasks other than selling or prospecting. They spend an average of only 11 percent of their time on closing.

Do you know how many people can operate at just 11 percent of their capacity and still survive regardless of their profession? That might explain why so many salespeople are in danger of burnout.

Anyone who has worked in a sales environment knows the challenges one faces. Sales is an inherently risky profession, but the reward can be equally as grand as said risk. If you commit, you can earn tremendous success. But you can't put laziness in the bank, and you certainly can't buy groceries with it either. If you aren't willing to work hard, somebody else will eat your lunch.

Many things can distract you from reaching your goals in sales. Salespeople spend just 11% of their time on follow-up and sales appointments. Often, paperwork, order tracking, socializing, and customer support are cited as consuming the remaining 79% of their time.

So what can you do? Sometimes you feel like a slave to time. You have no control over it. You don't have enough of it to do the things you genuinely enjoy, and you are tired of constantly feeling like a cog in a wheel. It's time to take control of your life, but how?

Before dismissing the 11% figure, look at your company's best salespeople. How much time do they spend prospecting and selling? What distinguishes

their approach from yours? What can you glean from them? What is their frame of mind? Do they start the day with a pleasant attitude and a clear plan?

Look yourself in the mirror and ask this question: Am I working on the items that will generate the income I desire and bring me the respect I long for? If not, what can I do to solve this problem?

First, It's important to know where your time goes. If you don't already have a time log, start one for a month and keep a note of what you're doing every half hour. Take the time to do it well. Use an efficient and straightforward tool to precisely record your time.

Once you've analyzed your time, you're well on your way to discovering a remedy. You have history recorded; you can visualize your time and share it with others. You can start identifying issues and work to remove time-sucking tasks and take a more organized approach to your day.

Now you can be deliberate about how you spend your time. Is what you're doing right now moving you closer to your goals? If not, then a change is in order. Continue to ask yourself: "Am I making the best use of my time right now?" And be honest about your response. Time is our world's most valuable and finite non-renewable resource. The more you study it and apply it to your life, the more success and fulfillment you will have.

Imagine how much more you could do with twice the output. How will this affect your income? When you understand your day, you can start making the most of it.

What do you need to accomplish today? If you are new to daily planning, you will undoubtedly not be a great estimator of your time. New ambitious planners often overestimate what they can achieve in one day. Don't get discouraged. When you plan daily, you will start getting better at it and realize what is feasible to accomplish in one day. Your peers and associates will notice when you become a good daily planner and will be less likely to try to make plans for you.

It is not enough to sit in an office all day, waiting for someone else to take the reins with your vision. Choosing to do something on your own rather than being made to do it is a considerably greater commitment than if it were forced upon you.

Find alignment between how you want to spend your time doing what you enjoy and spending time becoming your vision of success. If those continue to run parallel to each other, you are on the right path.

If you are reading this book, your commitment level is already higher than that of the vast majority of individuals.

Commitment is the backbone of any self-fulfilling prophecy.

Commitment can unlock enormous potential in both your business and personal life. Taking risks and committing to your work puts you on a path to personal development and growth.

Commitment is about facing new and unfamiliar challenges with courage. We actively seek out new ways to improve. We challenge the norms to find innovative ways to approach old problems. And we learn from each other because that is the fastest way to gain new perspectives and abilities.

These new skills, talents, and experiences bring newfound confidence. That confidence, in turn, leads to a greater level of dedication and a greater level of capability.

We often overlook the problems ahead of us because of our desire to succeed. As humans, we create objectives and strive to meet them immediately, but we can't always do so.

Encountering failure repeatedly can hurt your self-esteem, and you may struggle to regain your confidence. When you lack self-confidence, you may begin to believe that life will be a series of failures. This thought can lead to feelings of frustration and hopelessness, even when there is no objective reason for your pessimism. You may feel stuck on a path that leads nowhere, and your failure becomes a self-fulfilling prophecy.

Contrary to popular belief, there is no one-way street or straight route to success. It's a hazy path with many twists and turns; you'll need to take it cautiously.

How can we explain the success of certain people? Why do some people's spirits remain high even when they have had little encouragement in life? What qualities do these people have that help them become so successful, even in the face of tremendous adversity?

Successful people must have some special ingredient that helps them along the way. What is their secret sauce? What guides them down that uncertain path?

When questioned about his training, Muhammad Ali famously responded, "I loathed every minute of it, but I said to myself, 'Don't stop, suffer now, and enjoy the rest of your life as a champion.'"

When training for his battles, he would push himself to the max, refusing to give up. As a result, he became a boxing legend, often regarded as the greatest of all time.

Rowling, the Harry Potter series author, is another example of success. Bloomsbury was the 13th publisher to turn down the manuscript for the first book in the series. "Failure meant a stripping away of the inessential," she says of the experience. When I realized that I couldn't pretend to be anything other than the person I was, I decided to put all my efforts into finishing the single project that mattered to me instead. Because if I'd been successful elsewhere, I wouldn't have had the drive to thrive in the area where I thought I genuinely belonged."

Both Muhammad Ali and J.K. Rowling persevered to the top of the mountain thanks to their tenacity.

"When the rest of the world tells you to give up, try it one more time." - A mystery person

## What is Perseverance?

Perseverance and persistence are critical factors in determining whether or not you succeed in your journey. The ability to persevere is crucial if you want to attain outstanding achievements in your life. Regardless of your objective or how long it takes you to achieve it, you don't worry about it.

It is impossible to tell if your dreams will come true if you give up on them quickly. It only takes one "yes" to make aspirations come true. You can't stop trying.

Perseverance is defined as the ability to persist in the face of adversity and finish a challenging task. It takes much patience to cultivate persistence in yourself.

Perseverance has several advantages aside from teaching you patience:

**Trustworthiness:** People are more likely to trust someone who has a history of endurance. They know that person will not give up no matter how difficult the situation becomes.

**Gives you self-confidence:** It boosts your self-esteem and self-confidence. You begin to take full responsibility for achieving the goals you've set for yourself. An undeniable sense of empowerment comes from knowing that you can control your fate. In your mind, you are in charge of your destiny.

To be judged, "I am not assessed by the number of times I fail, but rather by the number of times I succeed; and the number of times I succeed is directly proportional to the number of times I fail and keep trying."— **Tom Hopkins**

## Heightens your Motivation

When you pursue a goal, you may say that you are dedicated to it, even if you aren't. You must have a passion for what you're doing and make sure you immerse yourself in the journey. Working hard for the end goal gives the destination greater significance and value.

In the real world, there is no such thing as a fast track to riches. It is well-known that the destination we call success does not come quickly. The journey to success can certainly be rough at times, but it's undoubtedly worth the time it takes to get there.

# CHAPTER 4



## START WITH THE END IN MIND

You may be surprised to learn that many screenwriters and novelists begin their projects by writing the ending to their story first. Because the finish is vital to their storyline, they start with the end in mind. Even if you had an excellent start, a wrong ending would ruin the rest of your work. If they know how the narrative will end, they can plan the rest of the plot accordingly.

Starting with the end in mind is not only excellent writing advice; it is excellent advice for many aspects of our life. The best way to plan for a successful outcome in any situation is to prepare before executing. Start by conceptualizing the result you hope to achieve. Work your way backward through the potential obstacles you might face along the way. What are the risks, objections, and challenges you might face?

A good example of this is a sales process. A sales process is an organized way of helping your customer through the steps they need to take before purchasing your product or service. We design the sales process to be synergistic with the customer's buying process.

Begin with the end in mind is the second habit in Stephen Covey's "The 7 Habits of Highly Effective People" book.

"Habit 2 is built on imagination—the capacity to envisage in your mind what you cannot now see with your eyes," writes Covey. He explains, "based on the notion that all things are produced twice," starting with the end in mind is a good strategy. "There are two kinds of creation: the first is conceptual, and the second is physical."

Just imagine how professional athletes such as Lebron James or Mike Tyson must have prepared for their big nights. First, they have the end in mind - winning. Then, they plan how to achieve that goal. After that, they practice until they can make every move in their heads perfectly before competing.

These athletes discovered that the end result is the beacon that guides you. Preparation and determination are the fuel that will help get you there and prevent you from getting off track.

Here are some examples of when to start with the end in mind.

### **To slim down**

Find a photo of yourself. One from when you were a healthier weight and use it as motivation to shed pounds. Imagining how you'd look and feel at your ideal weight might help you shed pounds. Alternatively, invest in an outfit that you hope to be able to wear one day.

### **To achieve success in the workplace,**

You can keep going in the face of adversity by picturing what you want to accomplish in your profession. Is it wealth? is it recognition? Probably both! Picture the end result and build the road towards it.

### **Strategic Development On An Individual Level**

It's easy to say, "Start with the end in mind." But it's not always easy to execute.

The challenge of strategic development has been studied for years. It's been researched and written about because we continually fail to plan and prepare properly. We often excuse our preparation. Too busy preparing for the next task or project, we rarely consider how our actions today will affect our results tomorrow.

Striking a balance between taking care of the present and preparing for the future can be challenging.

To help us find this balance, we must first understand how it is measured. To do this, we need to clarify exactly what strategic development is. According to Michael Lombardo, "Strategic development involves identifying and planning for opportunities in advance of your competitors." The key word here is planning. Strategic development involves assessing where you would like your career, business or organization to be in the near term (three to five years) and then taking action toward that goal."

The analytical and goal-development process takes time, but it can be extremely rewarding for those who do it correctly. It's easy to see why this process can be so beneficial. To build your personal strategy, use 3D Brainstorming. 3D Brainstorming consists of three essential elements:

### **Define:**

When you're trying to accomplish something, the first step is defining it. Define your goals by making sure they are SMART: Specific, Measurable, Attainable/Achievable, Relevant, and Timely

SMART goals reduce the possibility of ambiguity. A commonly accepted goal is something like "spend more time with family," but that could mean many different things to different people. How do you measure the success of this goal? How much time with family is enough? How much time with family is too much? What else is going on in their life that might affect their ability to accomplish it? SMART goals answer these questions, making them more likely to be achieved.

For example, a goal like "spend more time with family" could be reframed as "spend one hour every day learning at least one new thing with my son" or "have a weekly date night with my wife."

### **Design:**

Now you have your goal, and it is SMART (Specific, Measurable, Attainable/Achievable, Relevant, and Timely), but you aren't done yet. It's

important to think about the road ahead and not just focus on the destination. Even if your goal is SMART, will you be able to get from where you are now to where you want to be? What obstacles will you run into along the way? It's important to plan for these things before getting sidetracked or making decisions that will take you further away from your goal.

Now let's talk about designing a plan of attack. As with any good plan, it starts with the end in mind. In this case, the end is the SMART goal you defined in step one. The design is the plan you make to ensure you reach your goal. Use these five steps to help design your path.

**1. Make a list of steps**—what needs to happen? How is that action related to the larger goal?

**2. What are the risks**—both internal and external factors? What can go wrong? How might I deal with them?

**3. Take advantage of support**—find out who can help or support you in reaching your goal; outline details on how they can help or support you.

**4. Brainstorm strategies**—Have frequent brainstorming sessions to improve your design. What could you do right now to move you toward your goal? How can those things be developed into bigger strategies?

**5. Create measurable milestones**—Set milestones for yourself along the way. Like the goals you set above, each milestone is SMART—Specific, Measurable, Attainable/Achievable, Relevant, and Timely. It becomes easier for you to stay on track and check off items as you achieve them. For example, if you're saving up for a vacation, it's not enough to just tell yourself, "I'm saving up for my vacation." That's nice, but it doesn't tell you what you should be doing to reach your goal.

Break your goals down into manageable pieces. If you want to save \$2400 this year, set milestones to save \$600 each quarter. By the end of quarter two, you'll have \$1200 saved. By the end of quarter three, you'll have \$1800 saved. Save \$200 every month to ensure you hit your milestones and don't get off track and lose sight of your vacation.

When we hit a milestone, it's a great time to celebrate. Celebrating each milestone gives us a chance to pat ourselves on the back and feel good about what we've accomplished.

### **Dedicate:**

You have to be willing to go that extra mile in order to achieve your goal. You need to commit to the cause and craft a mission statement that aligns with why the goal is important to you, how you'll accomplish it, and share your mission with others.

A good mission statement will help keep you focused on what matters and remind you why you are doing what you are doing. If a mission statement doesn't excite you, then there is no way that you will be able to make it happen!

Here are some tips for writing a compelling mission statement:

**Make sure it aligns with your values.** Your mission statement should align with your core values so that when times get tough, you know precisely why this goal is important to you and how much work needs to get done for it to succeed.

**Make sure it's memorable.** Write something catchy that people can easily remember so they can spread the word about it too!

**Keep it short and sweet.** Keep your mission statement as short and straightforward as possible. Keep it no longer than three sentences; people won't read long paragraphs like these anyways!

### **Your Vision At 10,000 Feet.**

Having a 10,000-foot view of your goals will help you avoid the short-term distractions that can trip up salespeople.

What is your vision? What are you targeting to achieve this year? Five years from now? And ten years from now? I'm not talking about making millions or

getting featured in Salespeople's magazine. Those are great goals, but they're short-term. What do you see for your future?

Having a long-term vision will help you stay focused on personal growth. It will also keep you from being sidetracked by daily or weekly issues that demand your attention but don't really move the needle when it comes to the success you've designed.

Setting a long-term goal also helps with decision-making. Knowing where you're heading and why makes it easier to anticipate potential problems and make smart choices when handling them.

### **Develop a business and personal goal statement**

What and who you desire to be should be addressed in this statement. Your aspirations should align. What do you want your career to look like?

If this statement serves as a platform to embody your aspirations, it must express an intellectual vision. As you work on this, ensure you are as explicit and clear-sighted as possible. It will help you measure your progress over time.

### **Take it one day at a time**

If you are starting with the end in mind, your days will never be the same. Ultimately, every activity will have a clear place in the larger scheme of things. You'll be able to achieve your personal and professional goals.

You get better at making decisions because you know instinctively what makes sense and why. Take it one day at a time and measure your results along the way to stay on track.

### **It's not cast in stone**

Like your strategic plan, your plot is a constantly evolving and growing organism. Your goals change. Your dreams develop. And your ambitions

grow. It's impossible to have just one dream over the course of your life, so stop thinking about an end goal and start thinking about milestones.

Maintain a flexible mindset and keep an eye on your timetable to see any adjustments you need to make. Even if your long-term goal statement changes, your beliefs and interests will always be there for you.

## **Why Is It So Hard to Start With The End In Mind?**

The road to hell is paved with good intentions.

Sometimes life feels like a winding road with no end in sight. We just seem to be aimlessly wandering through the dark, hoping that the right path appears before we run out of gas.

We'll never arrive if our life is a journey without a destination. We may think we're on our way to success when it's just a detour to nowhere. But if it seems so simple, why do so many of us have difficulty figuring out where we want to go?

Any action can be evaluated on whether or not it will drive us closer or further away from our goals. We can focus on our desired ending to help guide our current activities and efforts. Endings are targets, definite destinations; they are genuine. So why do we struggle to set targets and goals? Why is starting with the end in mind such a challenge?

**There is an infinite possibility of outcomes with every decision we make.**

As a result, you might find it challenging to make more broad, everyday decisions. You might get paralyzed by the prospect of never deciding on a goal.

**Commitment and flexibility.** There are moments when it's great to do whatever you want. You don't establish any long-term goals because you prefer flexibility and freedom in the short term.

Having a goal in mind and pursuing it can feel limiting and lonely. A lack of room for improvisation can strain you, especially if you do not wish to follow through with your commitments.

**You're unsure of the goal's final destination.** The objective you're aiming for or the destination you're attempting to reach isn't defined well enough. It isn't clear enough to devote your time and attention to developing. You don't know why you're on your current path. In the absence of clarity, nothing will change.

**Self-protection.** Perfection is the only choice for you. If you start with an end in mind, you will feel like you have failed if it doesn't work out. As long as you specify an end date in advance, you won't have any room for excuses. As long as your destination has no fixed address, there's no need to feel bad about not making it there. Keep your options open and avoid the agony of failure by blaming it on keeping your options open.

Starting with the end in mind can help you focus more clearly on your decisions. You can identify your needs and what you want from life. You can pursue your goals with a clearer understanding. In other words, you can become a better version of yourself by taking a step back to consider the big picture. Allowing yourself to reflect on who you are and where you're going in life can help you de-stress and focus on what matters.

# CHAPTER 5



## THE L.A.S.T. CHALLENGE – BECOMING A PROFESSIONAL

**P**rofessional. It's a word we hear all the time, but what does it mean to you? Most of us would agree that it means someone who is punctual, strong in their convictions, and committed to delivering results. However, while many people might say they are professional, few really understand what it takes to achieve this status.

Being a professional is one of the most sought-after traits in a person. The very word "professional" is often used as a synonym for success.

Becoming a professional is a good goal, but it's not always an easy one to achieve. It takes unrelenting dedication to your craft. When you are just starting out, it's hard to know where to start. When you're more experienced, and already in a position where you're comfortable, it can be hard to stay motivated.

As we all know, comfort breeds complacency. Staying motivated is nearly impossible if your life plateau's. When you stagnate, so does your earning potential and your happiness. Take risks and grow, or you will end up underachieving and feeling like a loser.

As you start on the long trek toward professionalism, keep these tips in mind:

## **If It's Not on Your Calendar, It Doesn't Exist**

Do you ever ask yourself why you don't have enough time to do the things you want? Or wonder why your days seem to disappear while your to-do list doesn't get any shorter?

It's because you're not writing it down.

Think about it: if something isn't on your calendar, does it even exist? Your calendar is the lifeblood of your schedule. What gets written down is what you're going to do. If it's worth doing, put it on the calendar.

And yes, I mean everything. Want to go for a run? Write it down. Got a big meeting coming up? Write it down. Need to schedule teeth cleaning? You get the idea—write it down.

The reason is simple: if something is important enough to give time to, then that time must be blocked off on your schedule so no one else can take it away from you (or you from yourself!). If you don't respect your time, who else will?

There is a lot of comfort when you can wake up and understand the day ahead. It helps you reach your targets and sometimes alleviates chaos before it arrives.

## **Be Confident and Capable**

Being a professional means knowing what you're doing and feeling confident about it. It's easy to pretend you know everything when you don't. But if you want to be taken seriously by your peers, being capable is essential for building confidence in yourself. Otherwise, people won't take you seriously.

If you're confident, that's great, but don't be a jerk about it. A healthy dose of self-doubt to keep things in perspective is healthy. If there's something you don't know how to do, admit it and then learn about it – ask for help. It's always better to learn from somebody else's mistake than to live with the consequences of your own ignorance. Let's look at these critical ingredients of a professional personality.

## **The L.A.S.T. model. – Look, Act, Sound, and Think Like a Professional**

### **1. LOOK LIKE A PROFESSIONAL**

"If you look professional and you put a smile on your face, people will treat you like a pro." — Steve Maraboli

I packed my bag for an upcoming, very important, potentially life-changing business trip. I wanted to make an excellent first impression with every person I met. How much better would the outcome of these meetings be if I could nail every first impression? I thought, "What would help me stand above the crowd? How can I let these people know that I am a good investment?"

What if I had the same enthusiasm for all the first impressions I made? What if I cared every day as much as I did on that day? Maybe every day could be life-changing. I started thinking about the judgement that people make of me each day. If I take a minute to judge myself, how do I look?

I remembered the words of my public school music teacher: "There will be a time when you have to face people, and that is the moment that you will be judged." People form judgment long before they even talk to you. Maybe they are the people who see me on the way to work or the people I work with. Their first impressions will undoubtedly impact my day. What steps can I take today to step up my game and be judged as a professional?

#### **1. Set up your office**

Setting up your office to look professional is essential for your day-to-day operation. When your space looks professional, you feel professional. When you look like a pro, it makes your clients believe that you are one! It has a considerable effect on your confidence level and ability to run your business.

Here are a few ways to set up your office so that you look like a true professional:

##### **Keep your office organized**

When organizing your office, the most important thing is to create a system that works for you. The key to organizing your office is putting everything in its correct place. It is a three-step process:

1. Find a home for each thing.
2. Put things in their homes and label those homes clearly.
3. Clean those homes regularly and throw out things that don't belong there anymore.

Tip: Before finding homes for my things, I needed to de-clutter. Throwing out everything I didn't need in my office gave me a much better canvas to work with.

## **Noise**

Noise is a giant productivity killer, so you'll want to do whatever you can to minimize it. Noises like construction outside or loud music from upstairs can really hamper your ability to concentrate — try using earplugs or buying some noise-cancelling headphones when necessary. Invest in some thick, sound-absorbing carpet or rugs.

## **Lighting**

The ideal lighting for an office is full-spectrum (which includes red) so that your eyes don't strain from staring at screens all day. Ideally, your lighting should come from above and be diffused; otherwise, you'll strain your eyes from looking at screens all day. Look into full-spectrum bulbs — these can be expensive but are definitely worth the investment if you spend much time in front of a computer screen.

## **Who are you?**

Set up a nameplate for your desk. You want to be sure that people can easily see your name when they walk in. It will help them remember who they are talking to and keep them from confusing you with other people.

## **Don't forget the walls**

Create artwork and pictures for the walls. Having something on the walls makes it feel more comfortable for clients and gives them something to focus on other than their laptop screens. It doesn't have to cost much money to put something together. There are many sites you can get free or very cheap prints,

such as Etsy or Designspiration. Hanging photos on your walls is another great way to add personality and interest to the space.

Keeping your office organized is about so much more than having a spot for everything or being able to find your files when you need them. It's about goals, accomplishment, and learning to work efficiently. When you're organized, it's easier to accomplish what you want to get done.

## **2. Dress to Kill**

Dressing for work can be challenging, but it doesn't have to be. The best way to develop your style is to create a look that represents you, the company culture, and makes you feel comfortable. Having a sense of style allows you to dress confidently as you embark on your career journey. Keep these rules in mind when putting together your wardrobe; your newfound style won't go unnoticed.

### **Get to know the company dress code**

How you dress gauges your level of professionalism and how seriously you take your career. For those reasons, it's best to follow your workplace's dress code.

An excellent way to learn about what your office considers acceptable is to ask someone in human resources or management. They will fill you in on rules for what is appropriate for work.

### **Identify Your Customer's Preference**

One of the most significant make-or-break factors in a business is how your customers perceive you. It's all about perception. The way you dress, the way you talk, and the way you carry yourself will have a lot to do with whether a customer decides to do business with you.

This doesn't mean that you have to wear a suit every day, but it does mean that you'll want to dress appropriately for the setting.

What do customers want from you? The general rule is that people want to feel confident in the services and products they're buying from you. That

means that looking like you know what you're doing. Having the right look to support this is paramount in building trust with your customer.

### **Customize your attire to represent you**

Dressing professionally doesn't mean dressing like someone else. You want to look professional. Make sure your clothes are comfortable and you feel confident in them. Customize your attire so it fits your style and personality. Be sure that everything from your shoes to your belt matches. Don't try to fit some stereotype of what you think is expected at work. It doesn't mean that you should dress outside what the company has set as a dress code. It means that you should be yourself and let your personality shine through. Here are a few tips for personal style.

### **Look your age**

You don't need to dress like a teen if you're 30 years old or dress like someone five decades older when you're in your twenties. Think about what stage in life you are in, what's appropriate for the setting and what would be most flattering for your body type.

### **A Perfect Fit**

The right fit can make your clothes look like they were made just for you rather than purchased off the rack. Clothing that's too big or small makes it difficult to focus on other aspects of your appearance.

### **Personal Grooming**

You can tell a lot about a person by their personal hygiene and how they carry themselves in public. You should always look your best. If you look your best but smell, you still lose.

#### **Hair:**

Keep it neat, trimmed and styled. If your hair is long, keep it out of your face at work - use a hairband or hair clip. If you must wear it down, try to keep it off your face or pinned back neatly. Don't overdo the accessories.

Teeth:

Brush and floss daily to maintain fresh breath, a nice smile and healthy teeth. Make sure that you keep up on any dental work with regular checkups. Great smiles make great impressions.

Smell:

Be careful with scent. Certain smells can be offensive to people. Some are allergic to strong scents like Cologne or Perfume. Make sure they are not overpowering if you use any kind of grooming products with a smell. The best smell you can have is none at all.

Undeniably, how a person dresses is the first part of making a good impression. It can show your personality, how you feel comfortable, and the situation you are in. The proper attire will help you step into the right shoes and start walking into the future cleanly.

## **2. ACT LIKE A PROFESSIONAL**

An important step in becoming a professional is realizing that you are already a pro. You just need to start acting like it.

Being professional is not just about how you appear. It's about showing up on time, keeping your word, following through with your commitments and always striving for excellence. It means treating everyone with respect and listening to your client's needs, whatever they might be.

Learning to act like a professional is a process that requires patience and practice. It's a journey and not a destination. A professional upholds their clients' interests. They are bold and ethical, never losing the ability to measure risk and reward. They lose gracefully and are comfortable with change, even if that means changing themselves.

They know how to work under pressure without letting it overwhelm them because they know that stress is an integral part of success. Who do you know that is like this? Are you? Remember these guidelines to help you act like a professional in all situations:

## **Keep your promises**

Trust and integrity are two fundamental values for me. As such, I must keep my promises at all costs. It's an example I try to set for my family, friends, employees, and clients. Keeping a promise starts with honesty. Are you really able to commit to it? If not, don't make the promise in the first place!

Remember: promise only what you can deliver and then do what it takes to deliver on your promise.

We need to be clear about our commitment so that others know where we stand. If we are not clear about our commitment, people will often become frustrated or angry because they don't know where they stand with us or whether they can count on us when they need to.

Keeping commitments is one of the most powerful ways of building trust between ourselves and others. People know we honour our word when we say we will do something and then do it.

I know many very friendly and respectful people who just don't seem to get the job done. If you want to grow your career or business, you must deliver on your promises. Show up on time and do what you say you will do.

## **Always Be On Time**

Being on time is essential if you want people to view you as a professional. Being on time shows that you respect other people's time and value yours. Most importantly, being on time means being dependable, which is crucial to succeeding in any profession.

People who are always late for appointments always look for excuses to explain why. Most of the time, these excuses are not valid. They think these excuses will make them look more credible, but they do the opposite and make them look unreliable. Not very professional. Make a good impression and be on time for your commitments.

If you know you're going to be late, call ahead and let the person know so they won't keep waiting for you. Don't make excuses for yourself or others; don't try to get out of doing something you said you'd do.

You might be the most skilled person in the world. It doesn't matter if you are constantly late, unprepared, or do not communicate well. People will never take you seriously.

Take accountability for yourself and your actions. Accept responsibility when you make mistakes and learn from them when they happen.

### **Be prepared for everything**

Be prepared. It's the Boy Scouts' motto, and for a good reason. Preparing for your day is one of the most fundamental ingredients to acting professionally. The Spanish say, "A lack of preparation on your part does not constitute an emergency on mine." There is certainly some wisdom that we can take from this.

Be prepared for anything. From morning meetings to evening conferences, have agendas, draft documents, email templates, spreadsheets, presentation slides and sales pitches ready to go. If it's important enough to schedule or meet about it, then it's important to prepare for it properly.

Being prepared begins with being realistic about how much time you have for each task and what you can reasonably accomplish. You need to anticipate and account for any potential delay and always have more than one path to get something done.

Anticipate changes and understand that things constantly change at work. As a professional, you need to roll with the punches without letting your personal feelings get in the way.

### **Be Respectful**

Respecting others is a great way to ensure you get the respect you deserve. Being unprofessional or disrespectful can make you look like a fool in the eyes of your boss, your co-workers and your clients.

A professional always has their conduct under control. They understand that there is a time and place for everything. Make sure you are always setting a good example for others.

Being respectful means being kind to everyone, from customers to co-workers to your boss. You don't want to be known as one of those who has an attitude problem, so make sure your actions always show respect towards others.

When it comes to your work, it's important to realize that there are times when you need to "toot your own horn." If you did something amazing (or even something good), let others know! You can't expect other people to see and recognize your accomplishments if you don't share your work. You don't need to sound arrogant or like you're bragging. Let people know what you've accomplished, how much time and effort went into it, and why it was important for the company -- then sit back and listen.

### **Be Moral and Good**

Appreciate your coworkers and show them that you care. Do your best to be kind and courteous. Have a solid moral compass and a strong sense of right and wrong. Always be truthful and equitable in your interactions with others. Don't disregard the rules.

### **Wear a smile and a good attitude at all times.**

Throughout my career, there have been times when I was unpleasant at work or dissatisfied with a current problem. I assumed that smiling and maintaining a good attitude was fake - a form of deception. Deception to myself and those around me. I thought that if I didn't express my discontent, my issues might not get solved.

The truth is that a positive attitude makes you happier and more resilient. It improves your relationships and increases your chances of success in any endeavour.

But a good attitude is hard to maintain all the time. It's one thing to say "be positive"; it's another to actually do it when you feel like a victim or are surrounded by people bringing you down.

It's a fact that we will all face hard times. Stress, pressure, fear and failure are all emotional states we will visit. But professionals remain positive to those around them regardless of what state they're in.

The most talented people are drawn to companies that offer a great culture, career opportunities and a chance to make the world a better place. They want

to work with people who are exhilarating, inspiring and enjoyable. A positive attitude can be contagious, so use it as a daily strategy for success.

### **Be committed and always strive for excellence**

Commitment to your work is an essential factor that determines your professionalism. You will never achieve professionalism if you are not committed to your work. Commitment has a lot to do with your attitude towards the work you do. When you are committed to your work, it shows in your attitude towards the work you do and the quality of the work you produce.

## **3. SOUND LIKE A PROFESSIONAL**

In today's competitive environment, how we sound speaks volumes about how organized, confident and in control we are. Your voice is one of the key components of your personal brand. When speaking to potential customers, clients, or colleagues, your tone is judged in a matter of milliseconds. Your style will make the difference between having a positive or negative outcome. Here are a few tips to help.

### **Be Natural**

Trying to sound professional doesn't mean you have to come off as stiff or formal. A professional's conversation flows naturally and provides comfort to those in attendance. They adapt to their surroundings and socialize with new people authentically.

Speaking with variety keeps the listener from tuning out. But don't overdo it either. The point isn't to make you sound like a different person; it's to make you sound more inspiring to your audience.

### **Use Confident Language**

Think before you speak. Be clear and use language that encourages agreement. If you want to sound professional, avoid overusing words like "I think" or "maybe." Instead, use language that inspires action: "I agree," or "I recommend."

Avoid hedging statements like "I'm not sure" or "perhaps." Instead, say something like "I know" or "this is the best option." It will help keep conversations moving forward and get more buy-in from others.

### **Mind Your Tone and Inflection**

Don't talk in one loud, monotone voice all the time. It's not only hard to listen to, but it's also boring. A great speaker varies their tone and inflection. They know that if they want to capture their listener's attention, they have to speak with variety. And they do it naturally without even trying!

### **Now Practice**

The best way to practice sounding like a professional is to record yourself. You will hear what you sound like much more clearly when you listen to your recording. You'll hear the filler words, the hesitations before and after sentences, the fumbling, the false starts.

As you get more comfortable with your sound, it's time to take your training to the next level. Keep recording yourself and look for ways to improve. Stand in front of the mirror. If you can look and listen to yourself and not be embarrassed, congratulations, your confidence has grown to where it needs to be.

When I started recording sales training videos, this was the first thing I did. I stood in front of the mirror and recorded my training session from start to finish. It was so bad I couldn't bear to watch it. It took quite a long time to build my confidence to the point where I could sit through my videos.

After a while, you realize that it's not about sounding like what you imagine a professional would sound like. It's about being able to communicate comfortably, confidently and authentically. Your audience forgives everything else.

## **4. THINK LIKE A PROFESSIONAL**

To think like a professional is to believe in yourself. To walk down the street knowing that you are special because you are who you are.

To know that your dreams and desires should be given full reign to run free, unbridled by what others think of your choices. Willing to take the journey, whatever the cost, knowing that if you fall, you will only land on your feet.

Travis Kalanick, the founder of Uber, said, "if you're not sweating bullets, you're not taking enough risks." That's how he thinks. You don't have to sweat bullets always; just be prepared to sweat them if necessary.

A single person can start a revolution. A single person can change the world for the better. A single person can make a difference. To think like a professional is to believe in yourself. It's about not letting anything get in your way of what you want to do with your life.

“I think, therefore I am” – René Descartes

You are who you are, and that's all there is to it. You think, therefore, you are. You believe, therefore, you are. To think like a professional is to believe in yourself and your vision of what could be. Even when others tell you it's impossible, too risky, too difficult or just plain stupid.

“I have not failed; I've just found 10,000 ways that won't work.” - Thomas Edison

It's easy to give up, but true professionals will keep going even when they stumble upon obstacles along their way.

Professionalism is not the same thing as perfectionism or even success. To think like a professional is to feel like someone who might fail but won't give up. Oppositely, an amateur thinks like someone who might succeed if everything goes well but will give up if it doesn't. Professionals can mentally deal with failure. They learn from their mistakes. Their losses become early indications of what they need to work on next to become successful.

If you think like an amateur, you are likely a procrastinator. You choose not to do anything until you are sure it will work. Paralyzed by fear of failure, you are always too late to make impactful changes. You are afraid to get started.

Waiting for motivation and inspiration is not thinking like a professional.

A professional writer starts writing, a professional programmer starts programming. They know they might land a few ideas if they just get started. Maybe even a rough first draft. Even if they are unsure they will keep what they have written, they understand that they can edit and restructure later.

If you wait around, hoping for a bolt of lightning to strike you in the brain, you'll be waiting a long time. Waiting for motivation is for amateurs; the rest of us just show up and get to work. The best ideas come out of the work itself.

A professional's mindset is seeing your skills not as finite but as infinitely improvable.

A non-professional has a fixed mindset. They see their skills as innate and unchangeable. They think, "I'm just not a math person," or "I could never write like that."

A professional has a growth mindset. They see their skills as things they can improve through study and practice. They say, "How can I get better?" "Am I missing something?" and "What can I learn from this person?"

It is why professionals are so good at what they do: They can look at what they're doing now and say, "It's not good enough." Because it's not about innate talent or intelligence or luck, it's about hard work.

The habits of mind that characterize professionals are hard to learn and hard to teach, but they can be observed in action. They include:

- Being able to take on a new perspective on demand
- Knowing what questions to ask
- Knowing how to find the answers to those questions
- Knowing when you have enough information ("knowing when you know")

These habits of mind represent a different way of thinking about a problem. Different than most people are used to. I would argue that this mindset is something anyone can cultivate, regardless of their chosen profession.

If we say that someone should have a professional mindset, we are saying more than "do good work." We are saying, "have certain attitudes towards your work."

## **THE FINAL WORD**

I've been privileged in my career and worked alongside some outstanding professionals. The pros I have had the pleasure of working with in my day have helped me build the idea of professionalism that you are currently reading. Here is the truth; Not one person I have met is a perfect model of professionalism. Sure, some are closer than others, but perfectionism is not the goal. Don't beat yourself up if you feel like you might need some help in a few areas. Recognize your flaws and start improving your professional image right now.

L.A.S.T. - Look, Act, Sound, and Think Professional

These stages of professionalism support each other as you become more consistent with them. When you look professional, you act professional, and you automatically sound more professional because of it. Once others begin to see and hear you as a pro, they treat you accordingly, and you start to think like one, too. You've started the process of becoming a leader in your field, but your work is far from done.

# CHAPTER 6



## ARE YOU LISTENING OR WAITING TO SPEAK?

Okay. First, we made a great impression on our audience. Now, how can we maintain and deepen our connection with them? Most people love the sound of their own voice but often fail to realize that someone else may have value to contribute to the conversation. If I had a dollar for every time a person wasn't actively listening and only waiting for "their turn" to speak, my bank account would rival Elon Musks.

Active listening is the authentic, empathic attempt to understand another person's experience. It can help you be a better listener. It can help you be a better employee, leader, friend, partner or family member. It's not only about hearing what someone says -- it's about listening to what someone really means.

Active listening, or communicating without interruption and reflecting on what you hear, has become increasingly difficult in today's society for several reasons:

### 1. We Reward Multi-Tasking Instead of Focus

"I'm a great multi-tasker" is something we've all heard before. Maybe after reading this, you can help change this assumption and explain why multitasking isn't actually a good thing.

Multitasking is all about context switching and task switching. It's a mistake to think you can pay equal attention to multiple things at once, especially when it comes to conversations with others.

It's rude to divide your attention while listening to people speak. If you're not focusing on what the speaker is saying, you might miss important information or be unable to respond appropriately.

When you give someone your attention, you say two things: "I respect you enough to listen to what you have to say" and "I'm here for you." When you refuse to give someone undivided attention, you send the message that they are not important enough for your full attention.

Today more than ever, people need meaningful connections with others. Acknowledging this is the first step toward being a better listener. Make a conscious effort to be in the moment and present when spending time with family and friends. Turn off any distractions and focus on the person speaking to you.

### **Technology is all around us.**

The old adage "the early bird gets the worm" has been replaced by "the early bird gets the text, email and Twitter update." Any minute now, you could be alerted to an incoming message or social media post that grabs your attention for a minute or two. If you're in a conversation with someone, do you really think it's appropriate to check your phone every few minutes?

If you need to stay on top of your inbox, schedule a time to deal with it. Put it on mute or do a selective check for important messages that you can answer quickly.

If you are finding yourself frequently distracted by your phone while conversing with people, turn it off and keep it in your pocket. Spend more time talking to the people around you.

## **2. We've Become More Self-Aware**

Let's be honest; your life is probably pretty comfortable in today's modern societies. You order food to get delivered to your house; you have indoor plumbing and electricity, aspirin, antibiotics, and vehicles that can take you anywhere in the world you want to go. Everything is done for you, leaving you with plenty of time to think about how you relate to the world around you. In fact, you don't even have to leave the house for almost anything these days. Between delivery services and remote working capabilities, you are provided with so much time to wonder about what that world and everyone in it THINKS OF YOU.

Self-involved people tend to formulate a response to what they hear rather than concentrate on the actual content of the words. The self-involved person focuses more on how they feel about something than how the other person in the conversation feels about something.

Isn't it obvious why so many of us aren't participating in more conversations? Our audience is too self-involved, or we speak to people with poor listening skills.

### **There are Consequences to Poor Communication**

What will happen as a result of this breakdown in communication? Relationships and companies fail because of a lack of communication.

More than half of companies with solid communication procedures have turnover rates lower than the industry average. That suggests that organizations with poor communication have a high rate of turnover.

A lack of good communication is a common cause of project failures that may cost firms millions of dollars.

**Customer satisfaction rises in tandem with the improvement of good communication policies.**

Satisfied customers buy more and are more likely to remain loyal to the same company. You can help them feel good about shopping with your company by offering the best service you can. The key is ensuring that your customers feel like they are important and are being heard.

That means listening to them and responding to their concerns promptly and effectively. We all know this. But how truly effective and consistent are we?

Being able to respond quickly and courteously to complaints is just as important as being friendly and understanding when a customer has a question or concern. As much as possible, try to resolve any issues immediately. If you can't, set expectations for when you can respond by providing a written response of some kind.

Good communication skills don't have to be time-consuming or expensive. In fact, many companies find that investing in training their employees on how to communicate with their customers is well worth the time and expense because it improves customer satisfaction, which leads to more happy customers and more sales for your business.

Here are some of the top benefits of active listening:

**Avoid Misunderstandings.**

Misunderstandings are a common problem in communication. They often occur when we are distracted instead of actively listening.

Avoid jumping to conclusions. When you're distracted or tired, it's easy to assume that you know what the other person is going to say. Inevitably, though, you'll find that your expectations were incorrect. By listening actively, you can avoid making snap judgments and possibly embarrassing yourself or others by contradicting what they say.

**Nurture your relationships.**

The best way to improve your relationships is to listen. That's the message from marriage counsellors and relationship coaches, who say that staying in touch with your significant other requires a conscious effort on your part.

The same advice applies to business relationships. Listening to your customers is one of the most critical elements of your success. You need to listen to your customer to understand what they want and need.

Let them finish talking before you give your opinion. And then ask questions until you understand exactly what they need from you and when they need it.

If a customer is upset, don't try fixing it too quickly. You can help them by taking the time and listening to them so that you can determine the best solution for their particular problem.

### **Improved Productivity**

There are many things we can do to improve our productivity. We can set goals and take action on them. We can set up systems that help us get things done more efficiently. We can improve our time management to accomplish everything we need to in the time that is available to us.

However, one thing that will never help you become more productive and will only hinder your abilities is poor listening skills. You are not getting the information you need to succeed when you are a terrible listener. You cannot effectively pass on information if you do not understand it yourself. You cannot execute a plan or carry out a project if you don't know what needs to be done. At best, your productivity suffers; at worst, you create chaos around you as others struggle to understand your instructions.

Bottom line: Listening improves comprehension, builds stronger connections, and increases productivity. That's a good incentive to work on your active listening abilities.

### **How to Become an Active Listener?**

Practice. You'll need to put in the time each day to get better at listening. The more you do it, the easier it will get.

Listening is an attitude. It's not something that just comes naturally. It's something that has to be actively worked on and learned. The good news is that anyone can become more effective at listening by following these guidelines:

### **Be More Curious**

The human mind is a fascinating, perplexing organ. How does it work? In what ways can we tap into its full potential? Easy, be more curious.

When you're trying to become a better listener, curiosity is a great asset. Ask specific questions. When someone comments, don't just inquire, "What do you mean by that?" afterward. Be more curious. Ask questions based on what they are saying. For instance, ask them what type of doctor they want to be instead of asking why they want to be a doctor. When they respond, inquire why they're interested in that field. Listening intently and asking specific questions will give you a clearer image of this person's personality in a matter of minutes.

To be curious is not asking questions continuously; it is to learn from what you observe around you constantly. A curious listener is an engaged listener. Engaged listeners are the greatest audience because they interact with the person speaking with them. The curious one heightens the conversation bringing it to a level that it may not have gone before.

### **Pay Attention and Repeat**

Be a good listener by paying attention. A good listener must focus on what the speaker is saying. You can't listen and think of something else at the same time.

You must remember what the speaker says. Always ask someone to repeat what they said if it isn't clear or you don't remember. Asking isn't rude. It shows that you are engaged in what they have to say.

Restating what you think they mean in your own words by saying, "Let me see if I understand." They'll either agree or disagree with you on this matter. They'll know they've been heard, and you can work together to get things straight.

### **Take a Few Seconds to Respond to the Message**

Nobody likes to be interrupted or spoken over by others. Reflect on the facts they've offered before you speak so that you can craft a well-considered answer when it's your turn. Before speaking, wait until you are sure the other person has finished.

### **We have two ears and one mouth so that we can listen twice as much as we talk.**

A good listener empathizes with a variety of feelings and emotions. The speaker feels that a great listener understands what is going on in their world. Great listeners are in demand. It's easy to attract people when you listen carefully and make them feel heard. People want to work with great listeners.

To be a good listener, one must probe the listener's thoughts and feelings. You can never be sure of someone's needs on the first try. They often aren't clear about what they want or unclear about how to articulate their actual requirements. A great listener learns to read between the lines and truly understand what they see and hear. It might not be just the words the person is saying to them that is telling the story.

An excellent example of this is when an employee wants a raise in salary because they believe they are underpaid. An employer should be interested in getting to the heart of the matter, not just in hearing what the employee wants monetarily. They'll want to know more about what you're saying. A good employer will want to know why the employee is feeling undervalued.

How can an employer find out what's causing the dissatisfaction? By asking the right questions. They feel they're struggling to execute their work, for example, because they lack a skill set. They need better training to increase their confidence. You can increase their salary, but that will only delay the inevitable.

An employer that listens understands that if they provide better training and tools for the employee, they will feel like they can finish their tasks more efficiently. Employees will feel more confident and know they have the support they need to succeed. Increasing the salary for this employee only would have put a band-aid on the problem instead of solving the actual situation.

## **PRACTICE ACTIVE LISTENING AND BOOST YOUR SALES**

So, what can you do to become a better listener in the future?

Listening is not just the ability to hear sounds; it's more than that. It is understanding what your client wants, needs and expects. Your client will often say something but mean something else entirely. The best salespeople know that they have to do more than just listen. They must observe and understand their clients' body language, tone of voice, and choice of words. It is an essential part of communication, which many salespeople overlook when selling their product or service.

The best listeners in the sales profession are the ones who take the time to understand their clients better. They know that they can only offer what their client asks for. And to find out what clients are asking for, you need to listen carefully and ask questions that dig deep and offer a level of clarity beyond what they might typically expect.

A good salesperson knows that talking too much during a sales pitch can destroy the chances of closing a sale. Just listen, ask questions and probe gently for more information so that you can tailor your pitch as closely as possible to your client's wants or needs. You might be surprised that you're recommending exactly what your client wants anyway!

Many people think being a good listener means being quiet, but this couldn't be further from the truth. In fact, good listening is extremely active and requires you to move beyond just hearing words with your ears. Most of us aren't trained listeners, so we're not always hearing what others say. In fact, most of us listen at only 25 percent capacity because we're preoccupied with what we will say next or how we will respond.

Here are some tips for becoming a better listener:

### **Be present and avoid distractions**

It's simple to become sidetracked at any moment. The traffic outside, the construction next door, the photocopier outside the room, or innumerable notifications from our electronic gadgets all beg for our attention. All of these things can remove us from the present moment. Not being present might lead us to miss a customer's pain point, a problem we might solve, or potential buying signals.

Focus on the here and now. Don't be distracted by your thoughts. If you don't control your inner voice, it can negatively affect the sales appointment and make it harder to earn your customer's business. Begin your meeting by taking a few deep breaths and clearing your thoughts of distractions.

### **Do not interrupt**

It's a mistake to interrupt your customer while they are speaking. When you interrupt, you force them off their point and make them feel you don't value what they say. It can cause your customer to lose trust in you, your understanding of what they are saying, and your ability to communicate with them.

Trying to be “quick on the draw” with your answers will always come across as being in a rush. You have to slow yourself down and listen to what your customer is saying before you attempt to answer. They should know that you genuinely understand what they are saying rather than just giving them a quick response.

### **Conclusion**

Active listening is a skill worth learning, one that will serve you well in all areas of your life. It's not easy — it takes practice and patience, but if you're willing to put forth the effort, you'll reap rewards that will last a lifetime.

Active listening shows that you value the differences, opinions, thoughts and feelings of other people. It allows friendships and romantic relationships to flourish, makes our families feel closer, and shapes how we interact with our coworkers. It changes the way we think and feel about the world and influences how the world views us.

# CHAPTER 7



## BRAND NEW YOU

**W**hat exactly is a personal brand? A personal brand can be loosely defined as your reputation and credibility. An actor doesn't just put out movies; they have a brand. An author doesn't just have a book; they have a brand. The definition of a personal brand has been changing over time, but what it really comes down to are two things: reputation and credibility. How others perceive you and whether or not they trust you.

Our reputation is everything. If you're not managing your personal brand, you're missing out on opportunities to succeed. Consider the experts you follow on social media. Entrepreneurs, Cooks, musicians, athletes, actors, coaches, and marketers are just a few of the many professionals whose personal businesses rely on a solid personal brand.

### **What is a personal brand?**

A personal brand is a set of characteristics that you identify with, as well as characteristics that others identify with you. It encompasses your values, strengths, weaknesses and what makes you unique. Think about the traits you want to project in your life, business and career. What do you want to stand for?

Building a personal brand is not a new idea. Today's hottest celebrities all have their personal brands. Whether it's Oprah Winfrey or Lady Gaga, each is known for something different. When building your brand, think about your strengths and weaknesses.

What personality trait would you like to project? Are you shy or outgoing? Businesslike or playful? Do you prefer the structured environment of an office or the more free-wheeling atmosphere of a start-up? Whatever it is, build your image around it.

Building your brand can be challenging but very rewarding. Once you have a strong concept of who you are and what makes you unique, the world will take notice and give you opportunities that otherwise may have been closed to you.

### **Why Do You Need A Personal Brand?**

"Your brand is what people say about you when you're not in the room," Jeff Bezos, the founder of Amazon, says. The term "branding" used to be reserved solely for businesses. With the rise of social media and the gig economy, the emergence of the personal brand is here to stay.

The value of having a personal brand lies in the fact that it can enhance your visibility, credibility, and trustworthiness. It will help to attract business opportunities and business relationships in a variety of ways.

It's not just about how many people follow you on Twitter or Facebook. It's about who those people are and what they say about you when interacting with others.

A new job is a chance to test your brand. With the power of social media, your past is just a few clicks away. A common misconception is that social media can only be used to keep in touch with existing networks. With the growing need for businesses to adopt social media to find their next superstar, using sites like LinkedIn and Facebook are key components of the interview process. Seventy-one percent of businesses use social media to screen applicants during the hiring process, while forty-three percent of employers use social media to check on current employees.

From an employer's or recruiter's standpoint, a potential candidate always moves to the top of the pile of resumes when they show a solid personal brand. Thought leaders can help attract new consumers and maintain those they already have.

Another reason personal branding is essential is that the gig economy is here to stay. Although the idea of a personal brand may seem a little self-indulgent and narcissistic, it's necessary if you want to be successful in today's gig economy. A personal brand makes it easier to market yourself and your work. It helps you acquire new skills that will further enhance your professional reputation.

## **Examples of personal branding masters**

It's not easy to create your brand. It takes time and lots of work, but it's worth it. Personal branding has been used by thousands of people from all walks of life to get ahead in the workplace and build their business empires. Leaders such as Bill Gates, Jack Welch, Steve Jobs and Elon Musk have been known for many years for their brilliant personalities and hard work.

**Oprah Winfrey:** What a great example of growing a personal brand. Oprah's mission has always been to inspire millions worldwide to live their best lives by recognizing their potential. According to Forbes, her brand has an estimated net worth of \$2.6 billion. She is constantly developing equity in her business.

**Mark Manson:** Mark has a unique personal brand that is all his own. He became an internet sensation overnight when he posted his article titled "25 Things to Stop Giving a F\*ck About." The article was an instant success and still receives thousands of page views every day.

Mark Manson's personal brand is very popular because he is so direct and to the point in his writing while being witty, cynical, and, most importantly – real. Mark tells it like it is and doesn't beat around the bush.

Mark Manson's popularity comes from being unapologetically himself in everything he does. Even if you don't agree with everything that Mark says, you can appreciate how authentic he is in everything he does.

**Richard Branson:** In business, Richard Branson is a household name. He has never wavered from his primary ideals, including exploration and taking risks. For example, he's dressed as a flight attendant for a competing airline in an

outrageous marketing stunt despite the advice of other industry experts. As a result of his unconventional approach and dedication to his passions, he has developed a solid personal brand. There are too many businesses that seek to have their branding represent an idealized, perfect image of themselves," Branson asserts. "The result of this is that their brands have lost all semblance of texture, character, or public trust."

**Gary Vaynerchuk:** Vaynerchuk, often known as Gary Vee, began his career by presenting Wine Library TV, a video blog on YouTube. HarperStudio reportedly paid him about \$1 million for a 10-book deal in March 2009, and he released his debut book, CRUSH IT! In October 2009, why now is the best time to cash in on your passion. Now, he's one of the world's most successful marketers and has amassed a devoted following, making him a household name. "Your brand is your reputation," says Vaynerchuk. "And the foundation of your career is your reputation."

**Joe Rogan:** Rogan has been able to build a brand that transcends the niche of podcasting, and his ever-growing audience of millions proves it. He's created an authentic personal brand that resonates with people worldwide. And he's done it by being himself. He doesn't try to be something he's not, and he's honest about who he is, what he believes in and what he wants others to know about him.

He isn't afraid of taking risks with his brand. He knows his audience will follow along with him because they know they can trust him.

Joe Rogan's personal brand is an interesting example of a mixed media approach. He has leveraged his brand through his podcast and hosting talent, comedy, MMA announcing, acting, and other content.

As he gets more and more successful with his podcast, the things he talks about (entrepreneurship, science, MMA, health and so on) have spilled over into other areas of his media.

He is known for being honest, intelligent and well-researched. He doesn't proclaim to be an expert in everything, but he does give people a good platform for learning about things that interest them.

Joe has managed to build an empire based on this concept.

## **The Benefits to Your Personal Brand**

All of us have an image in the eyes of others based on our character qualities, communication style, reputation, and skillsets. On the other hand, a personal brand is only helpful if carefully shaped and disseminated. Self-promotion provides several advantages, including:

***It enhances trust.*** A solid personal branding strategy is paramount to establishing a trustworthy persona for your business. Consumers think better of companies with strong brands and are more likely to buy from them.

***It attracts customers.*** A strong personal brand makes you memorable and helps you stand out in a crowded marketplace. It differentiates you from the competition and attracts customers who will like what you stand for.

***It differs you from the competition.*** Choosing a unique brand for yourself lets you claim an area of influence and gives a sense of ownership in what you do that others can't claim as easily.

***It's easy on the budget.*** Branding doesn't have to be expensive — or at least it doesn't have to break the bank too often. You can establish a logo and colour scheme relatively inexpensively, and social media marketing offers numerous ways to promote yourself without spending much money at all.

## **How to Create a Personal Brand from Scratch**

The cornerstone of self-promotion is your uniqueness. You need to follow these steps to identify and convey it.

### **STEP 1. FIND A NICHE**

You can't be "everything for everyone," so you should begin by determining your strengths and weaknesses, as well as the interests and demands of your

clientele. What you do well + what you enjoy doing + what your target audience wants is the winning formula for discovering your niche.

For starters, you need to know your audience. Who are they? What are their hopes and dreams, their aspirations, their worries? What do they like to do in their spare time? How can you help them achieve their goals?

Are you a knowledgeable person in a particular field? Perhaps you're an excellent writer or photographer. Do you have an engaging personality and enjoy teaching others something new? Are you a whiz at organization and love to help people get organized?

Find your niche by asking yourself the following questions:

What excites me most about what I sell?

What skills and knowledge do I bring to the table that others may not have or be able to offer?

What am I passionate about?

What am I naturally good at that brings me joy when I do it well?

Your niche is defined by who you are and what you care about. You don't have to spend all day pondering this issue. Yet, you do have to be able to answer these questions before you continue on your personal branding journey. These are questions that will help you figure out what makes you tick. The better you can answer them, the further along you will be.

## **STEP 2. DESCRIBE YOUR TARGET AUDIENCE**

Targeting is the practice of identifying and focusing your marketing efforts on those most likely to buy your product or service. Selecting a target audience helps you create a message that resonates with your potential customers. It also helps you prioritize your sales and marketing activities, such as deciding where

to advertise your personal brand, which trade shows to attend, which associations to join, and so forth.

Describe the target audience for your brand. To reach the largest number of people in the least amount of time and money, you have to (1) know who they are, (2) understand their wants and needs, and (3) know how they buy.

Don't worry about pleasing everyone. People interested in you and your product should be your target audience. To attract the right folks, you'll have to turn off the wrong ones.

### **STEP 3. EMPHASIZE YOUR PERSONALITY**

Branding a personal identity is impossible without the emotional flavouring of your personality, mannerisms, values, and beliefs. People love authentic personalities, so emphasize your character, and you will attract “your” people. In the age of social media and digital publishing, where everyone has a platform, having a unique character will help you rise above the rest.

There are many ways to emphasize your character, such as:

- 1) Be passionate about what you do – Being passionate about what you do is much more important than having a prestigious or high-paying job. People will respect you more and will want to follow you if they see how much passion you put into your work. As your audience grows, so do the opportunities.
- 2) Be yourself – Showing your true self is essential when developing relationships with others. It's easy to fall into the trap of putting up a front and displaying the qualities you believe people will like or respect rather than being your genuine self. There is no need for this! Just be yourself!

### **STEP 4. BUILD WITH THE FUTURE IN MIND**

Every day we make choices about how to live our lives. We choose what we want to eat for breakfast when we go to bed and who we want to spend time with. We can't predict the future, but we can start building toward that future

today by deciding on a path. Creating a personal brand around where you want your career to go will help you take the steps down that path today.

If you're unsure where you want your career to go, take some time and figure it out. Take a lot of time to figure it out if you need to. Not only will it help guide your daily choices, but it'll make creating your personal brand so much easier. Once you know where you're going, create a vision statement that describes the person you are or want to be in 5–10 years. Now that you have a vision of who you are or who you are becoming, it's time to start building your personal brand.

As part of your personal brand, consider what qualities and characteristics describe the person you see yourself as in the future. Consider what qualities others see in you as well. Are they things that would help you succeed in your professional life? Think about which qualities need work. Do they prevent you from reaching your goals?

Troy Carter, Founder of Atom Factory, an entertainment and management company, advises aspiring artists and entrepreneurs to visualize their success. Carter suggests that clients take time every day to visualize their success and how they will get there with step-by-step goals. Take time every day before you go to sleep or when you wake up in the morning, he says, or *carpe diem* during your lunch break at work—anytime is a good time for visualization.

## **STEP 5. BE CONSISTENT**

Being consistent can propel you toward your goals and reinforce your brand identity.

The first impression of a person or brand is based on the design in 94% of cases. The decision on whether your audience likes the brand can take as little as only 50 milliseconds. To look like a professional, don't leave your personal brand in the hands of amateurs. Consistency in visual presentation and communication style are essential components of a solid personal brand. People will remember and identify you if you are consistent in your interactions with them on social media.

When developing a new brand identity for yourself or a business, consider your tone of voice. Your style must be sincere and equal in all your messaging. Each platform you use to communicate with your audience: posts, articles, replies to comments, private messages, and any other content you create. If you have a team working with you, they must create messaging and content in your voice.

## **STEP 6. BUILD YOUR DIGITAL ASSETS**

Ads are everywhere. They're on the subway and in the paper, on TV and the Internet, on your phone and even on your watch. The average person sees more than 5,000 ads a day. And yet, when someone mentions marketing, most people think of big brands: Coke, Nike, Apple. Please make note: **THIS IS NOT YOUR COMPETITION.**

You don't need a big budget or an expensive ad campaign to start marketing yourself effectively. Many people make the mistake of building their digital assets on their own. This is a huge mistake, even if you have experience. Hire people that are experts in their field. That is what they get paid for! If you don't have the money to hire professionals, then outsource. You can hire freelancers or use platforms like Upwork or Fiverr, where people will do them for cheap. No matter who you hire, do your due diligence. Review their portfolio, check their online reviews, and even ask for references.

## **STEP 7. DEVELOP A CONTENT STRATEGY**

Developing a content strategy is like a complex game of chess. You have to think several steps ahead, anticipate your opponent's moves, and be willing to sacrifice pieces if it means winning the game.

The same rules apply to developing a content strategy for your personal brand. There are many choices to make and things to consider, but you can come out ahead by being flexible and ready to adapt.

Content strategy is not just about coming up with ideas for posts or designating what type of content you will produce. It's about defining your brand message and goals so that everything you create leads back to that message. It sounds

simple, but developing a strong content strategy takes time and attention to detail.

To start with, determine what information your audience needs from you. What kind of value are they looking for? What are their pain points? Once you know this, it'll be easier to set goals around what content you should be creating to provide them with this value.

With so many places to promote your business, how do you decide where to spend your time and energy? You need to determine where your customers are. How do they prefer to digest your content?

It is a big deal to strategize where you distribute your content. Whenever you post on social media or write an article, it takes time and resources. The key is determining which platforms will be most valuable for your audience.

This requires research. Find out who's already talking about the topics that interest your customers. What are they saying? How are they saying it? Are they having conversations that seem relevant to you and your business?

Which social networks does your target market connect with most, and how can you use that information to connect with them? Think about what hashtags or keywords people are using so that you can join conversations as naturally as possible.

Once you've found something that works, keep doing it. The next step is creating a solid plan to execute your content strategy. By mapping out specific dates and topics in advance, you'll make sure that everything gets completed on time while staying true to the goals.

Keep an eye on the reaction of your audience. Don't be afraid to look at the numbers: how many people responded, read an entire article to the finish, or pressed the "buy" button? Adjust your plan based on the outcomes you get from your marketing efforts. Again, you don't have to do this on your own. Many people work with a team. A good content strategy is worth an investment.

## **STEP 8. KEEP DEVELOPING**

Maintaining a solid personal brand is a continuous learning process, expanding your audience and keeping up with market developments. What more can you do to promote yourself?

Set up a group for your audience and clients on a social media platform like Facebook or Telegram. Share your thoughts and ideas with the world by allowing others to do the same thing.

Make a live appearance on social media to answer questions and inspire others.

Continually expand your knowledge. There are always new methods, approaches, and strategies to market yourself. Learn from mentors who have been in the business longer than you to help you grow your brand. Your audience will benefit from your expanding knowledge if you share your experiences, giving your fans even more reason to consume your content.

## **SUMMARY**

The most crucial guideline of a personal brand is that there are no hard and fast rules. The goalposts are constantly changing. You must continue to adapt to the environment around you. Creating a personal brand takes time, effort, and money, so don't expect to have it done in a few days. In truth, building a personal brand is never done. As you grow, your brand should grow synergistically with you.

# CHAPTER 8



## THE AUTHENTICITY CHALLENGE

**W**e are human, and therefore we are imperfect. We often find it challenging to live our values every day. We are pulled by competing desires and expectations, and as a result, we sometimes let our values slip.

Let's look at the Brightside. As humans, when we live by our values and choose to stay morally centred, something changes inside us. When we make a choice based on our morals, the next time the same choice presents itself, it is easier for us to make that same good decision again.

If you can become the person who consistently chooses what you need or want over what others expect, your life will change in subtle and profound ways. If you can train yourself to make these choices habitually, you will lead a more fulfilling life.

Our challenge as sellers is to accept this authenticity challenge every day. For us to be true to our purpose in selling, it is not enough for us just to understand it intellectually. We must feel it deep within us until it becomes part of our identity.

Selling authentically is about doing what you say you're doing. It's about honouring your word and having the integrity to stand behind your product or service. It means having a calm, patient way of dealing with customers.

Your values may differ from others, which is a good thing. You'll create stronger bonds with customers when you show people your authentic self. If

you can approach selling with authenticity, you'll start earning long-time customers instead of just closing a sale.

How can you tell if you're being inauthentic and selling based on your agenda rather than the prospects? Here are a few common tell-tale signs:

**You're not listening to what they're saying.** We dedicated an entire chapter of this book to active listening because it is one of the most critical relationship-building pieces. You must always consider the customer's problems and understand why they are refusing to buy your product or service. If a customer says, "no, I don't want that because of x, y, and z," if you're not listening to their wants and needs and simply waiting for them to finish talking, you are only considering your own agenda.

**You stop caring about their needs.** Towards the end of the meeting or call, you find yourself trying to close them on your product or service before they have shared their actual needs. You begin talking about "next steps" or looking for ways to close them before they have articulated their actual problems and how they might be solved.

Of course we know our motives are not pure, but we proceed anyway because we think it's what the boss wants, and we think it will make us money.

## **The Golden Rule**

Selling is about relationships. It's about building trust and making connections. It's about honesty, integrity and ethics. It's about putting the customer first, not just because it's the right thing to do, but because only then have you built a foundation for long-term growth. Remember the golden rule: do unto others as you would have them do unto you.

Treating your customers like idiots isn't just rude—it's bad business. Selling with integrity doesn't mean you have to be a pushover or that you're always going to lose the negotiation. It means you're honest with everyone and treat them fairly and with respect—even when they aren't courteous in return. And it means that you never lie and never sell something under pretenses. That

would be unethical. If you don't know the answer, don't guess. Customers will appreciate you making notes and getting them the correct answer once you've researched it.

When you accept the authenticity challenge, you will find ways to help others make good decisions for themselves. If you don't know what someone wants or needs, you will ask questions until you find out. You will stop having me-focused conversations and instead have you-focused conversations. When you remain authentic and genuine, it will allow you to stay successful for years to come—and make loyal customers who will buy from you again and again.

It is why it's so important to target prospects who would genuinely benefit from your product.

Trying to sell 'value' to the wrong people will be an uphill battle because they won't understand why they need it or how it will help them.

### **Why I Hate The Word 'Persuasion' And You Should Too.**

I don't know about you, but I find the word "persuasion" a little creepy. It sounds like we're trying to hypnotize people or use our Jedi mind tricks on them. What makes some people uncomfortable with the word "persuasion" is its negative connotations. People don't like to be manipulated; they don't like to be convinced to do something they don't want to do.

The people who use the word "persuasion" almost always mean "pressure,"--specifically, pressure to do something you don't want to do. There is a big difference between pressure and persistence when you're talking about selling something. Pressure is trying to do something until it hurts. Persistence is trying to do something until it works.

The bottom line is that consumers want to be proud of their purchases and the money they spend. Persistence comes easy to a salesperson who believes in what they are selling. Persistence is providing as much truthful information as possible about the product/service and its benefits so that the buyer feels good about spending their hard-earned money on the product or service.

## **My five rules for selling authentically**

So how do you sell authentically? How do you become that trustworthy person your prospects want to purchase from – even when you feel the pressure of the world pushing against you? Here are my five rules for selling authentically:

### **1. Inject Your Personality**

Professionalism does not necessitate sacrificing your individuality. It's a mistake to try to mimic someone else's demeanour or conduct yourself in a way that you think is "businesslike." When it comes to selling, the first step is to create a sense of trust in the potential customer. To do this, show a little personality in your sales pitches.

### **2. Remain calm and steady under pressure**

I'm sure you've seen that calm, level-headed person who is able to respond appropriately in any situation. You know the type: They don't panic when things go wrong or freak out when they make mistakes.

You probably also know that person's less-calm counterparts — people who get angry or nervous and overreact to the slightest provocation.

We all know that bad decisions are often made under pressure. But it's not just the decisions that get corrupted; it's our personalities too. This is why we need to remain calm and think clearly even when there is a great deal of pressure on us.

How to remain calm when you are under pressure?

Here are some tips:

**Delay your decision:** Under pressure and stress, you tend to make impulsive decisions. So before making any significant decision, take some time to think.

**Breathe deeply:** Take deep breaths while thinking over important issues. Deep breathing helps relax the mind and body, improving your thinking ability.

**Take a break:** If you cannot make a decision under pressure, take a break and come back later after cooling off from the situation. You can think more clearly about the issue when you detach yourself and refocus.

**Do not get emotionally involved:** Be emotionally detached from whatever you are dealing with. Do not let your emotions take over or cloud your judgment while dealing with an important task.

**Don't judge yourself:** Do not get carried away by negative thoughts such as "I should have done this.." or "I should have said that

### **3. Give value before you make an ask.**

One of the best ways to build trust with your audience is by giving away something valuable before asking them to buy anything. This can be done in many ways: offering a free e-book before selling an online course, sharing free information on social media before launching a paid membership site, offering exclusive discounts or early bird specials. The list goes on. The key is doing something valuable for your audience before asking for money. When the time comes for them to buy from you, they already know, like and trust you.

Nowhere is this better demonstrated than in the world of video marketing. For example, watch Gary Vaynerchuk's video about getting more Facebook traffic. In it, he spends several minutes talking about how to improve your content strategy on Facebook before ever suggesting you should "buy our \$100 eBook." He also does this in his latest book *Jab, Jab, Jab Right Hook*. He spends several chapters teaching you how to be great (build relationships with your audience) before offering up his own products for sale at the end of the book.

#### **4. Don't Put on a Fake Front**

Whether you have an assistant or not, do you ever tell others that your assistant will complete a task for them on your behalf? Have you ever said, "we" instead of "I" to make your brand seem like more people are involved in a project?

If you play these phony games, customers and clients won't respect or do business with you. They believe they'll get greater service and accountability if they work with one real person instead of multiple fake ones. It's also reassuring for someone to know that you are responsible for their well-being.

#### **5. Buy What You Sell**

Tony Robbins was just 17 years old when he got hired as a salesman for Jim Rohn, a personal development expert. He demonstrated his dedication to the position by purchasing the organization's \$1,200 worth of self-help learning materials. It didn't matter that he was broke and sleeping in his car at the time; he was determined to get the money. After investing his own money and using self-help materials extensively, his experience with the items led him to become the company's best champion. Today, he is one of the most successful life coaches in the world. He runs his own empire and has worked with everyone from Oprah Winfrey to American presidents, countless professional sports stars and celebrities. Tony Robbins is one of the most successful life coaches in the world.

Take a moment to consider this. He spent the time using his own product and understanding his industry. If you haven't used your product or service, how can you convince someone else to?

#### **Why salespeople need to embrace authenticity**

Authenticity has been a superpower for me. I've built a stronger relationship with my friends, family, employees, and customers by being open and honest with them. Earning trust is the most vital ingredient in relationship building.

As such, authenticity is the most critical attribute that salespeople can demonstrate in today's selling environment. Today's customers have more power than ever before. The rise of social media, user reviews, and other forms of feedback means businesses can no longer rest on their laurels. In today's world, bad reviews can spread quickly and far, just as glowing endorsements can. It is no longer enough to simply make money; now, you must also manage the word-of-mouth that surrounds your brand.

“The old sales world was akin to a high stakes poker table.”

In the past, it was all too easy for companies to hide behind an impenetrable wall of bureaucracy and sales jargon. If a customer had a problem, they would either have to wait in line to speak with someone at customer service or send in a letter — which they may never receive an answer to. It allowed companies to present themselves with a polished veneer that hid any problems that might exist behind the scenes.

I've always found this one-sided connection to be unpleasant. "Is the sales agent giving me the truth?" and "Am I receiving a decent deal?" were hard to respond to in the old world of sales since clients were effectively at the mercy of salespeople. In poker, bluffing is a lot of fun, but in business, it's not.

### **The new world: a two-way dialogue between buyers and sellers**

It's not that selling has become more difficult or any easier for that matter. Today's great salespeople are just going about it differently. They're now using this two-way dialogue with their customers, one they never had before, to really explore their customer's needs. And because of this, they see how much people need and want their products.

Today's seller wants to eliminate all forms of confusion from their customers' minds. They want to make their customers feel safe picking their products over their competitors. There is no time for guessing or false advertisement.

Transparency is key in today's market, which means letting go of your poker face and smiling. As salespeople, our objective should be to develop a long-

term relationship with our consumers based on open and honest communication. You may feel uncomfortable at first, especially if you've been trained to keep your cards close to your chest, but the benefits you'll earn from being more open and honest is well worth the pain.

## **“I know it when I see it” - What authenticity means for salespeople**

When I started writing this chapter, an employee asked me, "How can someone be more authentic?". The question was one that I thought about for weeks. A measure of authenticity is difficult, if not impossible. It is intrinsically subjective. After much thought, I considered the well-known quote, "I know it when I see it,"

Supreme Court Justice Potter Stewart said this common expression in 1964 to describe obscenity. The term has since come to reference anything we can identify but cannot articulate. In the case of authenticity, we are left without a clear way to know if we are observing genuine authenticity, so I will do my best to offer you a few signs.

When buying a painting, we all know that an authentic work of art is far more valuable than a reprint or a fake.

Almost all of us would choose an authentic painting if money were not in the equation. Authentic paintings are made by the original artist, and they're one of a kind. The art is real and genuine right from the artists' brush.

It's the same with selling. When we buy from someone who is authentic—a person who is real and genuine—we feel good about it. We're not buying from a fake. We're buying from someone who really cares about us and wants to help us succeed. Someone who I can trust is not being fake with their intentions.

Authenticity means more than just doing what you promise to do—it means caring about your customers, your business and your mission in life. It means being proud of what you do and showing confidence in your products. When people feel this energy coming from you, they become confident in you and want to buy from you.

## **Embrace a culture of transparency from the top down**

If you want a culture of openness to spread across the company, it must begin with the top management. Transparency must be at the core of everything you do. The assumption at meetings, for example, should be that you address what is working and what isn't. Your meetings should be honest and describe what your plan is moving forward. We all make mistakes, and there's no shame in admitting it. Being accountable for them and learning from them shows the transparency and organizational strength a company needs to survive.

This openness spreads to your consumers when the entire business adopts it. Sales representatives no longer feel the need to cover up mistakes made in previous meetings because of the open company culture. In the end, this allows everyone, from the representative to the consumer, to arrive at the proper result more quickly because it becomes normal to recognize strengths alongside faults.

Instead of skirting around the tough questions, you can give an honest assessment of your solution to a prospective customer. When asked, "Should we continue working together?" how much faster could you respond? How many people who aren't a good fit for your company can you eliminate before they even start shopping? Now that your sales representatives are concentrating on the correct clients, how many more transactions can they close? As a result of adopting a transparent work environment, this is what your sales staff can achieve.

## **Explain how your product will have an impact on the business.**

Salespeople can no longer separate themselves from the competition by providing consumers with feature-level details. As a result, they are now tasked with determining how their solution can benefit their clients' businesses. For example, Resolution Bot's machine learning is intriguing. Still, it's more powerful for the client to know how many hours your bot will save their support crew and improve their bottom-line efficiency in terms of time and money.

**Acknowledge the benefits and weaknesses of your product.** Do not deceive customers. Being open and honest about your product's merits and

drawbacks is critical when you're competing with thousands of others. The truth is that no product can answer all of a customer's problems flawlessly. Customers don't trust items with only five-star reviews; the same holds true for your product. Authenticity and a mutually beneficial solution should be your objective to develop trust and confidence.

### **Provide customers information about the competition and the larger market.**

It's not enough to just talk about the competition; you must provide your customers with information about the competition and the market. You should be able to discuss the benefits and the drawbacks of the competition industry developments in general and put these principles into practice in real-world contexts and interactions.

Provide your customers with information about the competition and trends in their industry. It is a simple way to set yourself apart from the rest of your competition. Moreover, it gives you a chance to prove your expertise by offering unique insight that your competitors may not be able to match.

### **Show your hand early and often**

Although it's still possible to be a terrific salesperson and a great poker player, it's no longer a necessity for employment. There are no shortcuts to long-term success in your personal or professional life. So, urge your team to embrace the authenticity challenge with you. Don't play bluffs with consumers; strong partnerships are founded on mutual trust, not bluffing.

# CHAPTER 9



## THE CUSTOMER EXPERIENCE CHALLENGE

Albert Einstein is best known for his theory of relativity and the famous equation  $E=mc^2$ . He was also widely quoted on a variety of topics. While he is not recognized as a salesperson, this brilliant physicist always promoted ideas and concepts, attempting to gain acceptance from a skeptical audience. Sounds like a salesperson to me!

One of his lesser-known quotes is particularly insightful for sales professionals today: “Strive not to be a success, but rather to be of value.”

Think about it—this is the mantra for salespeople in the 21st century. We no longer “sell” anything. Our role is to help consumers make informed purchasing decisions.

The old adage that “people don’t care how much you know until they know how much you care” is alive and well—and is a core principle of salespeople today. The salesperson's role is about helping the buyer make an informed decision and maximizing the customer experience.

Sales professionals must now look at themselves as change agents and help consumers achieve their goals. Sales professionals are spending less time touting product features. Instead, they educate consumers on how the product or service will benefit them. “strive not to be a success, but rather to be of value.”

Plenty of businesses strive to build an excellent customer experience. But many of them miss one critical point: You can't just build an exceptional customer experience—you have to deliver it to every customer consistently.

Do you consider your customer's experience every time they interact with you?

The one thing that is constant in life is change. Changes are happening all around us, and we must be ready to adapt and react quickly. The same is true with customers. Their needs and expectations are constantly changing. Our job is to stay ahead of those changes, manage them, and figure out how to deliver a great customer experience in the midst of it all.

To do so, you have to maintain an upbeat attitude throughout your day when working with your customers. Not every hour of every day can you have a perfect attitude. Still, if you consider taking an attitude maintenance break to get your head straight, you will come out ahead.

Your attitude is contagious; it spreads from person to person like wildfire. It's really that simple! If you are having a bad day, it will show in your work, interaction with others and how you view things. You will find yourself being more negative than usual, and people around you will notice it immediately.

It can be easy to get caught up in the negatives of a situation, and when you're working with customers, your attitude is most important. A bad attitude will always result in a bad customer experience. Your customer will feel like they are unimportant and may walk away feeling that you could have cared less about them.

Take an attitude maintenance break if you're having difficulty getting your "customer service" brain turned on for the day. Get up, take a walk, and come back to your workplace refreshed and ready to deliver a great customer experience!

The most important thing for companies and salespeople to consider is not how to craft an excellent customer experience; it's how to deliver it. In fact, more than two-thirds of companies compete primarily on the basis of customer experience —up from only thirty-six percent in 2010.

To advance to the top as a salesperson or a leader, investing heavily in customer experience sales training is more important than ever.

### **A great deal is a feeling, not a number**

We all want a great deal. But what does it mean to get a great deal? How can you tell the difference between saving \$5 on your purchase and paying \$3 too much? It's impossible to see an exact dollar amount in real-time when making a purchase, but there are ways to know that you're getting a good value.

Describing the feeling of getting a great deal is like defining happiness. Everyone knows it when they feel it--but we can't always pinpoint precisely what happiness feels like.

A great deal is about more than just dollars and cents. It's about how you feel when doing business with someone: are they trustworthy? Are they easy to work with? Are they responsive to your questions and concerns? The better your experience, the more likely you'll feel like you got a great deal. And that experience isn't just about how well you're treated during the sale; it includes everything afterward, including follow-up sales and service.

The more effort and care an organization puts into ensuring customers enjoy every part of their experience with them, the better their chances of being seen as a great value--and generating referrals and repeat business as a result.

Even though this is the new role of a salesperson, in many situations, the reputation of selling is still poor. Still, many avoid sales careers out of fear of being mocked for their work. They worry that they may have to compromise their morals to succeed in sales. To this day, movies such as *The Wolf of Wall Street*, *Boiler Room*, and *Glengarry Glen Ross* feature corrupt salespeople who are still trying to "trick" clients into buying their products. They tarnish the reputation of the industry as a whole.

The most effective salespeople have high ethical standards and are aware of solutions to their client's problems. Elon Musk, Jeff Bezos, Steve Jobs, and Albert Einstein (yes, they are salespeople) have understood that sales is all about providing the most outstanding customer experience.

I would be surprised if you haven't heard Einstein's most famous quote. "The definition of insanity is repeating the same thing over and over again and expecting different results." It's used at nausea. So often it annoys me every time I hear it.

It has been a staple of humanity since the beginning of time: people do the same thing repeatedly and expect different results. But now, it's time to evolve.

Your sales process redesign.

Is your sales process out of date? It might be time to re-evaluate how you sell to consumers. But what truly makes an effective sales process?

A well-defined sales process includes all the steps a customer needs to take to buy your product. It will help guide both the salesperson and the customer through the emotional journey of making a purchase.

It's one that is reflective of the customer's buying process—one that follows the customer from their initial need to the point where they understand how your product will make their lives better.

In most cases, when a salesperson is in a rut, they perform what previously worked, but they've reduced the sales process to the point where it is no longer effective. They continue to rely on a simplified version of their approach, omitting critical phases and failing to return to their basic principles.

Sales is more than just convincing the prospect to buy your product. It's about discovering their true needs, finding out what they want to achieve, and giving them the tools they need to accomplish it.

Trying to close a sale without addressing a prospect's challenges and goals will result in an incomplete sale, leading to lost future business. Here is a six-step sales process you can take to make sure that you're providing a complete sales experience:

## **Step 1: Identify**

If you don't know who your customer is, how can you understand their challenges and goals? The first step in crafting a complete sales experience is identifying your target audience — who they are now and who they'll become in the future.

So, what do you need to know about your customers?

Who they are (current team, current customers and prospects)

What their challenges are (e.g., budget restraints, time and skills constraints)

Why they're interested or may be interested in your product or service (for example, increased revenue or growth)

How they prefer to work with others (e.g., face-to-face or remote)

What other vendors or partners do they use regularly?

## **Step 2: Connect**

Define your value proposition and develop an account strategy for each target account. Then plan, using your account-based marketing strategy as your guide. Provide something of value before making any type of sales contact. The more value you provide before selling, the easier selling will be. Make sure that your personal brand and your employer's brand are both prominent in everything you provide. That way, when they do start talking to you, you are a familiar face with compelling stories behind them.

## **Step 3: Discover**

Discovering what your prospects really need is an essential part of any sales process. The only way to find out what they need is to ask them questions. Although you should have a list of well-thought-out common questions, you

will need to lead a discovery conversation with them to uncover your prospects' most significant challenges and opportunities.

Use multiple-choice and open-ended questions to build rapport while you investigate. You need to do both at the same time. One without the other will make the conversation feel like an interrogation instead of a positive exchange of information.

Simply asking a question like, "What's keeping you up at night?" won't get you very far unless you follow it with a series of follow-up questions. It helps get your prospect to tell the story in their own words. Give them time to speak while you actively listen. It allows you to ask thoughtful follow-up questions that will enable you to dig deeper into the fundamental issues they are plagued with.

#### **Step 4. Advise**

Now that you have built rapport and understand your customer's wants and needs, it's time to become an advisor. Recommend the best solution to deliver desired business results. You can only advise customers when you've earned their respect. You've earned their respect through the previous steps in your sales process. If you have done those well, the consultative approach required now should be a breeze.

In step four of the sales process, you advise or consult your customer on achieving their goals. Ask yourself: "If I were my customer, how would I solve this problem?"

In this step, you are not selling – you are consulting or advising. It is a very important distinction. Selling usually turns people off because it feels like a high-pressure pitch trying to get them to buy something they don't want or need. If your customers think you are just trying to sell them something, they will shut down and go elsewhere.

Advising customers means helping them figure out what they want, then guiding them toward selecting the best solution for their situation. You aren't there to tell your customer what they need – that would be selling – you're

there to help them figure out what they need and then show them how you can help deliver that solution in a way that works best for their situation and requirements

## **Step 5: Close**

You've spent a lot of time on the previous steps, refining your pitch, perfecting your offer and even delivering a firm handshake. Now it's time to get down to business and make the sale. If all goes well, at this point, you can simply ask for the sale: "Is there anything else I can help you with?" That's it; no hard sell required. If anything, it's a soft sell because your aim is to help.

The closing stage is really a check-up to see if you missed anything in the previous stages of your selling process. You will always find out when you ask for the sale if you did. In this stage, you are looking for questions, concerns and objections. You should welcome them.

Great salespeople know the difference between questions, concerns, and objections. They treat each one differently. When a customer asks a question, you answer it. If they have a concern, that doesn't mean they aren't buying from you; it just means they have concerns you haven't addressed yet. And when you run into an objection, you need to figure out why they aren't buying from you at this stage. You've likely moved too fast through the discovery process and may need to go back and revisit this step again.

We start with the common questions, concerns, and objections prospects have about our products or services. You've learned to anticipate these things over time, so you're ready for them when they arise.

You can become a master closer by addressing these things earlier in the sales process. It shows that you listen to your customers and get better at meeting their needs.

By becoming a master closer, you will learn that people buy more than just your product or service. They also buy the fun and engaging experience they have while learning more about your company and deciding to do business with you.

## **Step 6 – Deliver**

Did you know the best way to retain your customers is to keep your promises? You'd think it would be a no-brainer, but it's not so simple. I can't tell you how many times I've seen companies fail at this.

It's easy to promise customers what they want, but making sure you follow through is an entirely different story. Are you able to provide what you're promising? Can you do it when the customer wants? Do you have a plan for if something goes wrong? And how will you let the customer know what's happening?

To make customers happy, you must be clear about what you promise them and follow through. It can be tempting to promise customers something that's impossible or impractical to deliver. There are two big problems with telling them what they want to hear instead of being straight with them. First, they'll lose faith in your word—even if you're trying to "give them a good deal."

The second is communication with your customer if something is going wrong. For example, let your customer know if a key part of your product breaks before shipping time and it takes longer than expected to get a replacement part! They'll appreciate knowing. To deliver the ultimate customer experience, your communication with your customer must always be honest and timely.

## **Step 7 – Grow**

If you're in this phase, congrats! Now it's time to grow your business by focusing on your customers' experience. But first, you have to collect your rewards for the hard work you just did. Now that you've earned that customer and provided an incredible customer experience, it's time to think of growth. You've earned a 5-star review, customer referrals and repeat business, but you won't get them unless you ask.

Make sure you have a process in place to reap the benefits of the customer experience you've provided. Many of us forget this step in our sales process, which is essential to our long-term strategy and success.

Now that you know these seven steps, it's time to become a master of them. A master salesperson has the discipline never to skip steps or widdle down the sales process. A master salesperson has the discipline to never move to the next phase of a sales process unless they are confident they have completed the stage they are on. A master salesperson can make sales look easy to teammates by providing a 5-Star customer experience.

## **Get 5-Star Reviews**

Getting customers to leave a five-star review for your business is like getting them to part with their money. You can't just ask for it; you have to earn it.

How do you get your customers to write a 5-star review for you?

Don't make this an automated process. Make it personal for your customer. Call them and ask. When trying to get reviews from your clients, don't just say, "Please leave me a review." Instead, say something like: "I'd appreciate your honest feedback about my work." They bought from you, so they like you. Make it a personal plea. Let them know why it is so essential for you to get 5-star reviews. Tell them that if you didn't earn it, you would appreciate knowing how you can improve your service.

Ask for feedback the moment you've delivered exceptional service. Your customers are still excited about their new purchase so strike while the iron is hot! It's better to ask once and get a review rather than wait until your product or service has become a regular part of their lives.

The best way to get customers to write positive reviews is to give them an easy way to do it. While you are on the phone with them, text a link directly to the pages where you are asking them to leave you a review.

If they leave you a review, make them feel good about it. Send a thank you note for every review they leave.

## How to Get Referrals

Getting customers to give you referrals may not always be easy, but it's worth the effort. According to Entrepreneur magazine, the average customer referral is worth \$8,000. So if even half of your customers provide a single referral (and they often provide multiple), that can make a significant impact on your bottom line.

It doesn't have to be complicated. Use these four simple yet effective methods for getting more customer referrals today.

**1. Ask for them.** There's no better way to get more business than through referrals. But, you have to ask. And then you have to follow up, just as you would with any other customer.

The key is getting your existing customers to recommend you when they talk with their family, friends and colleagues. Having them suggest you also helps you build trust with those new people hearing about you for the first time.

That's why it's important to note when asking for referrals that your goal isn't just an additional sale. It's establishing a new long-term relationship with a customer and her friend or colleague.

**2. Create a referral rewards program.** It doesn't have to be complicated. A referral program is one of the best ways to market your business. It's scalable, it's viral, and it drives sales. Moreover, referrals are the best indicator of your product or service quality. So if you've got a great product, you're halfway there!

Creating a referral program can be easy, but you need to put some thought into it. Here are some things to consider:

What type of incentive should you offer? You can give away anything from gift cards to actual products. Some people even give away lifetime discounts (think Costco). The key here is to find something that's not too expensive and has high perceived value to your customers. Have several options available so customers can choose what they want or need when they refer someone.

No matter what, always thank the customer for the referral. Sometimes customers will refer others who buy right away, and sometimes they'll refer people who buy later. If someone refers multiple people to you, You must embrace this brand advocate. They have become a key player in your organization? Rewards and thank you's should keep coming their way. It will keep this VIP customer happy and encourage them to continue sending people your way and make more purchases with you in the future.

2. Leverage your email list and social media contacts to send emails asking customers to recommend you. Send an email blast once every two weeks and ask people to tell their friends about you. Make sure that your email signature includes information about your referral program. Customers are reminded to keep those referrals coming when you send them an email. Or add social sharing buttons on your site so visitors can quickly share your content on their networks.

3. Measure and track everything you do. It will help you find ways to increase the number of referrals that come in each month—meaning more business for you! Keep track of how many referrals you get from each method and optimize accordingly.

### **3. Get Your Customers to Buy Again**

You're so busy trying to find new customers that you forget all about the ones you already have.

In today's competitive marketplace, it's important to remember who brought you to the dance. The key to long-term success is not just in adding new clients. It's also about maintaining customer loyalty and earning repeat business.

If you want to keep them coming back, here's what to remember:

- Remember, you always have competition breathing down your neck, so keep your customer service on point. Keep in touch with your customers regularly so that you remain their trusted advisor.

- Keep track of what your customers love about you and work it into future communications as much as possible (e.g., "You love our low, low prices? We'll give you more!")
- Always be in the moment with your customers – listen intently to what they're saying and react accordingly (e.g., if they order a certain way, give them feedback on how well that worked for them)
- Ego can become problematic if you rely too much on your past performance to get repeat business instead of future results. Take pride in the product or experience you provide, but it's essential to strike a balance between pride and ego.

Don't forget that your current customer's loyalty is golden! Do you offer special deals to returning customers? Do they feel like part of a special club because they buy from you? The bottom line is that if you want to keep growing, make sure you never forget about your current customers.

Mastering the customer experience is no easy task. An experience can be described as a set of sensory inputs, feelings, and thoughts that an individual perceives in relation to an object or event. An individual's perception of a customer experience can vary based on their personality, mood, and expectations.

To deliver a positive customer experience, you must identify your customers' needs and wants and deliver them effectively. This requires a keen eye for detail, the ability to listen to your customers and remove any distractions so that you can focus on them. It also means identifying your customers' needs before they do, preemptively meeting those needs with your products or services, and then delivering the solutions in an effective manner.

"Logic will bring you from A to B," said Albert Einstein. I see this remark as implying that everything you visualize can become a reality for you. To deliver an exceptional customer experience, you have to envision it. Once you create your vision of the customer experience, you need to act on it and make it a reality. In the end, what you visualize is what you will continue to work towards.

# CHAPTER 10



## BECOMING A SALES SUPERHERO

Superheroes? Why do we love them? To truly understand, we must examine the history of the characters themselves. While many have debated what makes a hero (superpowers or not), there's no debate over Supes' popularity.

Although Zorro ran in 1919, many argue that the original superhero was Superman; first appearing in Action Comics Issue 1 on April 18, 1938. From his early days fighting for truth, justice, and the American way, to his more recent fights with Lex Luthor, Batman and other DC comic book heroes, Superman is undoubtedly one of America's most beloved characters and cultural icons.

Although a few superheroes have been around since the 1930s, it wasn't until the early 90s that Hollywood realized we couldn't get enough of them. Not long after that, superhero cartoons and comics spread like wildfire, and they haven't stopped since.

Today there are thousands of different superheroes spanning across several different mediums – but what's kept us coming back for more? More importantly, why are we talking about Superheroes in a sales mindset book?

Superheroes have been around for decades but never lost their appeal. They're an integral part of our culture, and they've become part of our everyday lives. We see them on TV, in movies and even in comics! But what about these fictional characters has kept us coming back for more?

We think it's because superheroes represent the best parts of humanity – the parts that we all wish to embody ourselves. Their stories teach us courage and perseverance, overcoming obstacles, being kind, and doing good things for others. And it's not just their actions that make them great role models; it's also their personalities. They have strong moral codes; they're courageous but not reckless; they're kind but not weak. In short: superheroes are human beings who have been raised to be better than human beings can ever be. And when you think about it like that, isn't that precisely what we want from our lives?

### **What are the characteristics of a superhero?**

One of my favourite parts about being a kid was that I could be whatever I wanted to be and do whatever I wanted to do.

I was a superhero.

I had the power.

Unfortunately, as we grow older, we lose this feeling and let situations bring us down. We lose our confidence and our imagination, but we don't have to lose these things at all. They're still inside you; you just have to find them again. In fact, the more that we can keep these childish traits, the more successful we will become. Let's examine these seven characteristics that will help bring back that childhood confidence and imagination and help you become a sales superhero. What qualities do these superheroes have that I can embrace myself?

#### **1. They Have Integrity**

A superhero can be a force for good in the world. In fact, a real-life superhero tries to make the world better by using their unique talents and abilities. What does this have to do with integrity? Everything. To be considered a "superhero," your character must be well known for being honest, brave and compassionate. Your actions speak louder than words, so you must be able to demonstrate that you are a person of integrity.

Integrity means behaving with honesty and moral uprightness. It means doing the right thing even when no one is looking. When people in your community need help, they will turn to you because of your reputation for integrity. If a salesperson is going to stand out from the crowd and win more customers, they need to be an individual of high integrity who we can trust to act ethically at all times.

## **2. They Have Empathy**

Superheroes can empathize with those around them. There appears to be a general lack of interest in comprehending the other person's perspective these days. The superpower of understanding is acquired when empathy is used in your interactions with others. It is an ability that brings people together rather than tearing them apart.

The ability to see things from another's point of view is a powerful tool for a salesperson. You must understand your buyers' needs and what they're looking for. It will help you tailor your presentation to the specific needs of that buyer and enable you to close more deals.

Empathy can help you go beyond learning about your customer. When you are empathetic, you seek to understand them on a deeper level. You take the time to put yourself in their shoes. You earn a relationship built on mutual trust and respect, which ultimately leads to increased sales.

## **3. They help those in need**

We have all heard the saying, "It takes a village." While we may use this phrase to refer to the importance of teamwork, it is especially true for salespeople.

Sales teams are often composed of people with different skill sets and personalities. However, everyone must work together in order to be successful. One person alone cannot effectively run an entire sales organization. A sales superhero understands that the team is stronger than any one individual. Help your fellow team members to be better, and everyone benefits.

This applies equally to customers as it does to coworkers or partners. The more success you can help your customers achieve, the better they will feel about your company and the more they will spend with you.

#### **4. They Go Above and Beyond**

Superheroes are always on the lookout for ways they can serve. They don't limit their help to the job description. They go above and beyond, giving more than what is asked of them. There are many different ways to go above and beyond your regular duties, and you'll find that when you do, you'll get out of your career what you put into it. Your efforts always pay off.

Going above and beyond for your customer speaks volumes about your commitment and willingness to do whatever it takes to get things done for them. It is an essential part of doing business. It's also essential for creating loyal fans who write positive reviews about your company, recommend you to their friends and even become repeat customers.

You can build a great relationship with your customer by going above and beyond. That means more than just giving them what they've asked for. It means proactively providing them with information or service to help them achieve their goal. It can be as simple as following up if they didn't respond to an email or phone call. It might be making yourself available if they need additional assistance beyond what you originally planned together.

This type of relationship-building may not always be possible, but when it is, it goes a long way in building trust and showing an interest in them as a person. It will build goodwill and make them want to do business with you again.

#### **5. They Can Adapt to Change**

We're facing a different world than the one we lived in just five years ago. The way we interact with technology and the sales process has changed dramatically. So how do you adapt to this new world of selling?

One of the most important steps is embracing and facing the changes head-on. We've all heard the saying, "You can't fight change." But how many people really do that? Sure, you might make a token attempt to prevent change from happening, but as soon as you realize it's futile, you take a deep breath and say, "Okay, I'm ready for it."

This fearlessness is an essential piece of your new superpowers. When you're confronted with change, whether personal or business-related, you don't back down. Instead, you see it as an opportunity to grow.

When something unexpected happens in your life or career — like when a customer suddenly cancels their order — you don't see that as bad luck or a sign of defeat. You see it as an opportunity to learn and improve at what you do.

Adapting to change takes courage. These changes will seem impossible if you haven't built your foundation strong enough. Once you have a solid foundation and the courage to move forward, iteration and letting go of what worked in the past and embracing something new becomes an exciting challenge.

## **6. They Have Unique Special Powers**

Who thinks they're special? Everyone. A teenager with a skateboard who thinks they're the next Tony Hawk, a salesperson who thinks they're the next Steve Jobs, even someone who wakes up every day and does their job better than the rest of us.

But really, is that so crazy? I mean, what makes them different from other people? Maybe nothing?

The truth is that everyone has a unique superpower. It's just that some people don't know it or use it. Successful people are self-aware enough to realize that something about them sets them apart. They have identified their superpower and use it in their relationships with others, integrated it into their work habits and in their overall approach to life.

The best way to figure out what your superpower is is to look at your past experiences and ask yourself what you've always enjoyed doing. The more specific the answer is, the better your chance of finding your true calling.

If you dig deep enough, there are usually some consistent themes throughout your life that point toward your talent and strength as a person. These themes can also help you choose an industry or field that aligns perfectly with your interests and personal strengths.

## **7. They Continually Train**

Do you want to take your family member to a doctor without formal schooling? Don't worry, they have watched a few youtube videos and were always told growing up, "you know someday you'll make a great doctor." Sounds ridiculous, doesn't it?

Why do so many salespeople discount the importance of sales training? They believe they already have the answers. Quoting some of their favourite sales "experts," they think they are already doing everything they need to do (even though their results can prove otherwise). Truly successful people don't need gimmicks or new tools to achieve their goals. Successful people usually do two things differently:

They understand that life is a journey, not a destination. You never reach success as a result. It is an ongoing process where you are constantly improving and learning.

They understand the importance of self-education and continuous improvement. Salespeople should constantly look for ways to improve themselves, whether it's reading books, attending seminars or listening to audio programs - anything that provides new ways to sharpen their skills.

Sales training helps you keep your enthusiasm about work. Without it, you may fall into a rut and become bored with what you've been doing for years. It can lead to a decline in performance. Sales training helps you identify current needs and future trends in your industry, which gives you a leg up on the competition. It also keeps you and your team up-to-date on new products.

## **8. They Are Experts**

You don't have to be a lawyer to sell law, but you should know something about it. You don't have to be a brain surgeon to sell medical equipment, but you should know something about it. And you don't have to be a professional football player to sell sports merchandise, but you should know something about it.

Superheroes are trusted experts, and people will seek out someone they can trust. Whether we're talking about the benefits of home ownership, the pitfalls of a low-protein diet, or the virtues of eating organic foods, they prefer to get advice and guidance from an expert.

Telling customers how fantastic your product is isn't enough; you need to know what makes it so wonderful to back up your claims with facts and figures. You can't just say "It's the best," or "It's the cheapest"; you have to say why it's the best or cheapest.

## **9. They Have A Strong Brand**

What do all superheroes have in common? An incredible marketing department! Cool slogans, colour schemes and a tight logo that everybody recognizes. Even their character forms a part of their incredible brand. You know exactly what to expect with each one of them.

Let's take Batman for instance. This guy is one of the most popular superheroes ever, and his success is primarily due to his branding. He even has his often imitated catchphrase: "I'm Batman." I bet you can't say it without mimicking him! His character is so popular because D.C. comics mastered the art of branding.

The Avengers is a great example for us to learn from. Strong leaders should be looking to form a team of sales superheroes. The Avengers show the importance of collaboration, yet each character has their own unique personal brand. As a leader, you want to build your group of superheroes, all working towards the same goal: to be the best in their industry. You want your

salesforce to be able to do things on their own but at the same time be able to work together when needed.

You want your sales team to have a strong sense of identity and awareness that they are part of something bigger than themselves—your company brand!

You want them to have their own unique personalities so that they can stand out from your competition. You want them to understand what they do and why it's important. If your sales team doesn't know what makes them different from everyone else, how will you expect them to differentiate themselves from their competition?

When you think about it, great brands possess superhuman qualities. The combination of distinctive attributes like personality, promise, clarity, and purpose create an irresistible force that can make brands unforgettable.

A great brand inspires us to follow them (consider Apple). A compelling story brings us together with like-minded people (think Nike). A culture of loyalty keeps us returning for more (Starbucks). And the best brands deliver on their promise every time (Amazon).

Brands are not born; they are made by applying the right mix of ingredients — a formula we have started to understand. We call this the eight-point brand model. Not every brand possesses each quality to the same degree. Still, all great brands have some level of authenticity, differentiation, clarity, consistency, cultural relevance, conviction and humanity.

Taken together and applied systematically in an integrated manner, these elements drive remarkable results and allow businesses to compete on a different level — one that puts them ahead of the competition.

## **10. They Are Irresistible Leaders**

Sales leaders are inspiring by nature. They provide vision and direction to others and set the tone for interactions.

Sales leaders keep their eyes on the big picture. They're ambitious and want to see results and growth in their organizations. Sales leaders are articulate, confident and goal-oriented.

Sales leaders want to be involved in business strategy planning. They use technology to keep abreast of industry trends and stay competitive. They're excellent listeners and value customer service.

Sales leaders know the strengths, weaknesses and motivations of their colleagues, friends and family members. They use this knowledge to bring out the best in people. They know how to help people achieve success because they've been there themselves.

Sales leaders are accountable for team performance, volunteer for additional assignments, have a good sense of humour and like change. They're self-starters who embrace challenges head-on without fear of failure or rejection.

## **11. They Are Focused on targets**

Those that excel in sales have an unwavering commitment to their goals and a laser-like concentration. Without clarity, setting sales targets are meaningless

When you set sales targets, it is critical to ensure that your salespeople fully understand them. When employees understand what they should accomplish and how to do it, they feel more motivated to focus on their goals. Sales teams who feel their goals are clear and well-stated gain a sense of excitement for the year ahead.

When it comes to setting clearly defined targets, use SMART goals. The most common cause of goals not being met is a lack of direction. New Year's resolutions almost always fail because they have virtually no definition. One of the most typical New Year's resolutions is weight loss. "This year, I am going to lose weight." They do not have a strategy to help them meet this goal, which causes the failure of many otherwise well-intentioned resolutions.

You are more likely to succeed by setting a more defined, achievable target and then celebrating your success. Your SMART goal is to lose 10 pounds in 10

days. By setting the goal of losing 10 pounds in 10 days, you might fail on day one, but you can catch up and celebrate success on day two with the SMART target approach.

SMART targets are specific, measurable, achievable, relevant and time-based. They can be used for any type of goal setting you want to do. They will help you achieve your goals because they make them attainable and obvious. A strategy and plan can be developed and implemented to achieve them.

## **12. They Are Accountable**

Your favourite Superheroes are often chosen to lead a team into battle. They know that the success or failure of the mission depends on the team's performance. The fate of the country, perhaps even the world, hangs in the balance.

It is not exactly a new role for them. They have led teams into challenging situations where success depended on their ability to perform under pressure. They know they need to identify individuals willing to step up and be counted on when the stakes are high. Individuals who will accept responsibility for their actions and own up when things go wrong. Individuals who will hold themselves accountable for achieving a successful outcome.

But what if the mission doesn't go as planned? What if we fall short of our objectives? What if we make a critical mistake? Many people have engaged in the "blame game," and nobody is held accountable for anything. We have all heard the statement, "It's not my fault,"

The Ladder of Accountability is a simple model developed to explain the different stages people are in when confronted with a problem. Consider it an accountability ranking system. The model helps you quickly identify and understand how effective someone might be in a problem situation.

The most dangerous part of the ladder is at the bottom. People avoid responsibility for problems by pretending there's nothing to worry about. They try shifting blame onto others. It creates an illusion of a solution when in reality, it's just an excuse for inaction.

It is why so many initiatives fail: we are unwilling to take responsibility for them.

Let's start at the bottom of the ladder:

**1. They Deny.** In denial, we pretend that a problem doesn't exist and may even be willing to ignore it. That's not solving the problem; it's ignoring the problem. We've all been there before with a team member or with ourselves, but it's not where you want to be.

Next up on the ladder

**2. They Blame Others.** People here are quick to point fingers at others for their shortcomings or failures. They don't take responsibility for their actions and focus on finding someone or something else to blame because they don't know how to solve problems themselves. This attitude won't get you very far in life. No one likes to work with finger pointers who can never admit fault or failure.

**3. They Make Excuses.** Excuses are the "thinking" of people who fail to take responsibility for their actions and results. People who make excuses do so because they refuse to acknowledge that they have chosen the path they have taken. The truth of their situation is too painful to face or admit. They would rather point their finger elsewhere than take personal responsibility for their behaviour. Excuses are not only bad for business; they are also bad for any individual's self-esteem as well as relationships with others.

**4. They Wait and Hope.** People here know a problem requires action and choose not to act. They're waiting for someone else – often the person above them on the ladder – to take care of it so they don't have to get their hands dirty. Their motto might be, "Don't let today's problems interfere with tomorrow's dreams."

**5. They Acknowledge Reality.** This person acknowledges that there is a problem and that changes need to be made.

It's not easy to get here because it means acknowledging that you're somehow responsible for the problems that have occurred. It means coming to terms with the fact that you are in some way accountable for the results in your life and understanding the impact of your actions.

Acknowledging reality is when you stop seeing yourself as the victim or blaming your circumstances or other people for where you are in life. It's when you finally acknowledge that you have some power over your future, even if it sometimes feels like you don't.

**6. They Own it and Take a Position.** Ownership is about accepting the consequences of your actions and not blaming others for the situation you find yourself in. It is about taking responsibility for your actions and not looking for an easy way out by blaming others.

Owners are willing to admit when they have made mistakes, apologize and move on from those situations. They are also willing to stand up and be counted when they believe in something, rather than being a fence-sitter who goes along with the crowd.

Taking a position is about proactively seeking solutions rather than waiting for someone else to make the first move. It's about putting forth effort and coming up with creative solutions instead of using excuses or blaming others for their failings.

**7. They Find and Create Solutions.** People at this level believe you can always find a way to solve problems. You just have to be creative. They come up with ideas on how to solve issues as they arise, regardless of who's at fault. Instead of sitting around and feeling sorry for themselves and complaining about the problem, they think about it and try to learn from it.

**8. They Are A Solutions Expert.** These people have a lot of energy, like change, and tend to be more optimistic. They are future-oriented, and because of this, they don't mind taking risks.

The world's most successful people are those who know how to solve problems. They don't only see problems before others. They also see opportunity. They hold themselves to the highest standards of accountability.

### **Climbing the ladder together**

The insights shared here will help you with practical ways to maintain a culture of accountability within your business. By doing so, you'll be able to build long-lasting relationships, improve performance, and foster a sense of ownership with the people on your team. Exploring it with them and having honest conversations with them about where they are regarding their accountability will help guide them to the next rung. From time to time, the ladder is a compelling reminder to stay on track and have the courage to ask for help when needed.

Just like an ice climber placing anchors to prevent a fatal tumble back down the mountain, if you don't remind yourself that you are on this ladder of accountability, you can fall back down the ranks quickly.

### **A Superhero Ending**

The essentials in this chapter can help you become a sales superhero. Like any superhero, you'll need to use your powers responsibly. Like any true superhero, try not to be too amazed by your abilities. Don't lose your humility as you start to develop your new superpowers. Instead, leverage those skills to continue making a difference wherever you see fit. Above all, know this — you can do it. But you will have to put in the work. Sales is a great career option for many people, but it takes a certain mindset and level of discipline to be truly successful. It takes grit and perseverance, both attributes that anyone can improve with focus and practice.

# CHAPTER 11



## WHAT IS THE NEW SALES MINDSET?

There are no secrets to selling. There are no magic bullets for salespeople who want to become top performers. From the most successful small businesses to the Fortune 500, all the best salespeople use the same basic principles and practices.

Many people — even experienced salespeople — believe that selling is some kind of mysterious ritual that only a few blessed souls can truly master. Many salespeople are convinced that they were just born with “it,” or they weren’t, and there isn’t anything they can do about it. They think that selling is something you either know how to do or not.

Now, I hate to burst your bubble, but nobody is born knowing how to sell. Nobody is born with a growth mindset. They may have been predisposed to conditions in their life that allowed easier entry into a sales career, but this curse often kills a sales career due to an inflated ego.

Many people are born with a fixed mindset. They think their intelligence is limited and cannot change through effort and hard work - which means they probably aren't cut out for sales anyway!

The new sales mindset combines an entrepreneur's growth mindset with a professional athlete's discipline. It is this combination of perspectives that will allow for growth throughout your career.

The good news is that even if you don't have a growth mindset, you can develop one. Trying new things can induce great fear in many people. The fear

of failure can paralyze some, but overcoming that fear can unlock our most extraordinary talents. The best salespeople are not afraid to fail, and they are not afraid to take massive action. They do wacky things that push the envelope and make sure they are prepared to fail before they fail. In the process, they train themselves to become more daring, flexible, and passionate about serving their customers.

Until you try the impossible, you will never know the incredible. The New Sales Mindset is a total commitment to unlocking your full potential.

You never really know how far you can go until you try.

When you decide to take on new challenges and stretch yourself beyond your comfort zone, that's when you start to discover what you're capable of. You discover skills, strengths and solutions that have always been there but were dormant inside.

At first, it may feel uncomfortable. Actually, it may scare the hell out of you. But this is where the magic happens...

If you look at the world's most successful people, they all have one thing in common: They are willing to take risks and step out of their comfort zone. They didn't play it safe; they played to win.

There was a time when salespeople were viewed as sleazy, pushy, and annoying folks who would do anything to get their way. And while I'm sure there are still some of those people out there, that's not the new sales mindset.

The new sales mindset is about having a willingness to be vulnerable and a self-awareness that makes you sensitive to other people's needs. The new sales mindset is about developing an authentic and genuine connection with others.

The new sales mindset is about knowing when to take control of a situation and when to let someone else take the lead. The new sales mindset is about paying attention, being curious, and asking great questions.

The new sales mindset requires a complete change from selling the features and benefits of products to selling results and outcomes. The salesperson must be willing to invest in customer relationships. Ready to understand their customer's motivation and problems or challenges in trying to get the results they are looking to achieve.

The new sales mindset is about having an awareness of how you show up in the world and how your actions impact others around you. The new sales mindset is about being present in every conversation, every interaction, and moment of your life.

The new sales mindset is about being bold enough to do what few others will do. It's about being strong enough to repeatedly put yourself in a position to fail and come back swinging.

It's about waking up every day and looking forward to your next conversation with a prospect or customer. Offer a customer experience that no one can beat.

The new sales mindset is about challenging the status quo and being open-minded enough to consider new ideas that can make you and your team that much better than your competitors. Because when your customers see that kind of commitment, they will respond in kind.

The new sales mindset is about doing the things that make you better at what you do because you want to, not because you have to.

The new sales mindset teaches us that it's okay to be wrong sometimes and that it's better to fix our mistakes than hide from them. It teaches us that we can be ourselves in most situations and still be successful at what we do.

There are no more secrets in a world of information equality. Your competitors and customers know just as much as you do. It's not about finding one little secret that differentiates you. The real challenge is being brave enough to be different in ways that matter.

It's not about following the rules and playing it safe. It's about taking chances and making mistakes because those are the only ways to learn and grow.

So you've been through the book and have learned a lot. Now it's time to put all of that knowledge into practice and bring your sales career to the next level.

Alright, so here's what we need you to do:

First, take a deep breath and close your eyes.

Now think back over the last few months—especially the past week or so—and remember when you felt like you were “on fire” in your sales career. Think about where you were standing, your body language, and how much energy was flowing through you. Remember those moments where everything just seemed to click into place perfectly?

Now open your eyes and look at yourself in the mirror. Look at how happy, excited, enthusiastic and confident you are right now! Hold that feeling for as long as possible (at least 30 seconds).

Your journey isn't over yet—it's just beginning! Keep an open mind and an eye out for opportunities where you can apply what you learned in this book. You never know when someone might need your help!