

# Creating a Positive Sales Growth Mindset

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- Understanding your Comfort Zone
- What's your Focus?

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# Session 1

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## How your thoughts impact your results

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## Your Comfort Zone



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## What's your Focus?

I

P

A

F

B

I

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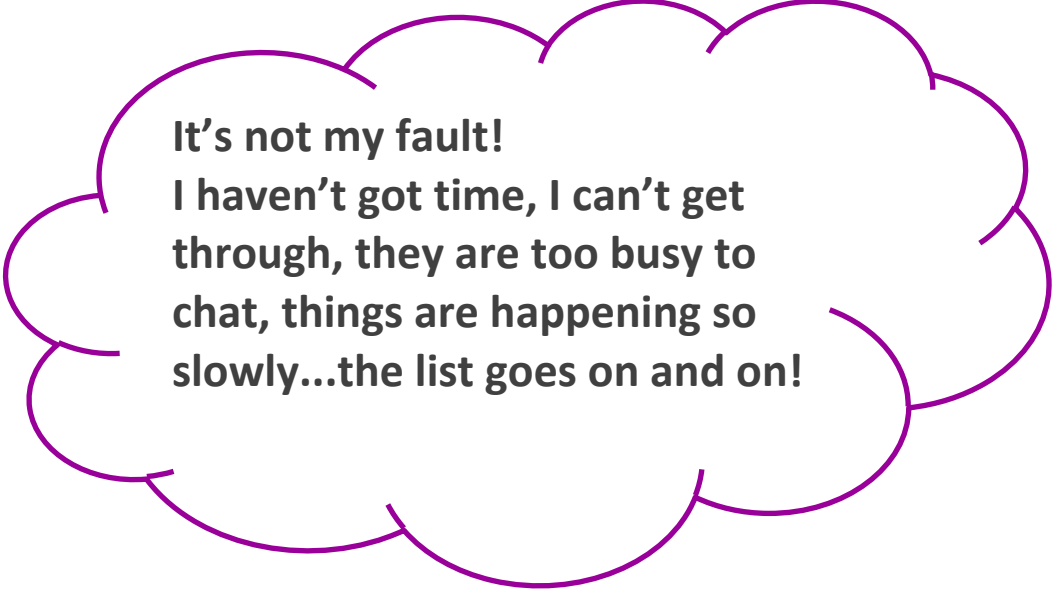
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## The Valley of Reasons and Excuses



**It's not my fault!  
I haven't got time, I can't get  
through, they are too busy to  
chat, things are happening so  
slowly...the list goes on and on!**



## The Valley of Reasons and Excuses

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## How your beliefs shape your success

### What are beliefs?

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They are assumptions that you've created at some point in your life based on a situation in which you found yourself.

A belief isn't a truth or a fact; it's your perspective on something that happened to you. While beliefs feel like they're real, they're actually not.

***Take a minute to think about that.***

We hold onto our beliefs and fight for them as though they were set in stone. Just look at any argument between two people with opposing beliefs.

There are two main types of beliefs: the first type is the positive and empowering belief.

These beliefs cause you to feel really great about doing something that you know you're doing really well. You're telling yourself all these positive things about what's going on for you right now. These are the beliefs that make you feel really strong and confident, ready to take on the world.

Then there are the negative, disempowering beliefs. These are the **I CAN'Ts**...the things that you think that stop you from even trying or committing to certain activities because deep down, you believe that you can't do it...or can't do it well enough.

**How are beliefs formed?**

Most of them are created when you were very young, likely in the first seven years of your life. These are called the imprint years, because during this time your brain is like a sponge, taking in lots of information.

During this time, you look at life through the eyes of a child, without the benefit of any life experiences. This means that everything tends to be black and white...everything's either great or terrible.

You only have to observe a young child to know that they can go from big smiles...to crying...back to big smiles in a fraction of a second because to them, things are either good or bad.

It's during these formative years when things happen for you that cause you to form beliefs that you often carry with you for the rest of your life. Some of these are positive, others less so.

# Session 3

Navigating your client's map!

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*Everyone has their  
own unique map  
of the world!*

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## Understanding and influencing your customer's motivation

### Towards and Away From

You are motivated by only two things...pain and pleasure. You'll constantly seek to minimise one and maximise the other.

Think of an outcome you want in either the short or the long term...what makes this outcome so attractive to you? What will getting this outcome do for you? Will it give you pleasure...or will it move you away from pain and discomfort?

Ask one of your customer's what their outcomes are...and the reasons they are important to them. Some people will talk about being unhappy or uncomfortable in their current situation (Away From) whilst others will share how getting this outcome will have a positive impact on their lives (Towards).

Ask a person how they came to buy their current home. Was it because of their dissatisfaction with their old home (Away From) or did they decide that this was the one for them because they felt it had more space? (Towards).

One isn't preferable to the other...Towards and Away From are just ways of being and are in themselves neither good nor bad.

Depending upon circumstances, one strategy might be more useful or appropriate than another.

When setting your goals, it is far more useful to move towards what you want rather than away from what you don't want. You get what you focus on so your chances are increased when you have clarity about what you want.

If you want to give something up...by knowing your preference you can enhance your ability to increase your willpower. For example...if you tend to move towards...think of the benefits you'll get when you have done those things. If you have an away from preference you will need to focus on the consequences of not doing those things.

In the context of sales, you will be familiar with the carrot and stick principle. Giving your customer an incentive is a carrot...and carrots only motivate your customers with a Towards preference.

Your Away From customers will be driven by the fear of missing out and therefore will respond more positively to a little stick prodding. Language like..."**you don't want to miss out on this great property, do you?**" will quickly increase their motivation away from the pain of non-achievement.

### Most Noticeable Traits of a Towards Preference

- Self-motivated
- Driven
- Goal focused
- Use want, attain, achieve, gain, get, obtain, secure type language
- Can be blinkered especially at times of great focus
- Often leave a trail of destruction behind them (they rarely look back) in the pursuit of goals
- Can be overly positive and not see issues coming till it's too late

### Most Noticeable Traits of an Away From Preference

- Great problem solvers
- Notice potential issues up ahead
- High desire not to fail
- Use don't want, avoid, dodge, exclude, get rid of, side-step type language
- Pain averse so less likely to try new things
- Low risk takers
- Often perceived as negative because they focus on what could go wrong

### Influencing Strategy

To motivate a customer that has a Towards preference, establish and emphasise their desired goals and outcomes. Share how moving forward with the property will help them get what they want. Focus on the benefits to them.

To motivate a customer with an Away From preference, establish what they don't want and reinforce the uncomfortable consequences of not taking a required action to prevent this. Emphasise that you can help them to avoid what they don't want. Identify any potential problems and reassure them that these can be decreased or eliminated when they take the required action.

# Session 4

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## Creating Powerful Discovery Questions

When speaking with customers ask as many discovery questions as possible to establish what is important to them, what they want or need and any other important information that will help you get the sale.

Questions that start with...

- **WHO?**
- **WHAT?**
- **WHEN?**
- **WHERE?**
- **HOW?**
- ~~**WHY?**~~

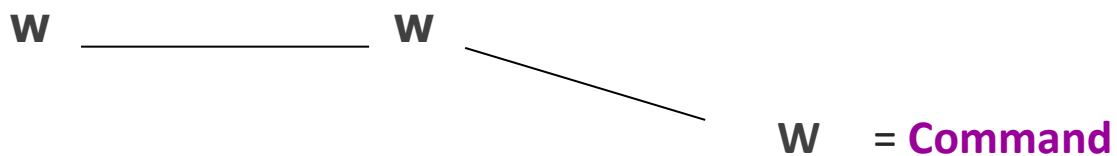
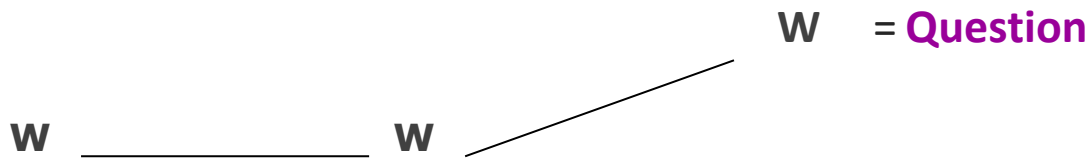
...have to be responded to with information. The more information you have the more likely you are to provide what the prospect wants.

Listen and make notes on the answers.

Feed back their information using their words and language

Summarise what you are going to do – then do it!

## Using your voice to influence



### When you want to increase response and participation:

Ask questions with a command tonality.

Raise your eyebrows at the end of the question and keep them raised until you get an answer.

