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Our **Objective**

3

- Learn how to introduce simple process calculations
- How to identify negative attitudes, behaviours, and techniques that keep you from success
- How to prioritise daily activities that impact your pipeline



4

Six Formulas to Ensure Sales Success

5

Sales **Success**



You get out what you put in



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The 6 Equations

1. The Trust Equation
2. Reverse your day
3. SW + SW + SW = N
4. Success = Failure + Persistence
5. Success = Behaviour + Attitude + Technique
6. Start each day with B.A.G.E.L.S.



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1. The Trust Equation

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The Trust Equation

How can we build trust?

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The Trust Equation

$$\text{Trust} = \frac{(\text{Reliability} + \text{Credibility} + \text{Intimacy})}{\text{Self-Orientation}}$$

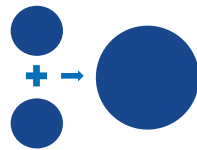


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The Trust Equation

All things being equal

- People buy from people they like.
- People like people who are like themselves.
- Hence, people buy from people who are like themselves.



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The Trust Equation

$$\text{Trust} = \frac{(\text{Reliability} + \text{Credibility} + \text{Intimacy})}{\text{Self-Orientation}}$$



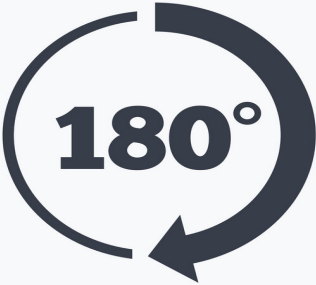
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The Trust **Equation**

$$\text{Trust} = \frac{(\text{Reliability} + \text{Credibility} + \text{Intimacy})}{\text{Self-Orientation}}$$

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The Trust **Equation**

1. Reliability	
2. Credibility	Rate
3. Intimacy	1-5
4. Self-Orientation	


t.

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The Trust Equation

- 1. Reliability
- 2. Credibility
- 3. Intimacy
- 4. Self-Orientation

**Rate
1-5**




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Be Vulnerable

““

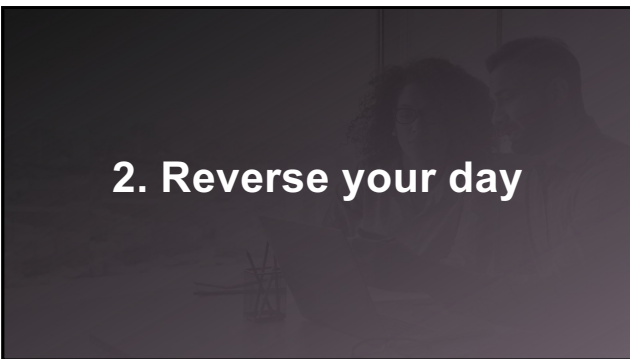
Before we get going, can I tell you my biggest fear?

””



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2. Reverse your day



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Reverse Your **Day**

- a) Working on customer enquiries
- b) Conducting closing meetings
- c) Having discovery or initial meetings
- d) Prospecting / Qualifying



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Reverse Your **Day**

- d) Prospecting / Qualifying
- c) Having discovery or initial meetings
- b) Conducting closing meetings
- a) Working on customer enquiries



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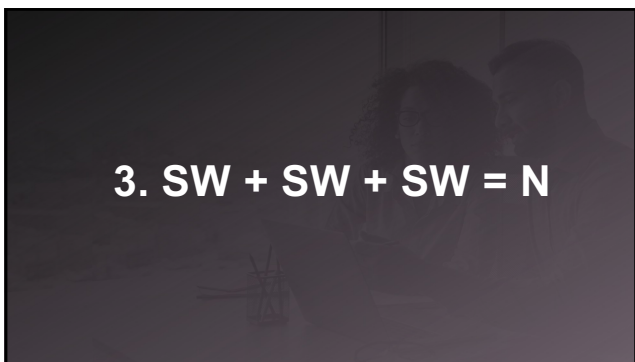
Take **Away**



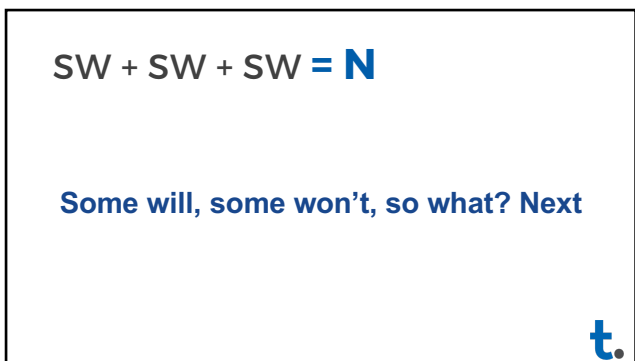
On average sales people lose
14-16% of your customer
base, year on year



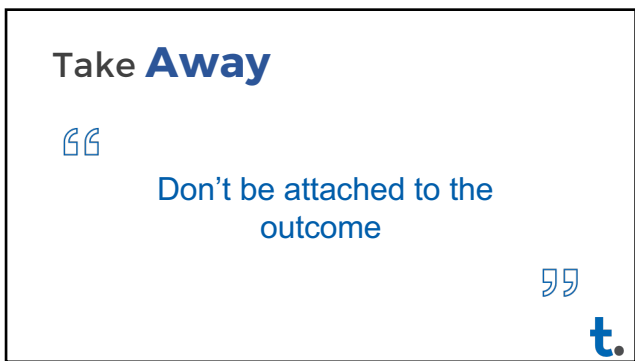
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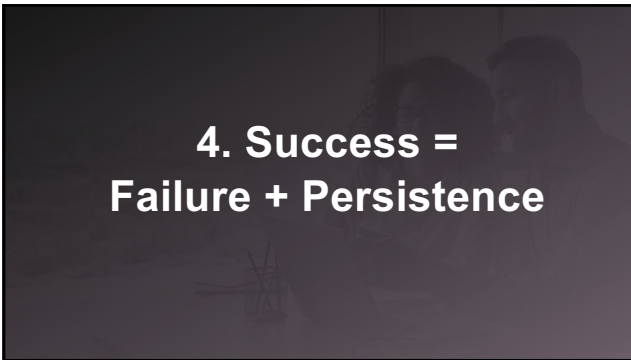
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Take **Away**



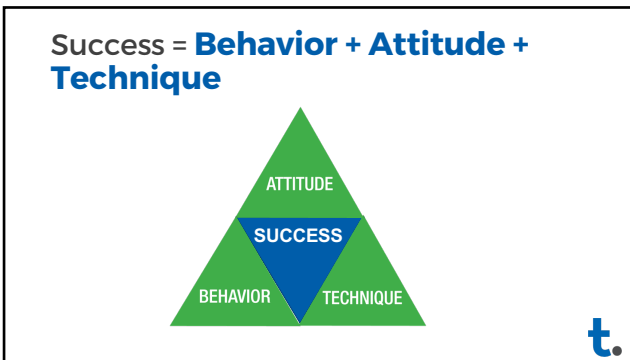
You have to learn to fail to win



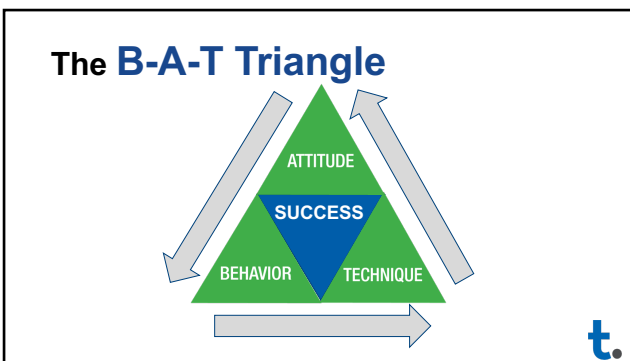
29

**5. Success =
Behaviour + Attitude +
Technique**

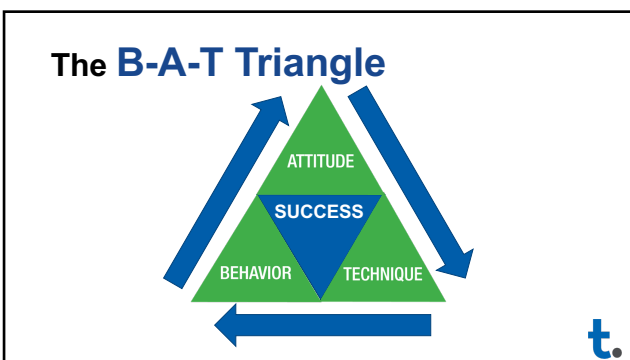
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Take **Away**



Commit to the all 3 areas of the success triangle



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6. Start each day with **B.A.G.E.L.S.**

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Start each day with **B.A.G.E.L.S.**

Behaviours:

Affirmations

Goals

Evaluation

Lessons Learned

Successes



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Start each day with **B.A.G.E.L.S.**

Behaviours:

Start by writing down specific activities that you wish to accomplish and actions you'll complete today to track towards your short and long-term goals.



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Start each day with **B.A.G.E.L.S.**

Behaviours:

Affirmations

Consider what beliefs you must adopt to exceed expectations and complete the behaviours and actions you have planned for yourself.



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Start each day with **B.A.G.E.L.S.**

Behaviours:

Affirmations

Goals

Ask yourself specifically what you are setting out to accomplish today.



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Start each day with **B.A.G.E.L.S.**

Behaviours:

Affirmations

Goals

Evaluation

Evaluate the achievements and failures from your previous day.



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Start each day with **B.A.G.E.L.S.**

Behaviours:

Affirmations

Goals

Evaluation

Lessons Learned

Review your evaluations and see what you can take away from what you did or didn't accomplish. Then consider how that can affect you going forward.



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Start each day with **B.A.G.E.L.S.**

Behaviours:

Affirmations

Goals

Evaluation

Lessons Learned

Successes

Gauge the level of accomplishment you've realised and determine if you can set your sights even higher going forward.



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Take **Away**



Plan, do, review



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Wrap **Up**

1. The Trust Equation
2. Reverse your day
3. SW + SW + SW = N
4. Success = Failure + Persistence
5. Success = Behaviour + Attitude + Technique
6. Start each day with B.A.G.E.L.S.



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