

A close-up photograph of a person's feet wearing dark brown and red running shoes, stepping on a rocky and grassy trail. The background is a blurred landscape of dry grass and hills under a clear sky.

The 3 Pillars Of Sales SUCCESS

THE SURE PATH YOU MUST
RUN ON TO WIN!

Foundational Scripture For Sales Success

- This Book of the Law shall not depart from **YOUR MOUTH**,
 - What and how you SPEAK
- But you **SHALL MEDITATE** in it day and night,
 - What you think and cogitate forms your BELIEFS.
- That you may observe **TO DO** according to all that is written in it.
 - The BEHAVIORS you practice
- For **THEN...**

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 - The BEHAVIORS you practice
- For **THEN** you will make your way prosperous, and **THEN** you will have good success. (Joshua 1:8)

Core Beliefs (Beliefs Drive Behavior)

Input stimulates THINKING

Thinking cultivates SEEING

Seeing precedes BELIEVING

Believing fuels BEHAVIOR

Behavior drives RESULTS

Core Beliefs (Beliefs Drive Behavior)

ATTITUDE: A deep-seated **CHOSEN BELIEF**,

Core Beliefs (Beliefs Drive Behavior)

ATTITUDE: A deep-seated chosen belief, either
POSITIVE OR NEGATIVE,

Core Beliefs (Beliefs Drive Behavior)

ATTITUDE: A deep-seated chosen belief, either positive or negative, that sets in motion

CORRESPONDING BEHAVIOR

Core Beliefs (Beliefs Drive Behavior)

ATTITUDE: A deep-seated chosen belief, either positive or negative, that sets in motion corresponding behavior, generally resulting in a **SELF-FULFILLING PROPHECY.**

WHAT YOU BELIEVE TRUE OR FALSE ABOUT...

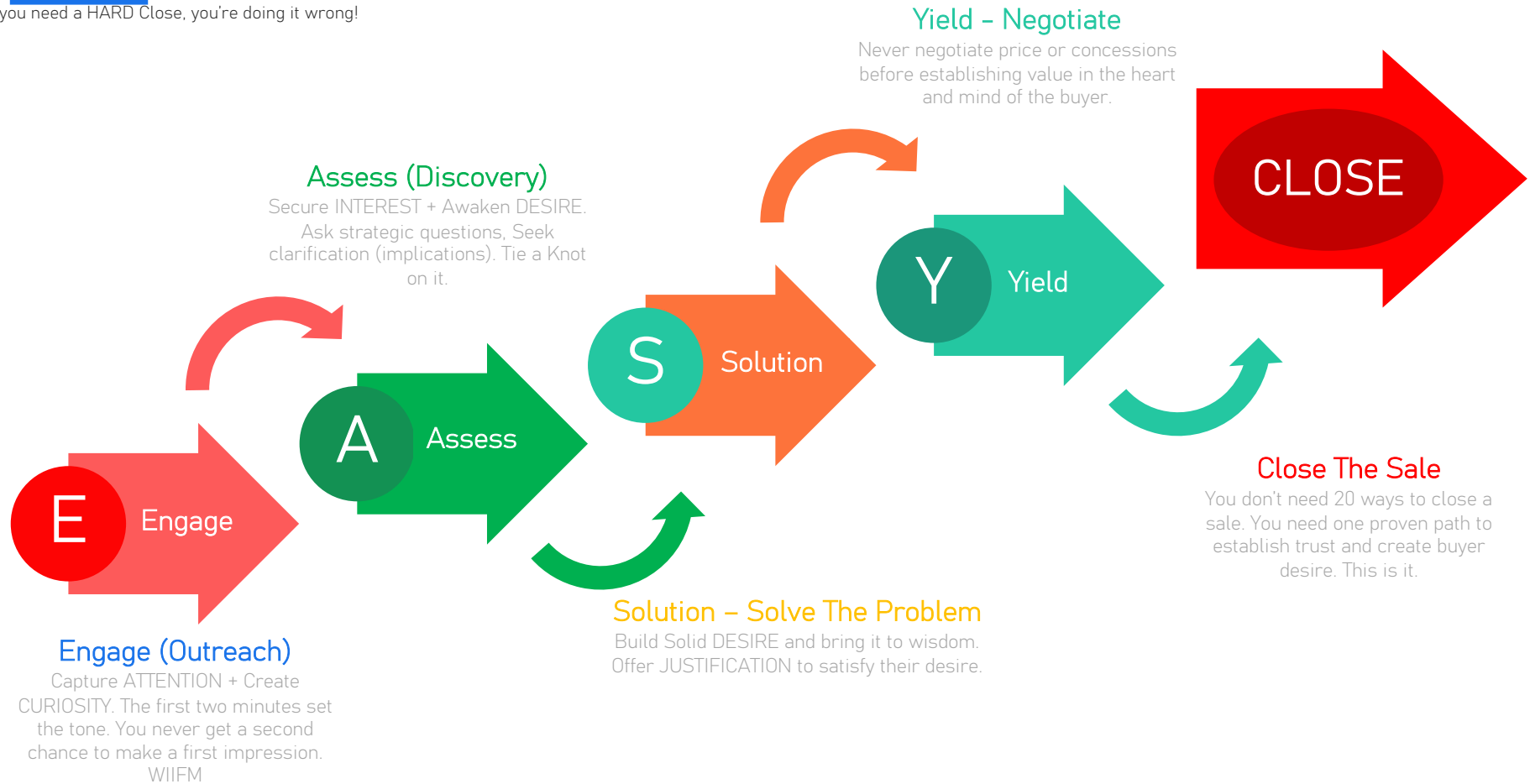
- **Yourself:** Are you good enough? Do you deserve success? Sense of self worth, Identity in Christ, new creation vs old man.
- **Prospect:** Their power, bias, stature, beliefs, etc.
- **Economy:** Whose economy are you looking at? Yours? Theirs?
- **Competition:** What's your uniqueness and advantage?
- **Abundance:** Affects confidence in pricing
- **Success:** How do you define success for your life?
- **Industry:** Emerging, declining or maintaining?
- **Future:** Eschatology, trends, etc.

Core Behaviors (Behavior Develop Skills)

- Are you DOING the right things CONSISTENTLY with enough FREQUENCY?
- Do you track your METRICS?
- Outreach: Lead generation / prospecting
- Discovery calls: Qualify to advance or disqualify
- Solution discussions: Focused on what's in it for them
- Follow ups: The fortune is in the follow up
- Close the sale
- Role play: Practice with a peer to improve skills and develop "muscle memory"

E.A.S.Y. Close Sales Process

If you need a HARD Close, you're doing it wrong!



Top 10 Core Skills (Skills Improve Beliefs)

- Setting expectations: Agenda (learn + share), time allowed, outcomes, next step
- Developing rapport (Don't like = don't buy. Be sincerely interested. Rapport enhances the "want to".)
- Earning trust (confident, others first, vulnerable, serve, identify, humility, commitment, integrity)
- Discovery questions (Moses Questioning Strategy)
- Reversing: Responding to questions with clarifying question for control + insight into intent
- Listening skills (eye contact, verbal feedback, ask questions, take notes, ignore distractions,)
- Handling objections with questions
- Telling stories / analogies / examples
- Budget discussion
- Closing
- BE INTENTIONAL ABOUT HONING YOUR SKILLS