

Monthly  
Workshops

# PUT YOUR HEART IN SALES

February 4, 2016

Z & B Consulting

# WELCOME

Meditation, Introductions, Agenda, Ground Rules

# Agenda

- MEDITATION
- INTRODUCTIONS (1 min ea)
  - *How You View Sales*
  - *What you Hope to Get Out of Today*
- HOW DOES SALES APPEAR IN YOUR LIFE
- BREAK
- WAYS TO PROVIDE SERVICE
  - *Working with Z&B Consulting, Inc.*
- CLOSING/ANNOUNCEMENTS

# Introductions (1 min each)

- Name & Company
- Share
  - *How You View Sales*
  - *What You Expect To Get Out of Today*

# Ground Rules

- Embrace Reflection & Sharing
- Resist Distractions
- Keep Distractions Away From the Group
- Respect the Timer
- Return From Breaks on Time

# HOW DO SALES APPEAR IN YOUR LIFE?

# Most People Find Themselves Selling in All Parts of Their Life

- “Selling” to a child
- “Selling” to a potential customer

# Think About Your Life

- On the outside of the heart
  - *Write Down Everyone You Sell To*



# The Magic Begins....

- When you replace the word “sell” with the word “help”, “serve” ,or “support”.
- You begin thinking and acting with a service mentality.....
  - And the sale is naturally made!

# Think About Your Life

- On the inside of the heart
  - *Write Down What's in Your Heart*
- Share your heart with a partner
  - *Report any big Ah-Ha's to the group*

# In Today's World....

- Competition is High
- Time is Limited

# As a Result, Consumers....

- Expect the best
- Will leave if they aren't satisfied
  - *Often times without telling you why!*
- Will look to their friends for recommendations

# The More You Focus on Service, the More....

- People will know you
  - *And be able to recommend you to others!*
- People will forgive you
  - *When things don't go as planned*

# Think About Your Business

- What are some ways you provide service?
  - *Write them down on your sheet.*

# BREAK

- Please keep the room quiet until the last person is done.
- You can talk in the hall.



# Ways to Provide Service

- Value Add's
- Listening/Paying Attention
- Doing something out of the ordinary
- Knowledge sharing



# Think About Your Business

- What are the needs & wants of your clients?
- What do you currently do, or would like to add, in any of these areas that will help meet their needs?
  - *Write them down on your sheet.*
- What have you seen other companies do that you'd like to add?
  - *(Competition Analysis Module)*

# Mastermind (4 min ea)

- Share with the group
  - *The group will provide additional ideas.*

# Putting It Into Action

- What is the one thing you can commit to doing next week to bring more heart into your sales ?
  - *Write it on the sheet.*
  - *Write it down on a slip of paper.*
  - *Put it in the bucket.*
    - *I will keep them in my office and hold space for you next week.*

# Evaluation

- Did you get what you hoped out of today?
- Do you have a different view of sales than you did in the beginning?

Questions?  
Final Thoughts?

# Save the Dates!

- Group Q&A Call – Thurs Feb 18<sup>th</sup> 1:30pm-3:30pm
  - BONUS for anyone who purchased a book before the call.
- Monthly Workshop (\$35 or \$75 for 3)
  - March 3<sup>rd</sup> 12:30-3:30 - The Lucky No
- Marketing Morsels Coaching Club (\$499 or \$125/mo)
  - 5 month program begins March 1<sup>st</sup>!
  - Limited to 20 spots!
- Magnify Your Marketing
  - Sunday Feb 21<sup>st</sup> 2-6pm
- Maximize Your Momentum
  - Schedule your coaching sessions

## PEOPLE BUY PEOPLE,

- **BE STRATEGIC & INTENTIONAL** by focusing on service and relationship building and you're sure to **BE SUCCESSFUL!**

Thank You for Coming!

**HAVE A GREAT MONTH!**