

MONTH 3: THE DIFFERENCE BETWEEN SUCCESS & FAILURE

(LISTEN TO 'DAY 3' AUDIO)

LAPS – Listen, Apply, Practice, Share

*First **Listen** to the audio referenced above. Then **Analyze**, the audio content further by reading the notes and completing the exercises in the Learning Management System. Now you are prepared to **Practice** that which you have listened to and analyzed as you work with your clients and prospects. Finally, on the last Friday of each month our entire sales organization will gather to **Share** key learnings and applications in market.*

YOUR BELIEFS INFLUENCE YOU

What makes the difference between success and failure?

Beliefs. What you believe, determines what you will do.

How many cold calls you will make, how hard will you prospect, how many hours would you work in a day? If you really believed that doing those things would bring you everything you wanted in terms of happiness, joy, and money?

A lot of people set goals, but goals aren't enough. You must believe that your goals can really happen.

GLOBAL BELIEFS DRAWN FROM QUALITY QUESTIONS

Two kinds of beliefs

1. Global beliefs

I am _____. People are _____. Life is _____.

- Global beliefs affect the way you interpret what things mean.
- In selling, discover the prospects, beliefs, and align with them. Don't attack them.

2. Rules

- If I _____, then it will mean_____.
- Rules are cause and effect belief systems that help guide your decisions

Valpak Clipp principle

Being a significant part of the community I live in matters

Our over 50,000 customers and more than 100 million consumers depend on and eagerly anticipate the results of our hard work

5 Questions Customers Need Answered

Selling is a transference of emotion. You can't give something you don't already have. To overcome objections, make a sale or persuade someone you need to have answers to the customers questions before they even ask. You need to believe your answers at such a deep level that no matter what objection comes up, you'll be ready to handle it

Remember the top five questions customer ask themselves:

1. Does the salesperson have my best interest in mind?
2. What will this product mean to me?
3. Is it worth it to me or what will I have to give up?
4. What will other people think or say?
5. Do I really need it now?

Valpak Clipp Key Message

"Valpak Clipp's new, unified solution will deliver enhanced performance for clients, leveraging a unique 'Multi Format - Staggered-Day' capability'.

- We have created a first-of-its-kind ability to synchronize the coordinated arrival of two highly complementary mail formats, magazine & envelope inserts – harnessing the proven impact of Media Message Frequency. Source: Winterberry

EXERCISE: BELIEFS ABOUT YOUR CLIENTS & PRODUCTS

This exercise will get you ready to answer those questions with integrity and conviction.

1. Why do you care about the prospect? Why can people count on the fact that you're not going to take advantage of them? What beliefs do you have about that?

2. What are the advantages and benefits of your product? What will it mean to people? What are some of the major benefits for you?
3. Why is your product worth 10 times what you ask for it in terms of money time or effort?
4. How can your customers justify this purchase to people around them? How will it benefit the people around them?
5. Why should they buy it now?

JOSEPH'S BELIEF CHANGE

How to go from feeling worth-less to accomplished!

3 REASONS WHY PEOPLE FAIL

1. They don't have compelling enough reasons to succeed when they're going gets tough
2. They have limiting beliefs, such as it won't work, I tried it before, and I've tried everything, it won't work, nothing works.
3. They don't consistently manage their state. The ability to manage your state is the difference between success and failure.

Emotions Come From Motion

The state you're in determines your behavior and your performance. All performance is state related. *You're not selling a product; you're selling a state.* The state you're in gets linked to the product. If you're in a great state the prospect thinks, "if that's the product, I certainly want it."

THREE WAYS TO CHANGE YOUR STATE

1. Change the way you're using your physiology
 - a. Change your breathing
 - b. Change the way you move
 - c. Develop your own personal power move, movements that instantly put you in a peak state so you can get the most out of yourself.
 - d. Develop and utilize your own Incantation

Results Rituals

2. Control your focus
 - a. What you feel is based on what you choose to focus on.
 - b. Use questions to control your focus. What are some empowering questions you could ask yourself? What are some questions that could put you in a great state right before speaking with or meeting with a client?

QSP: Questions, Swish, Power

3. Develop a results ritual: QSP
 - a. Ask yourself *quality* questions
 - b. Do a series of *swish* patterns to condition your mind to move towards your goals.
 - c. Do your *power moves* to positively impact your state

YOUR ASSIGNMENT

1. Tomorrow morning when you wake up, do your power three times and then ask yourself some empowering questions.
 - a. What are you grateful for in your life?

b. What are you happy about today?

c. What are you excited about today?

2. Write three other empowering questions that will put you in a peak state.