

over achieve your sales targets

www.eddielemoine.com

The mindset of a sales champion

**Art of Outstanding
Sales Performance**

By Eddie LeMoine

Agenda Top ten

1. How to create the mindset of a sales champion
2. Three steps to setting goals that stick
3. Two ways to accelerate your goals
4. Understanding your buyer's process
5. Leveraging your strengths
6. Identifying your individual buyer's needs
7. Trends that will impact you
8. Communicate and sell across the generations
9. The power of engagement
10. Location, Location, Location



A group of business professionals in a meeting, with a yellow arrow pointing down towards the text.

There are only two ways to increase your sales.

- Increase your activity
- Increase your closing rate

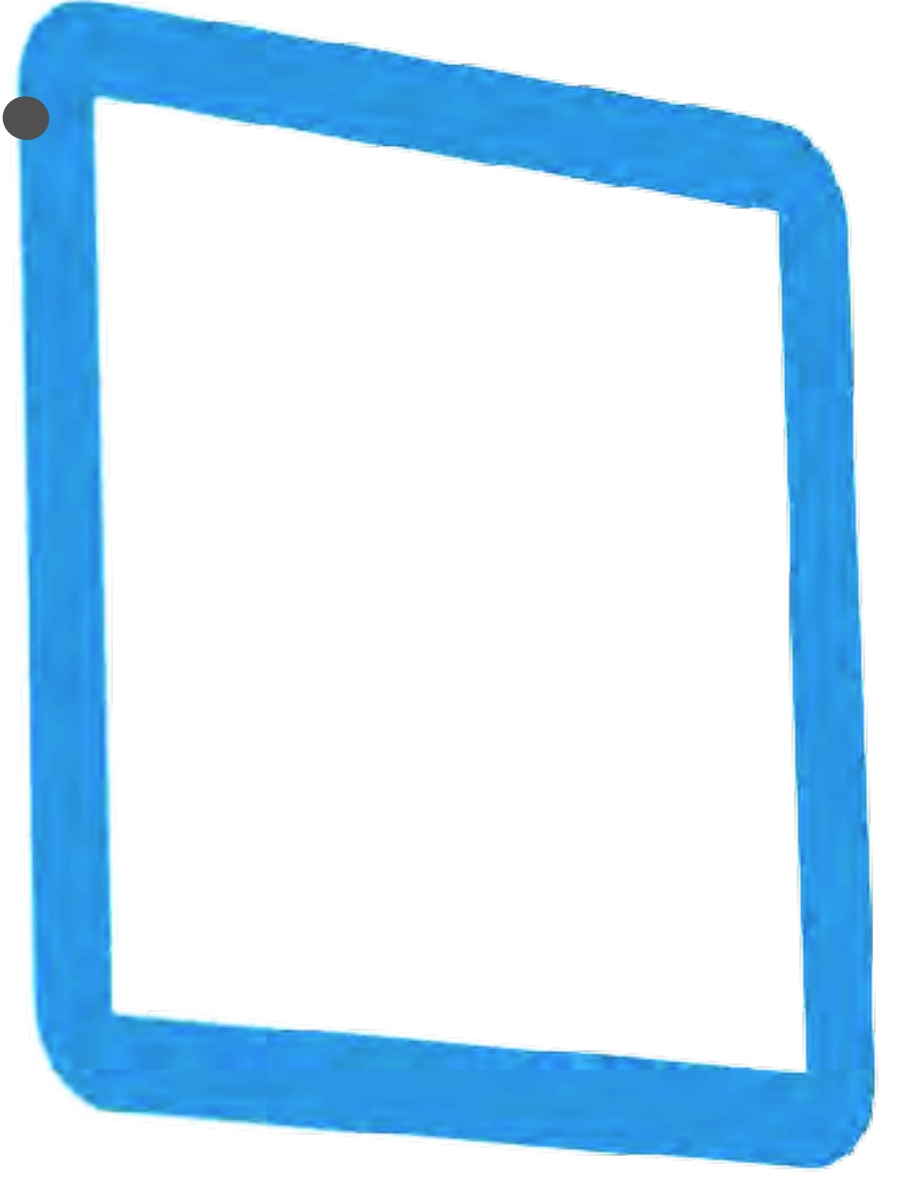
Bring About What You Think About

How to create the mindset of a sales champion



What if you.....

client



case



What if it was easy

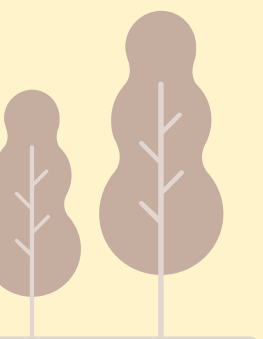


What if it was as easy as
changing the way you **think**....

HABIT

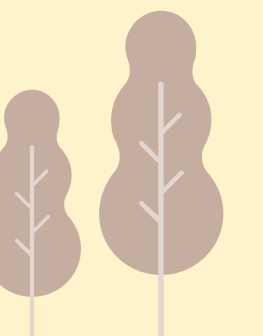


It all started at the Old Triangle Pub



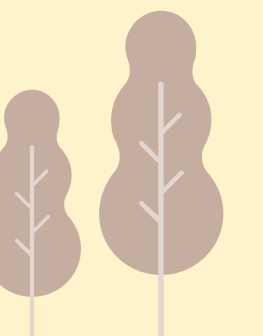
Changes

I noticed changes



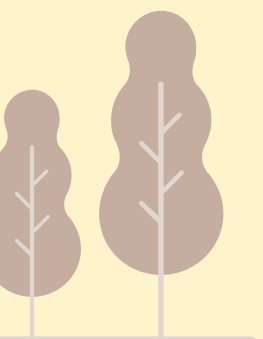
Changes

I noticed changes



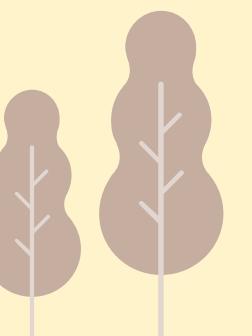
Changes

I noticed changes



Changes

I noticed changes



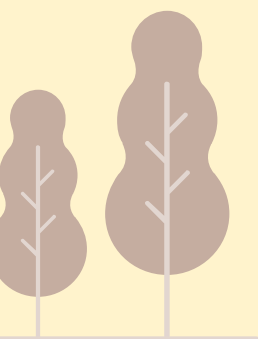
OUR CLIENTS

Changes



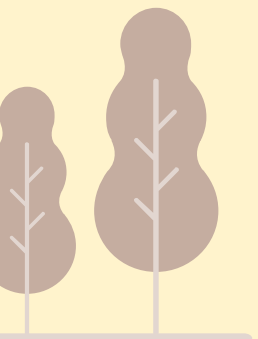
Research

- The science behind the way we make decisions
- The psychology behind the way we make decisions
- Things we just can't explain



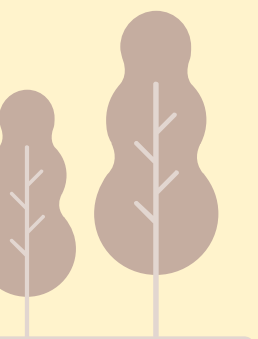


The science of decision making





Psychology and Social Proof



A dark, semi-transparent background image showing a group of business professionals in a meeting. They are gathered around a table, looking at documents and charts. A prominent yellow horizontal bar with rounded ends is positioned on the left side of the image. The word "Unexplainable" is centered in a bold, yellow font.

Unexplainable

Helle Juhl Jørgensen,
Indehaver

CAPITAL HOMES
LUFEN RÅDEN



Check-in information board with flight details and instructions.

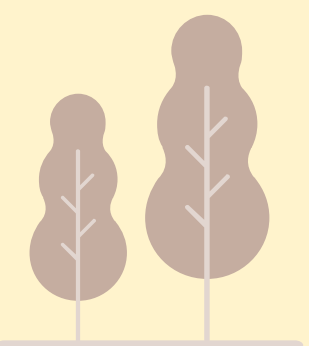
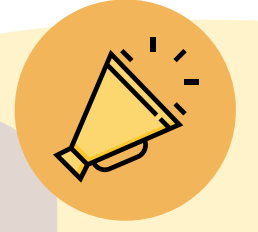
Check-in information board with flight details and instructions.







**They discovered they
are sisters.**



**“WHATEVER YOU FOCUS
YOUR “ATTENTION” ON
AND “ENERGY” TOWARDS
YOU “BRING” INTO YOUR
LIFE.”**



This one statement can change your sales number forever

What is attention?

*“Your secret internal
conversations are slowly shaping
your destiny”*



“Your secret internal conversations are slowly shaping your destiny”

Thoughts



“Sow a thought, reap an action”



“Your secret internal conversations are slowly shaping your destiny”

Thoughts

Habits



“Sow a thought,
reap an action
Sow an action,
reap a habit



“Your secret internal conversations are slowly shaping your destiny”

Thoughts

Habits

Character



**“Sow a thought,
reap an action
Sow an action,
reap a habit
Sow a habit,
reap a character**



“Your secret internal conversations are slowly shaping your destiny”

Thoughts

Habits

Character

Destiny



“Sow a thought, reap an action
Sow an action, reap a habit
Sow a habit, reap a character
Sow a character, reap a destiny “
– Samuel Smiles



Your emotions are your guidance system.



Negative
Resisting
Desires



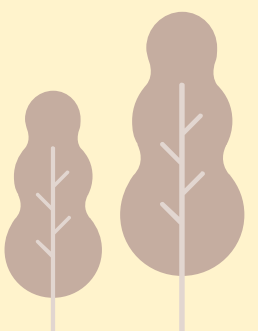
Positive
Attracting
Allowing

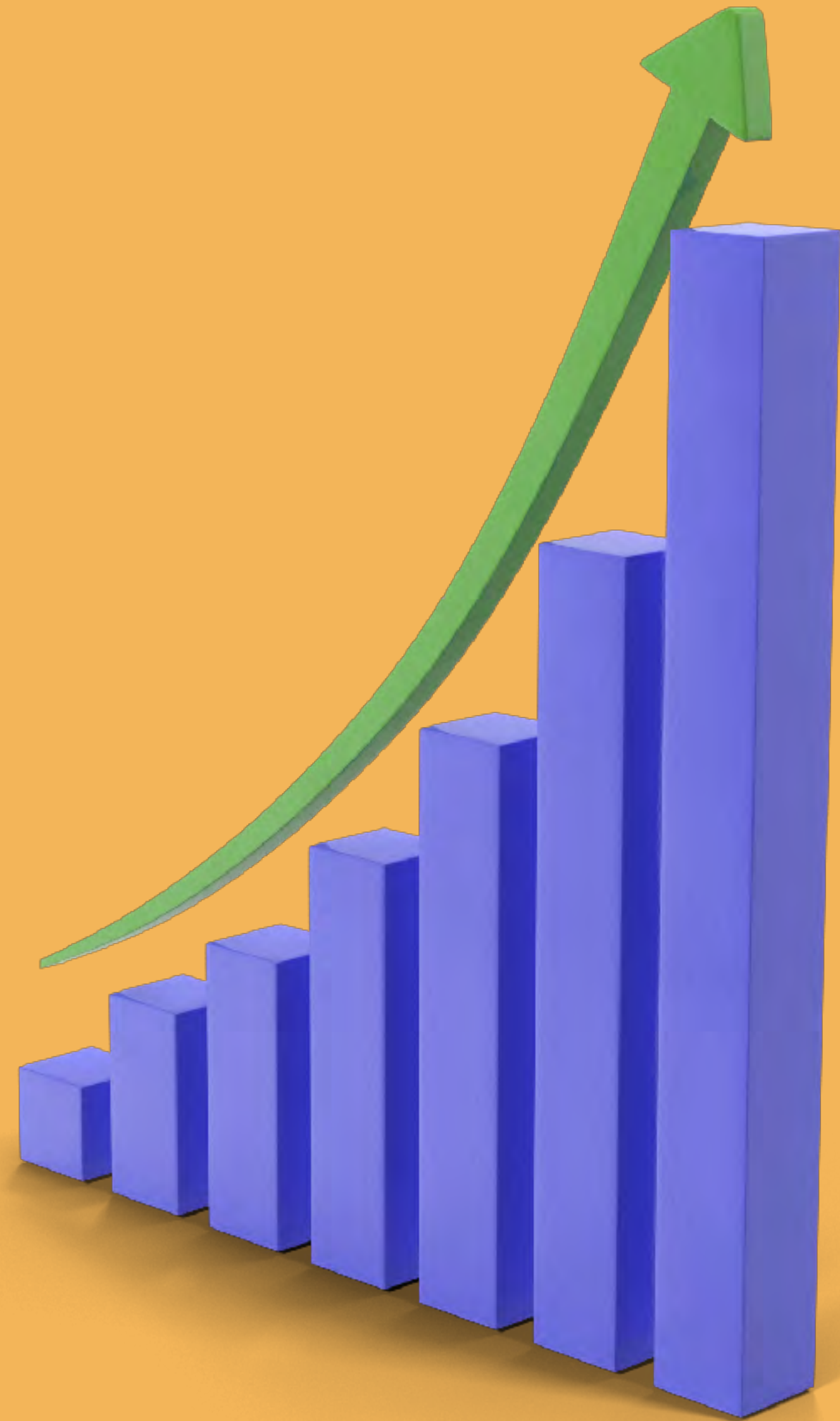


Change Your Focus Change Your Thinking Change Your Future



**“ All the complaining, worrying
and talking about what you don’t
want will never attract what you
do want.”**

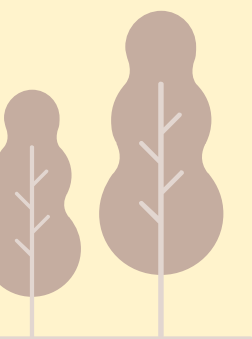
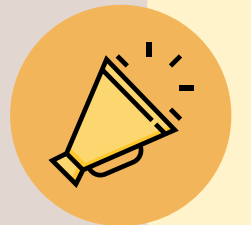




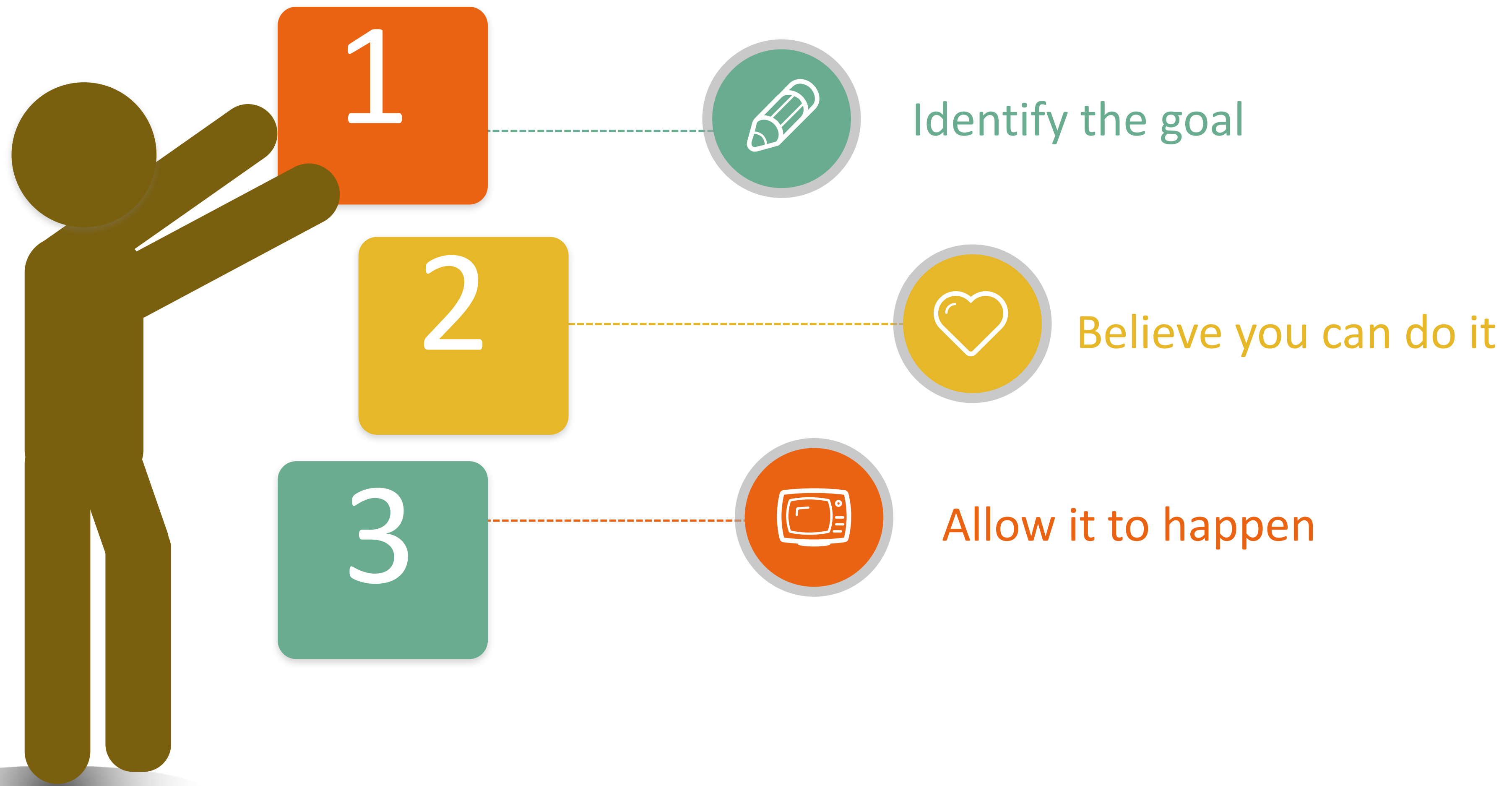
Making it work

THREE STEPS

Three steps to setting sales targets that stick



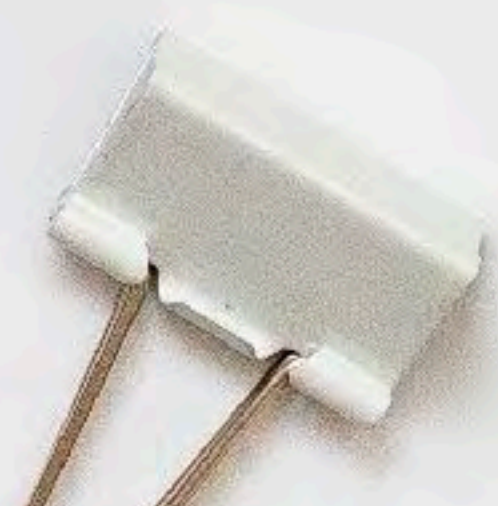
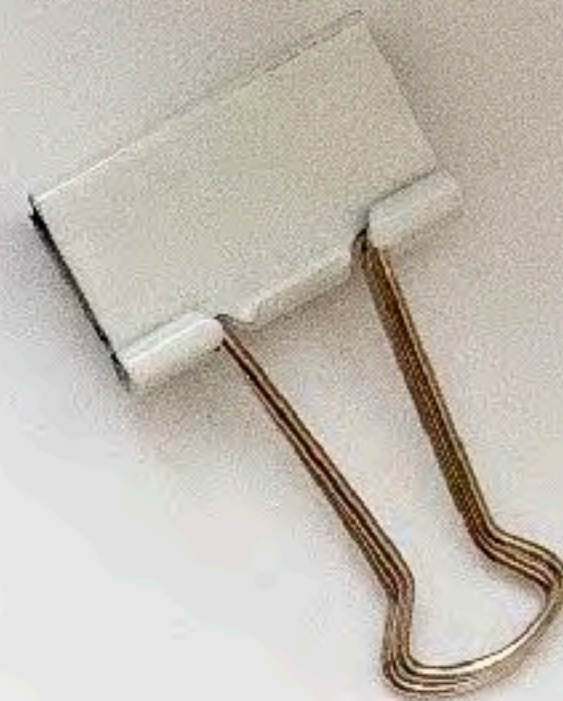
Three steps to setting goals that stick



GOALS

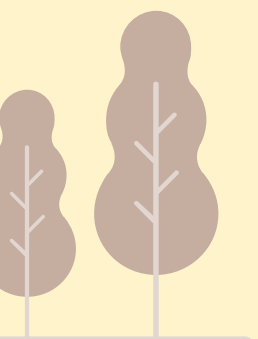
The trouble with traditional goal setting when used to set sales targets.

THURSDAY		FRIDAY	
4	5		
11	12		
18	19		
25	26		

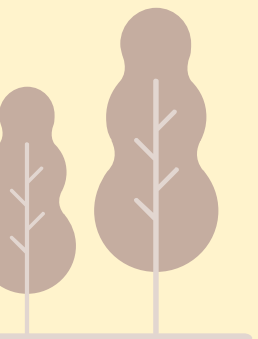




Step 1 Identify your Sales Goals



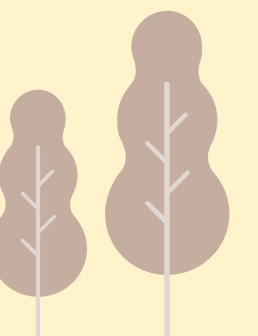
Some day in the future



Write your sales goals

Write goals for what accomplishing your sales targets will allow you to achieve.

Creating a dream sheet







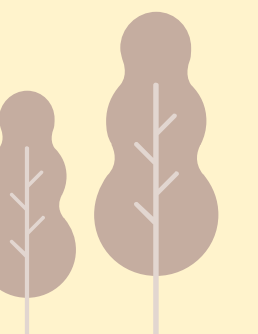
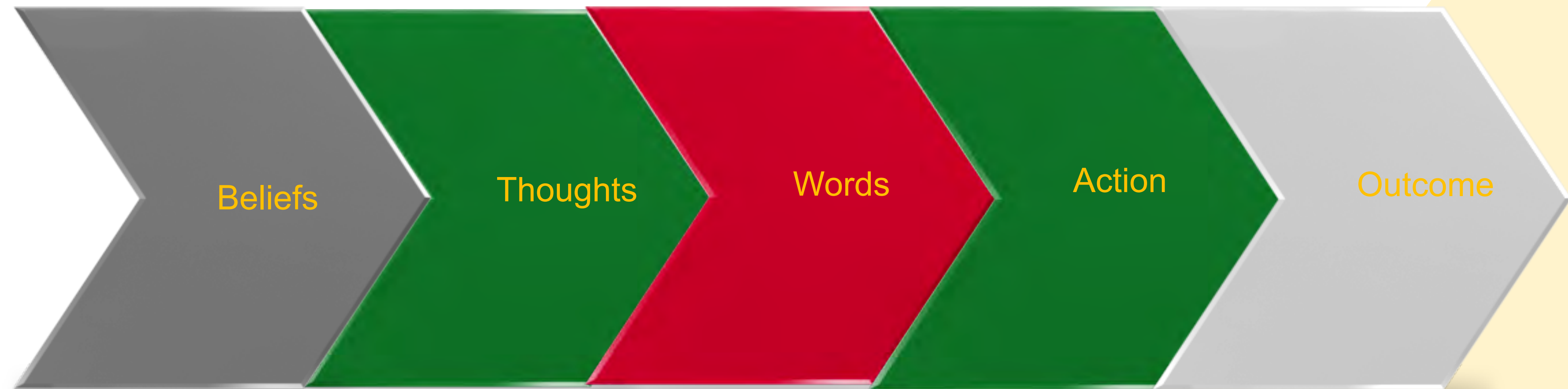
Step 2
Believe you can achieve the goal.



Belief is the fuel to achieving your goals.



Where does your achievement come from



Step 3 Allow it to happen

The reason why most people
don't hit their sales target



Become the person you would be if you already had the goal

TRANSFORM
YOUR
THINKING





IT'S MORE
THAN A
POSITIVE
ATTITUDE



WHY IS IT
NOT HERE
YET?



BECOME
DETACHED



**DARE
TO
DREAM**

LIMITING
BELIEFS



YOUR
REALITY
TODAY
VS
YOUR
DESIRED
OUTCOME

A dark, semi-transparent background image showing a group of business professionals in a meeting. They are gathered around a table, looking at documents and a tablet displaying charts. A bright yellow horizontal bar with rounded ends is positioned on the left side of the image, partially overlapping the text.

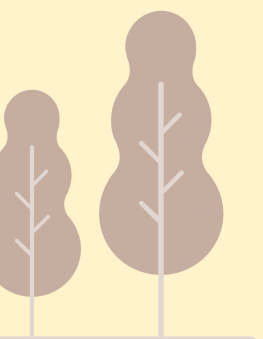
Ways to accelerate your success



accelerate your success

The Value of Giving

Give more where you lack the most.



**START EACH DAY
WITH A
GRATEFUL HEART**

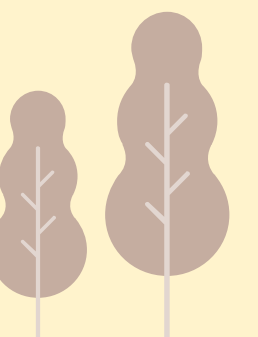


accelerate your success

Live in an Attitude of Gratitude



If you focus on things to be grateful for,
more things to be grateful for will appear in
your life.



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Understanding your
client's
buying process

leverage the information from inside sales data

STRENGTHS

characteristics of your business or products offered that give it an advantage over your competition

OPPORTUNITIES

ways you can leverage your strengths to increase your value proposition over your competition

S

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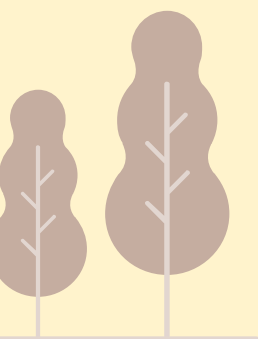
T

WEAKNESSES

characteristics of your business or products offered that places you at a disadvantage relative to your competition

THREATS

area of concern you may have as it pertains to your competition or missing information about the customer





The purchasing authorities for each lead.

Who decides to buy



The financial buyer

Has the ultimate say on where to purchase goods and services.



The end-user

The person who will be using your products and services.



Your in-house friend

A person who can help you maneuver the buying decision within a prospect's organization.



The contractual buyer

Someone who understand the technical aspects of the purchase.





For each purchasing authority, you need to know:

- Where the buyer is in the decision-making process
- What information is vital to that person





The purchasing authorities for each lead.

Who decides to buy



The financial buyer

Has the ultimate say on where to purchase goods and services.

Their main concern will be the financial aspects of the transaction.





The purchasing authorities for each lead.

Who decides to buy



The end-user

The person who will be using your products and services.

This person will be more concerned with the technical aspect of the product and service offered.



The purchasing authorities for each lead.

Who decides to buy



Your in-house friend

A person who can help you maneuver the buying decision within a prospect's organization.

This person usually is someone who would like to see you succeed.



The purchasing authorities for each lead.

Who decides to buy



The contractual buyer

Someone who understand the technical aspects of the purchase.

This person is usually more concerned with legal items such as delivery, terms, contracts etc.

Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?

Expansion

Stress

Under control

I have more than I need



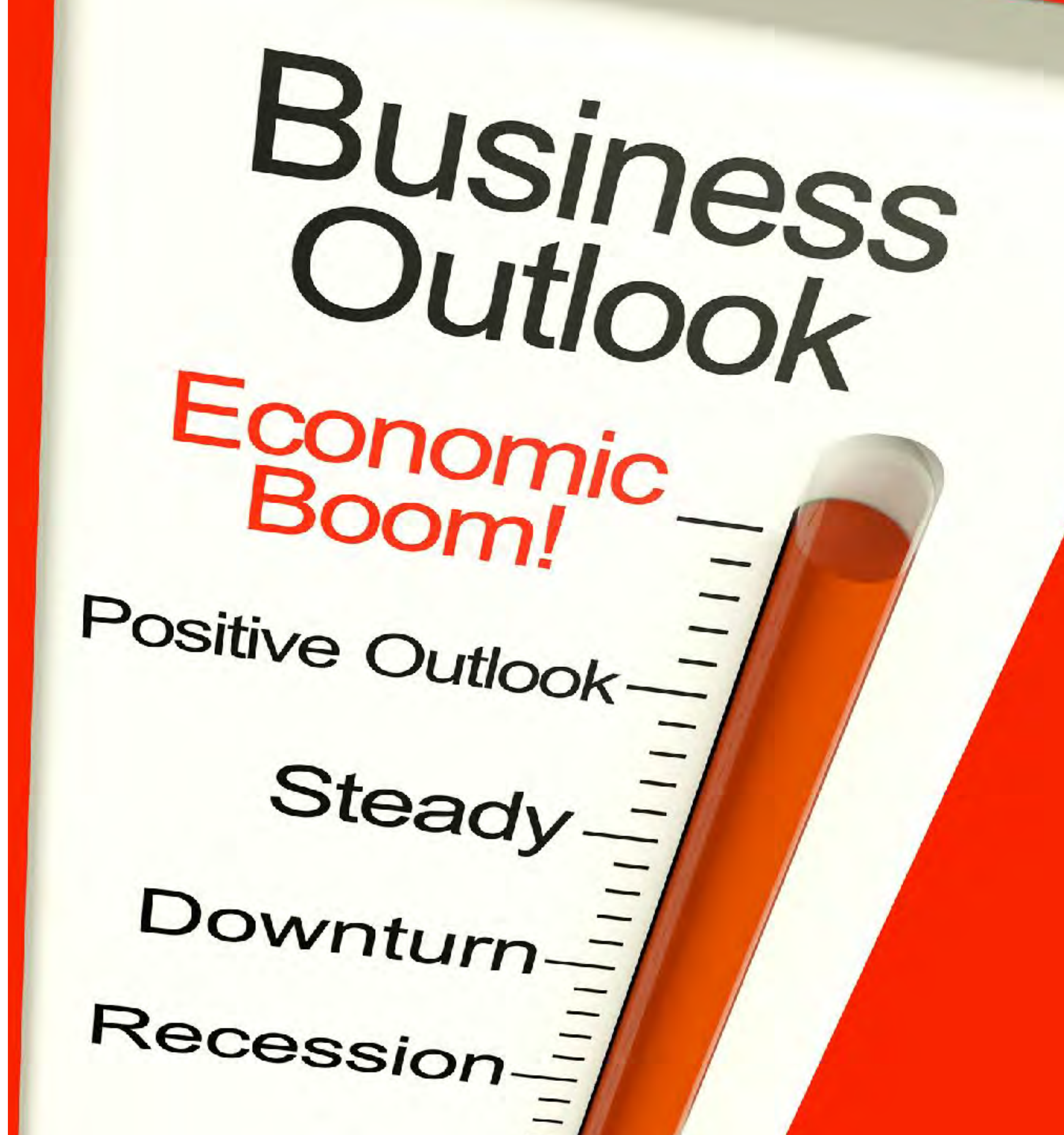
Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?



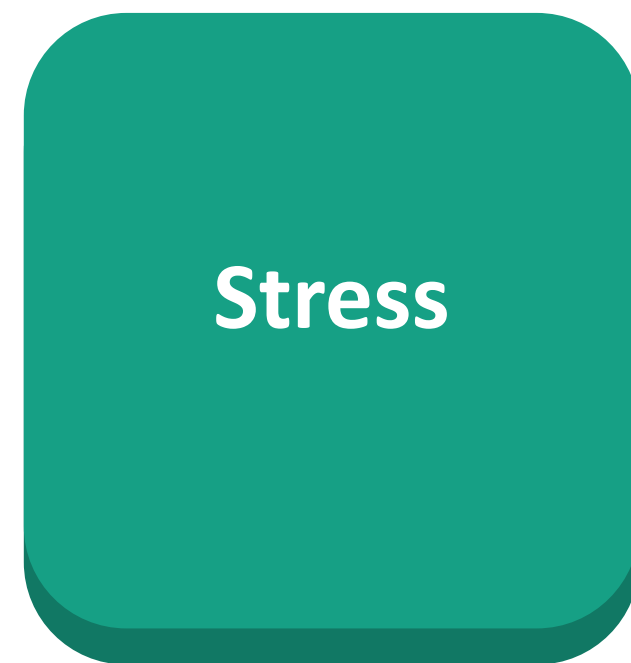
******High probability of making a sale

Leverage your ability to grow with the customer and keep pace with their demand.



Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?



**High probability of making a sale

Ability to deliver fast and with minimal steps



Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?

Under
control

***Low probability of making a sale

Try and make them understand the delta between where they are and where they need to be.



Everything is under control.

Procuring Mode

What is the level of importance they place on purchasing your product for a singular lead?

I have more
than I need

***Low probability of making a sale



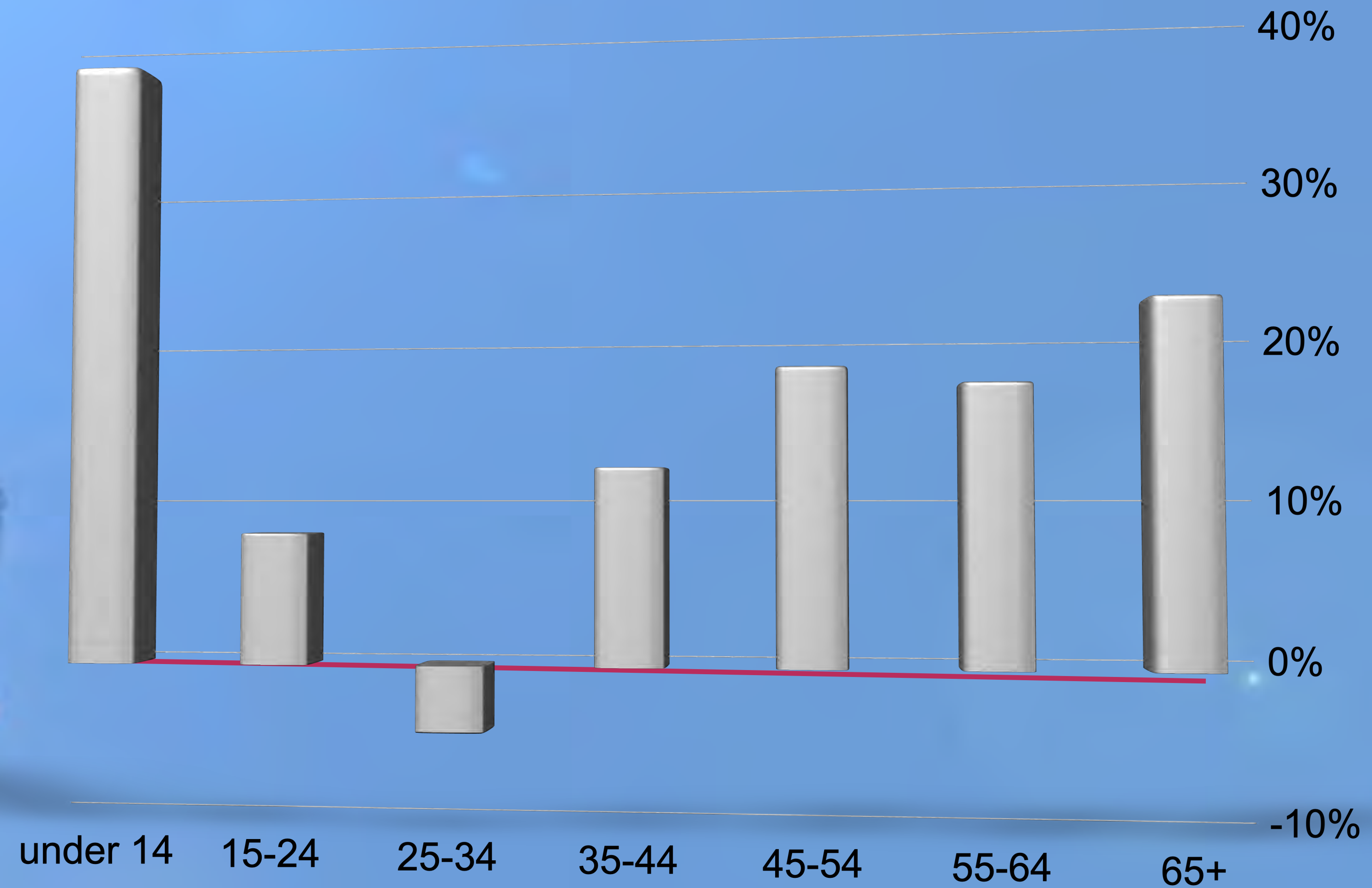
A dark, semi-transparent background image showing a group of business professionals in a meeting. They are gathered around a table, looking at documents and a tablet displaying charts. A bright yellow horizontal bar is positioned on the left side of the image, partially overlapping the text.

Trends that will impact you

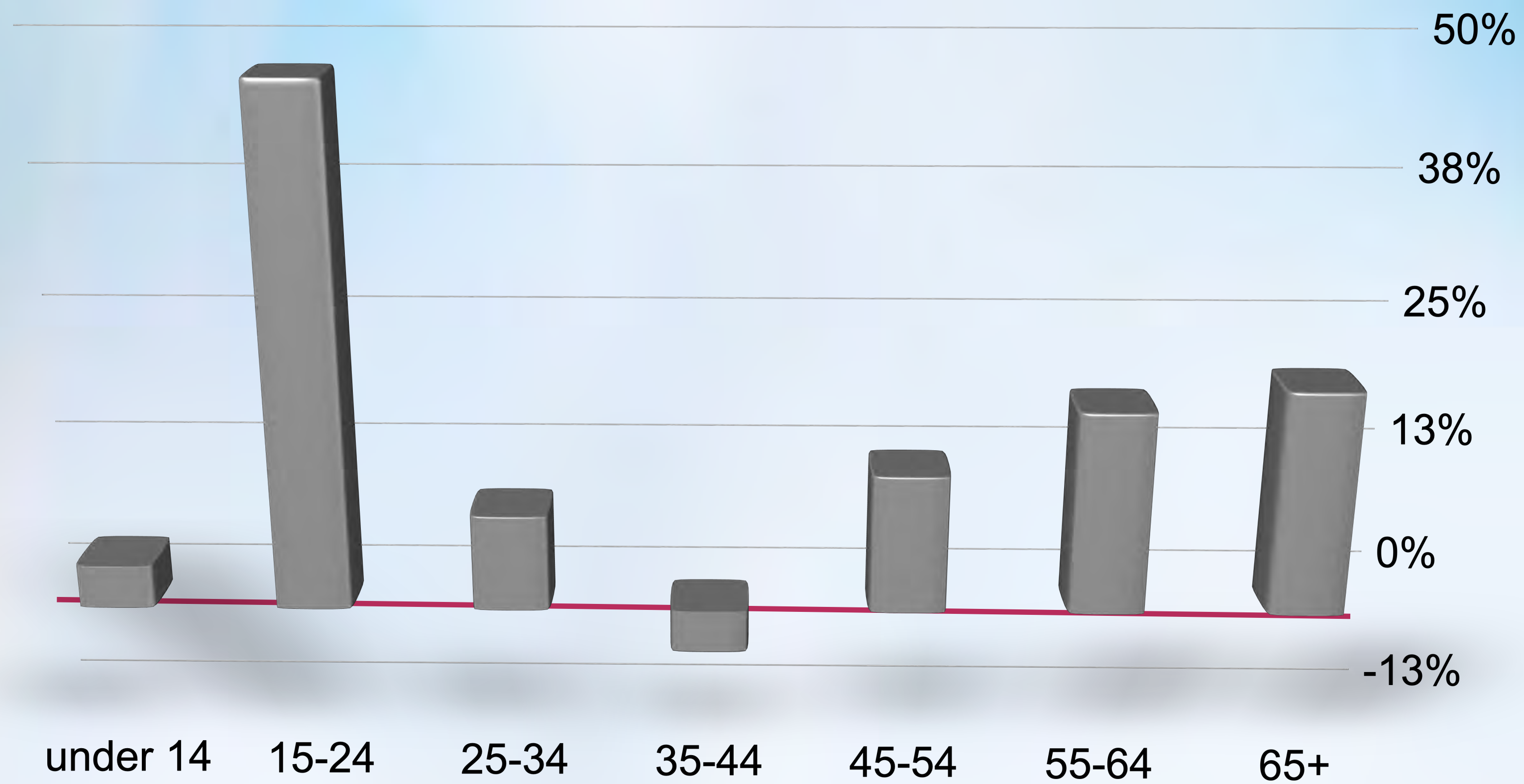


The aging population

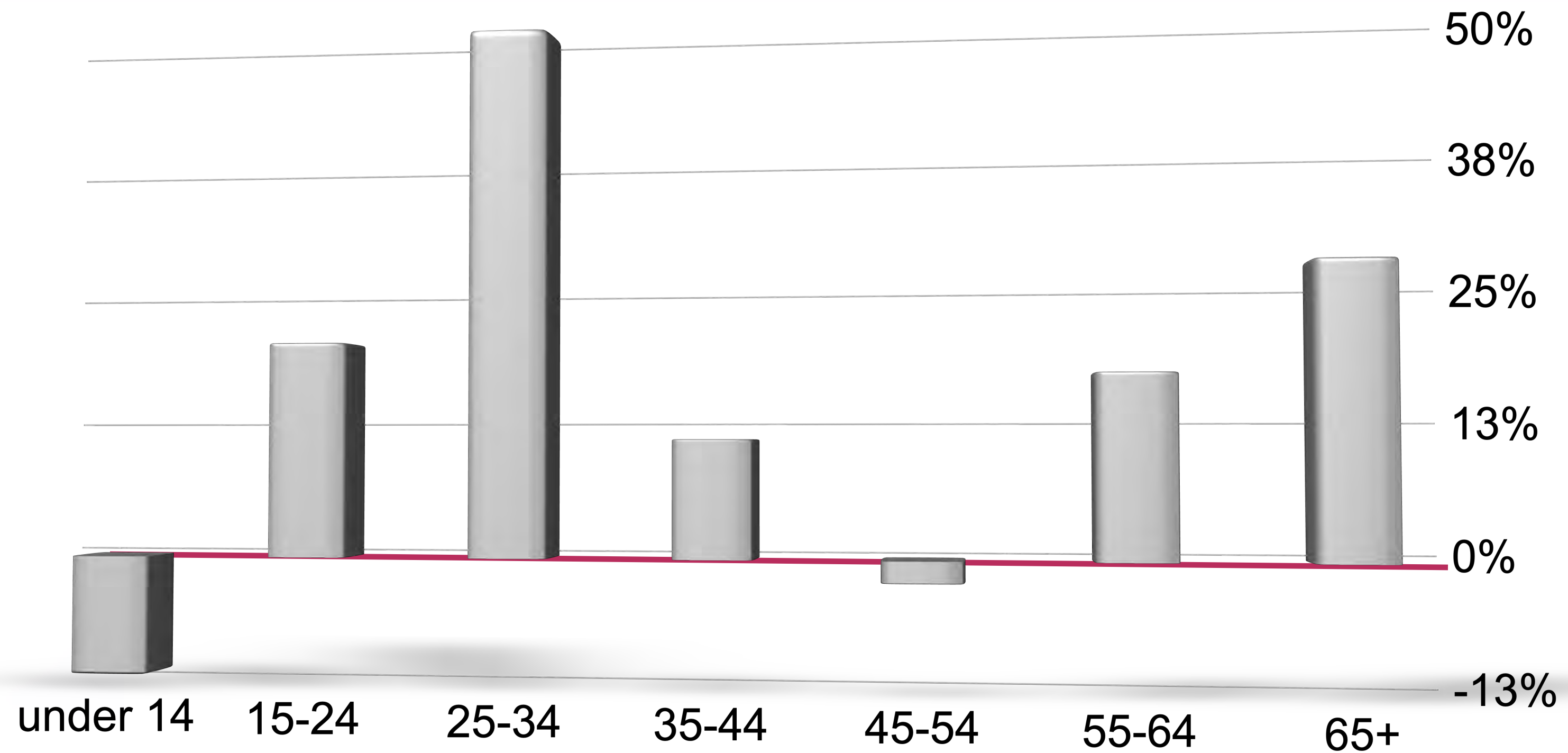
Population Growth 1950-1960



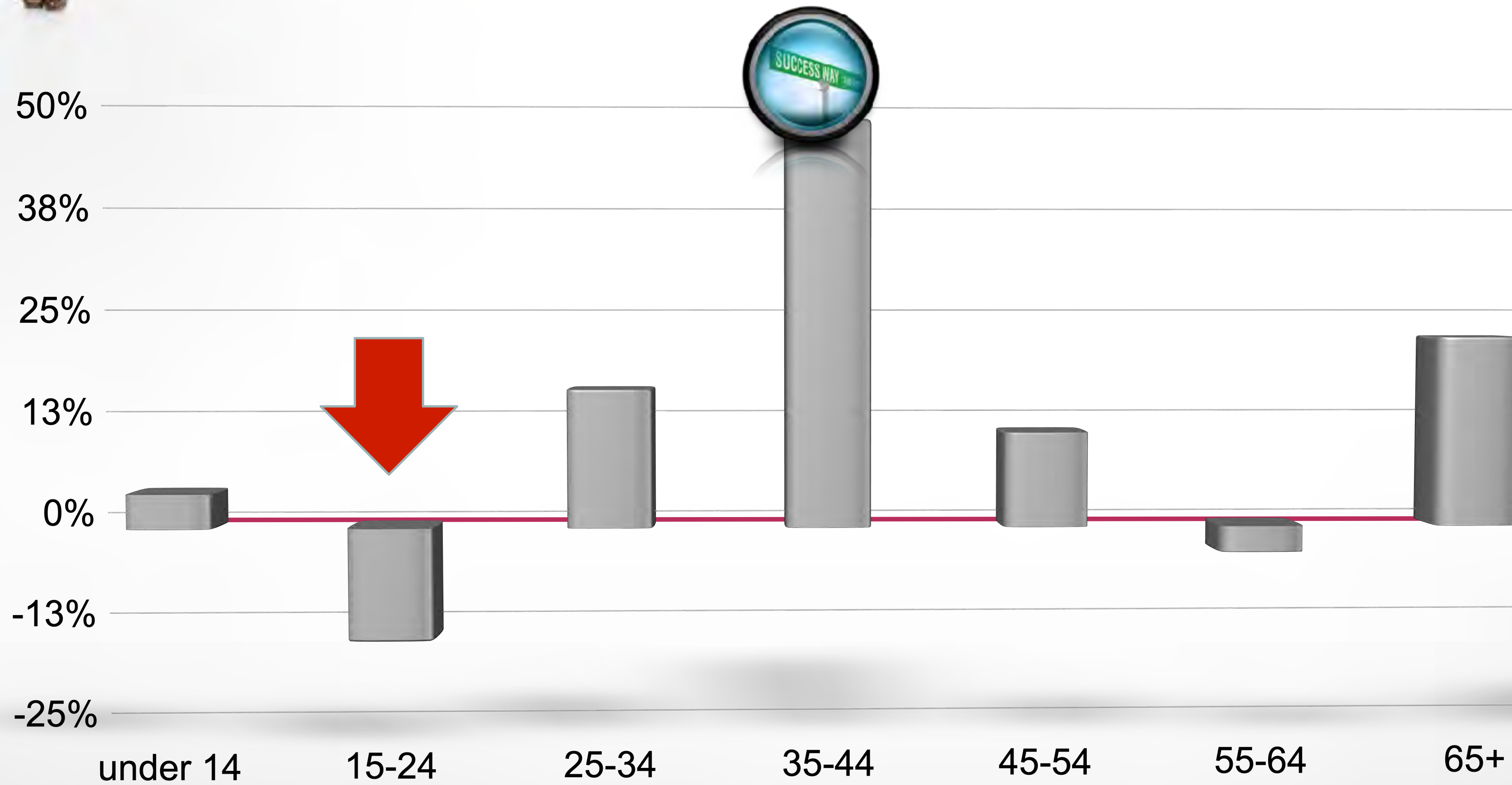
Population Growth 1960-1970



Population Growth 1970-1980

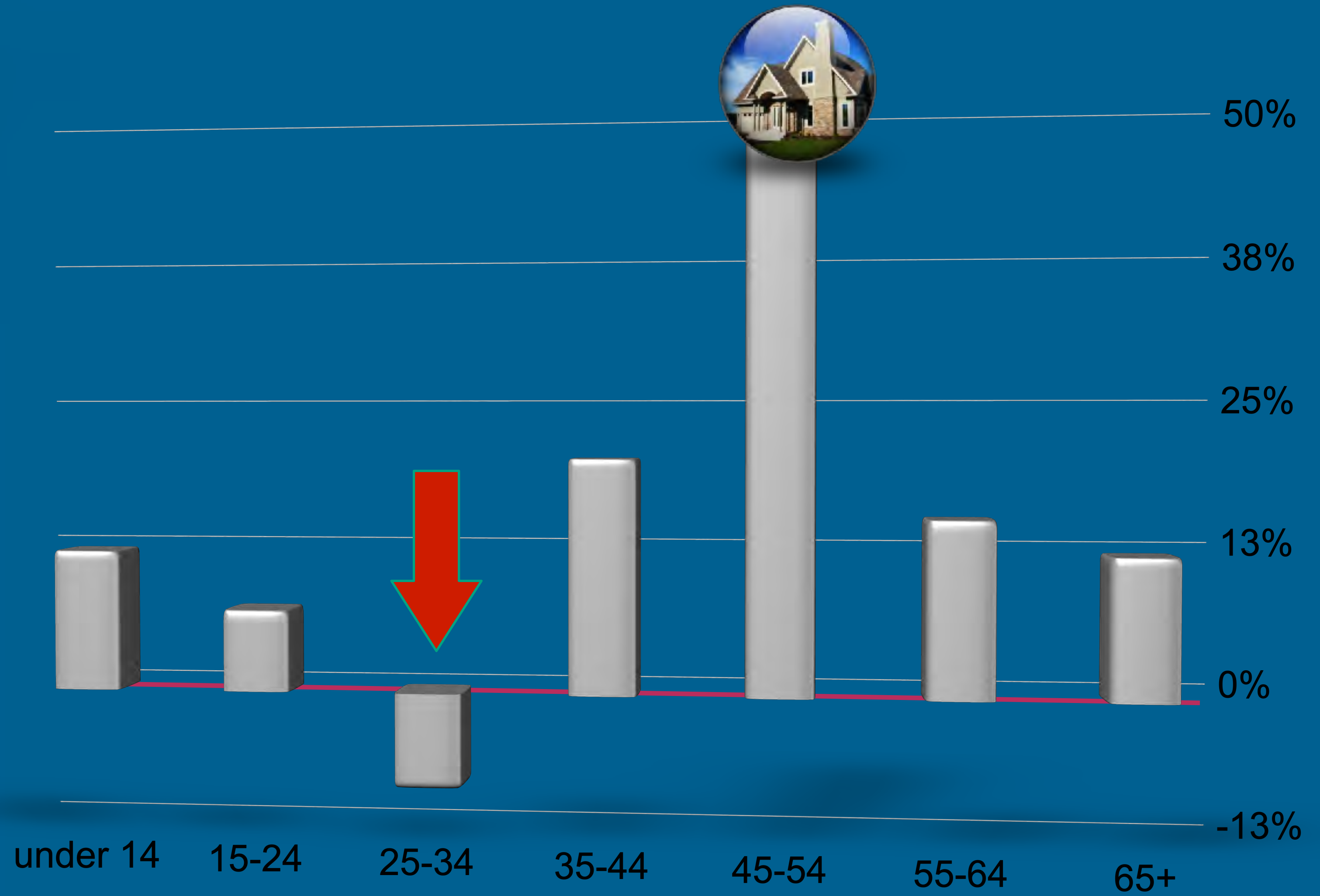


Population Growth 1980-1990

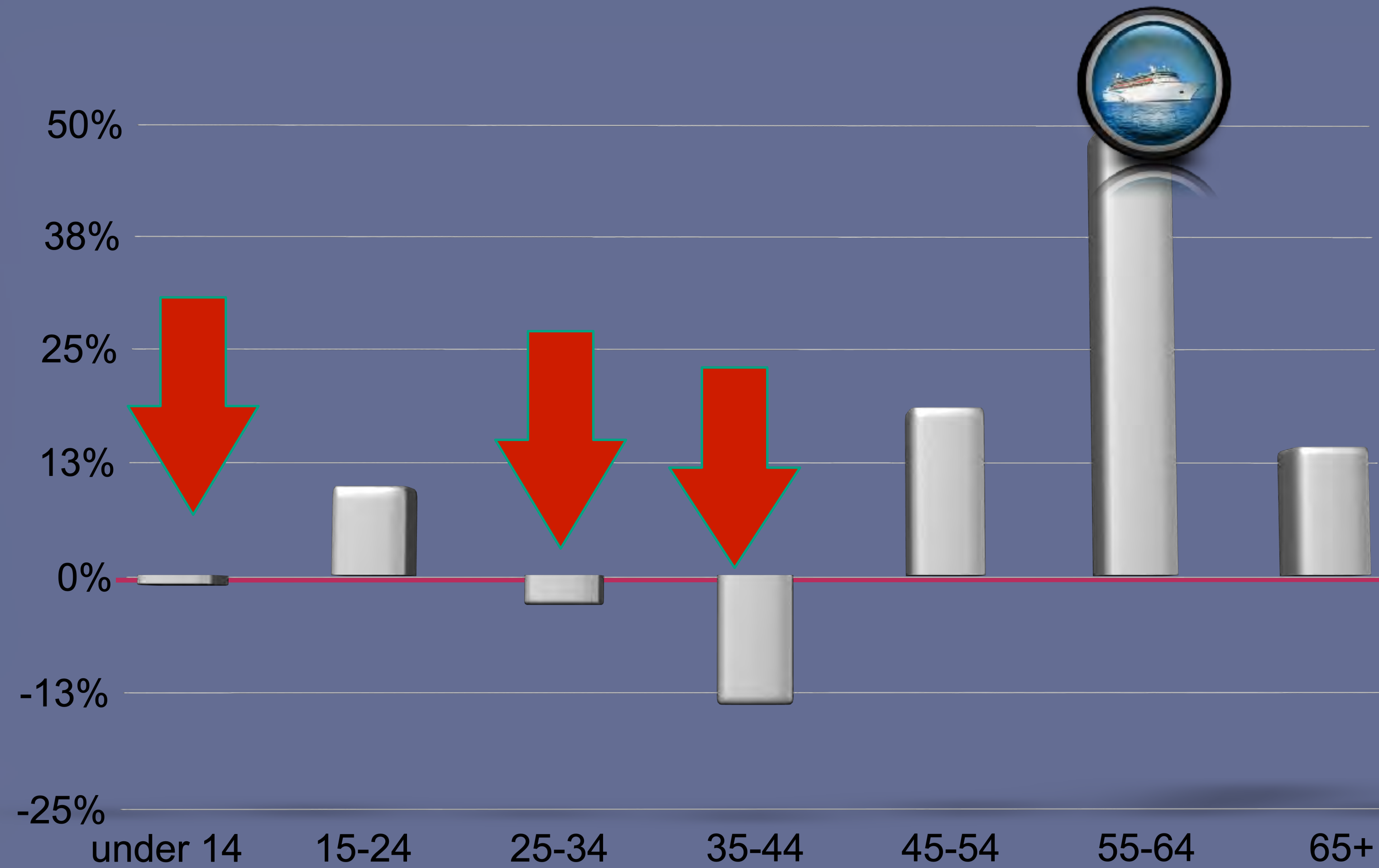




Population Growth 1990-2000

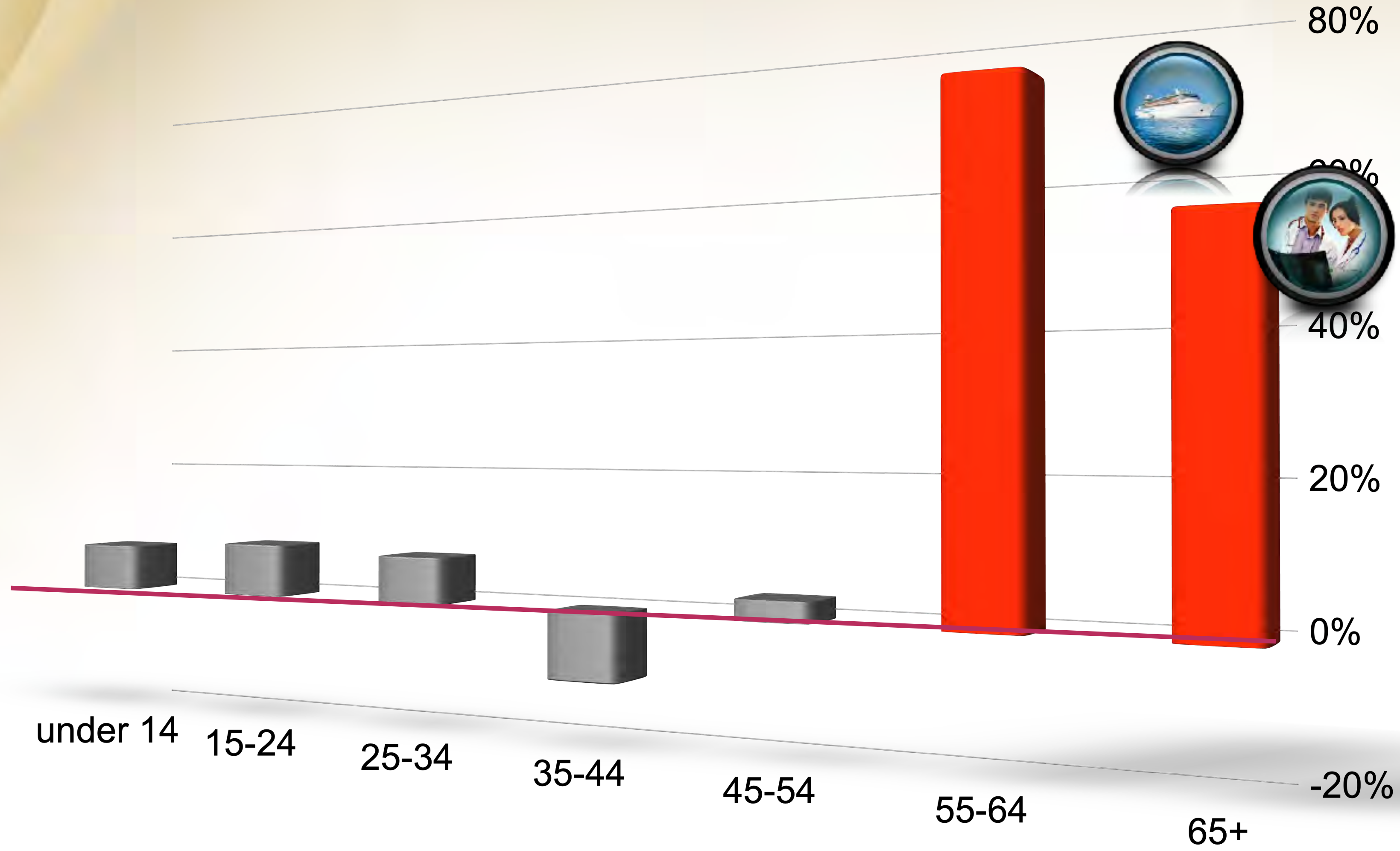


Population Growth 2000-2010

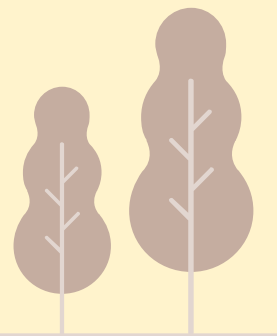




Population Growth 2000-2020

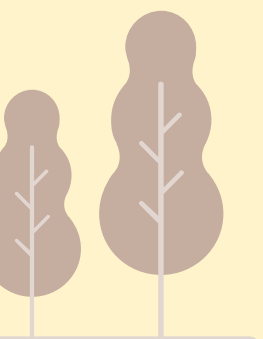


How to sell and communicate across multiple generations





Why is age important when you are trying to sell your product?



What Generation are you?

Mature Generation (1909-1945)

Thoughts about them

- Duty
- Sacrifice

Major Events

- The Great Depression
- WW II

As a customer

- Loyal
- Repeat business
- Value is important
- Like traditional means of communication (phone and in-person)



Baby Boomers (1946 – 1964)

You are a baby boomer
if you remember.....



Baby Boomers (1946 – 1964)

Thoughts about them

- Individuality, “Me” Generation

Major Events/Duty

- Vietnam War
- The Cold War

As a customer

- Evaluate themselves and others based on their work ethic
- Show up on time is critical.
- Believe teamwork is critical to success.
- Believe relationship building is essential.
- Expect loyalty from the people they do business with.
- Email, phone and in-person meetings are preferred.



Generation X (1965-1979)

Thoughts about them

- Skeptical
- Reluctant

Major Events

- Fall of the Berlin Wall
- The Gulf War
- The PC boom

As a customer

- Want open communication regardless of position, title or tenure
- More concerned with the environment
- Value control of their time (Enjoy technology)
- Look for a person (not a company)in whom they can invest loyalty.
- Rely on peer-to-peer referrals more than any other generation



Generation X (1965-1979)

Thoughts about them

- **Idealistic**

Major EventsDuty

- **9/11 Terrorist Attack**
- **Cell phone revolution**
- **Internet boom**

As a customer

- **Search for the individual who will help them achieve their goals**
- **Want open, constant communication**
- **Are searching for ways to shed the stress in their lives**
- **Prefer online communication and ordering**
- **Enjoy having fun at work**



Generation comparisons

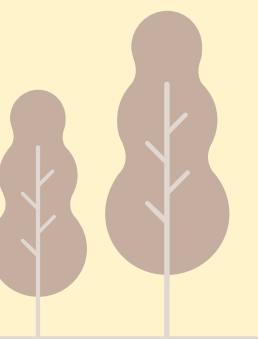


Matures and Boomer

- Motivated by avoidance of pain
- Technology resistant
- Prefer more traditional ways of communicating

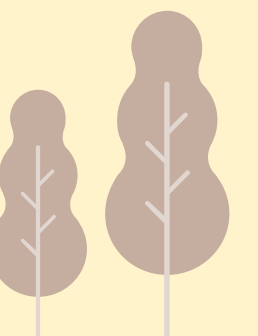
Generation X and Y

- Motivated by pleasure
- Technology savvy
- Prefer more technical ways of communicating and doing business



Engagement

- Inclusion and co-creation
- Look for ideas and support throughout the organization.
- Leveraging the strengths of individual team members to achieve corporate goals.
- Get everyone involved, employees, suppliers, customers and end users.





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THANKS