

Sales Success through Mindset, Presence and Professionalism

With
Shane Gibson

“The obstacle in the path becomes the path. Never forget, within every obstacle is an opportunity to improve our condition.”

— Ryan Holiday, *The Obstacle Is the Way: The Timeless Art of Turning Adversity to Advantage*

Rewiring our mindset

Reactive mindset	→	Pragmatic mindset
Passive mindset	→	Proactive mindset
Over optimistic mindset	→	Grounded mindset
Bargaining mindset	→	Committed mindset
Defensive mindset	→	Curious mindset
Win / lose mindset	→	Contribution mindset
Enabled mindset	→	Self-equipping mindset
Group thinker mindset	→	Self-driven mindset
Obstacle finder mindset	→	Outcome focused mindset
I know this mindset	→	Learners mindset



Levels of learning

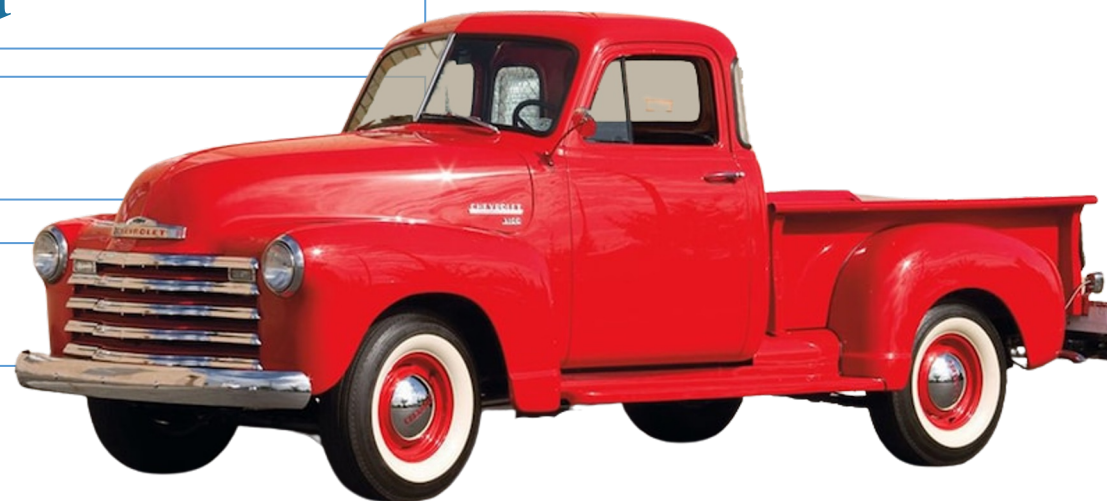
Transferring the Skill

Unconsciously Skilled

Consciously Skilled

Consciously Unskilled

Unconsciously Unskilled



“In most cases it’s really a teaching disability not a learning disability.”

– Fred Shadian

What are your beliefs around learning?

“You can’t teach an old dog new tricks.”

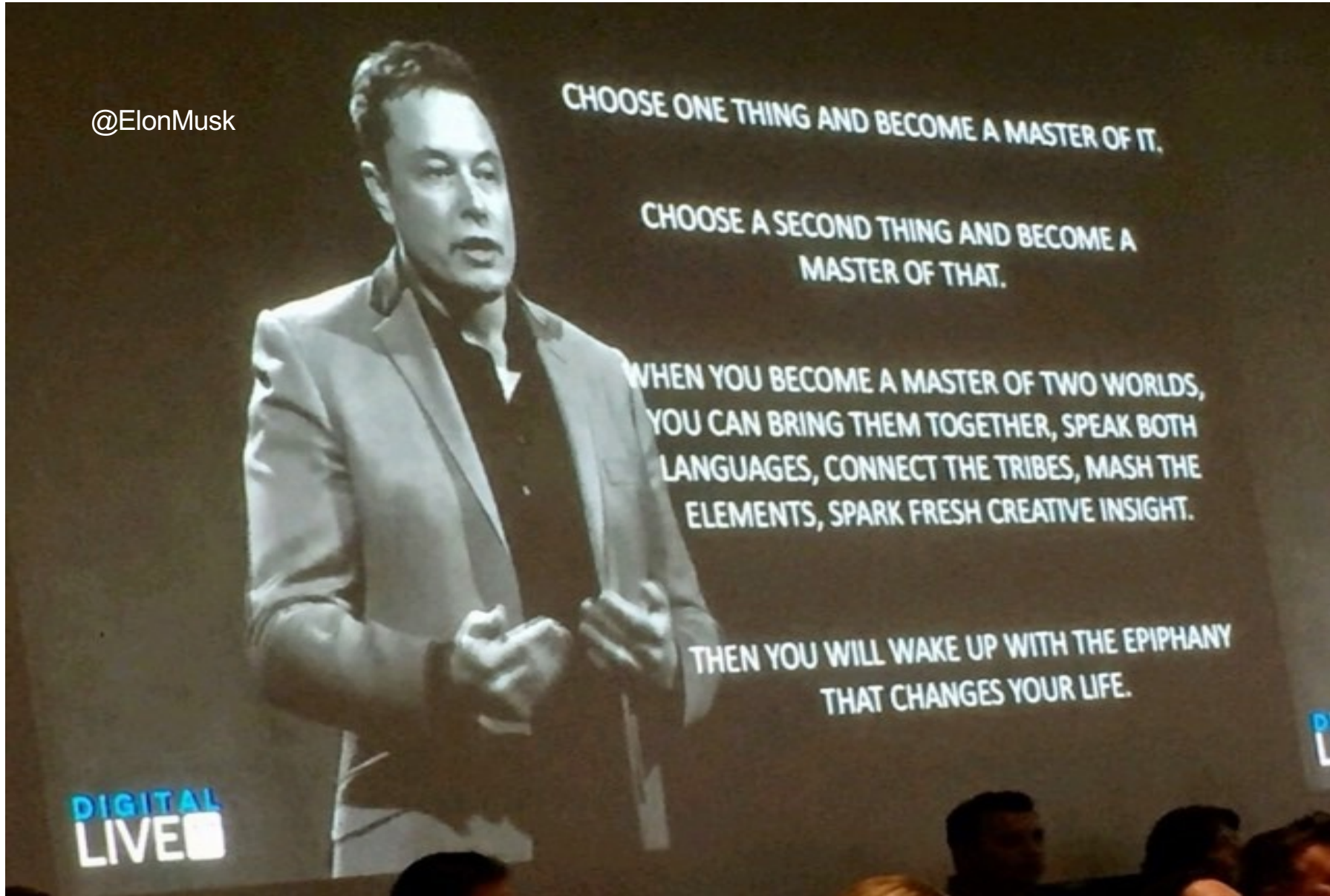
“Jack of all trades master of none...”

Teaches old dogs new
tricks every day



On learning multiple disciplines:

“A jack of all trades is a master of none, *but oftentimes better than a master of one.*”



@ElonMusk

CHOOSE ONE THING AND BECOME A MASTER OF IT.

CHOOSE A SECOND THING AND BECOME A MASTER OF THAT.

WHEN YOU BECOME A MASTER OF TWO WORLDS, YOU CAN BRING THEM TOGETHER, SPEAK BOTH LANGUAGES, CONNECT THE TRIBES, MASH THE ELEMENTS, SPARK FRESH CREATIVE INSIGHT.

THEN YOU WILL WAKE UP WITH THE EPIPHANY THAT CHANGES YOUR LIFE.

DIGITAL
LIVE

Great salespeople are great communicators

It's all in the delivery!

Emotional Believability (Congruence)

7% is in the **words***

38% is in the **Tone of Voice**

55% is in the **Facial Expression and Body Language**

Dr. Albert Mehrabian**

*you still have to say something intelligent!

**the world's most misquoted communications study

“if words and body language disagree, one tends to believe the body language”

- Dr. Albert Mehrabian

Mirroring



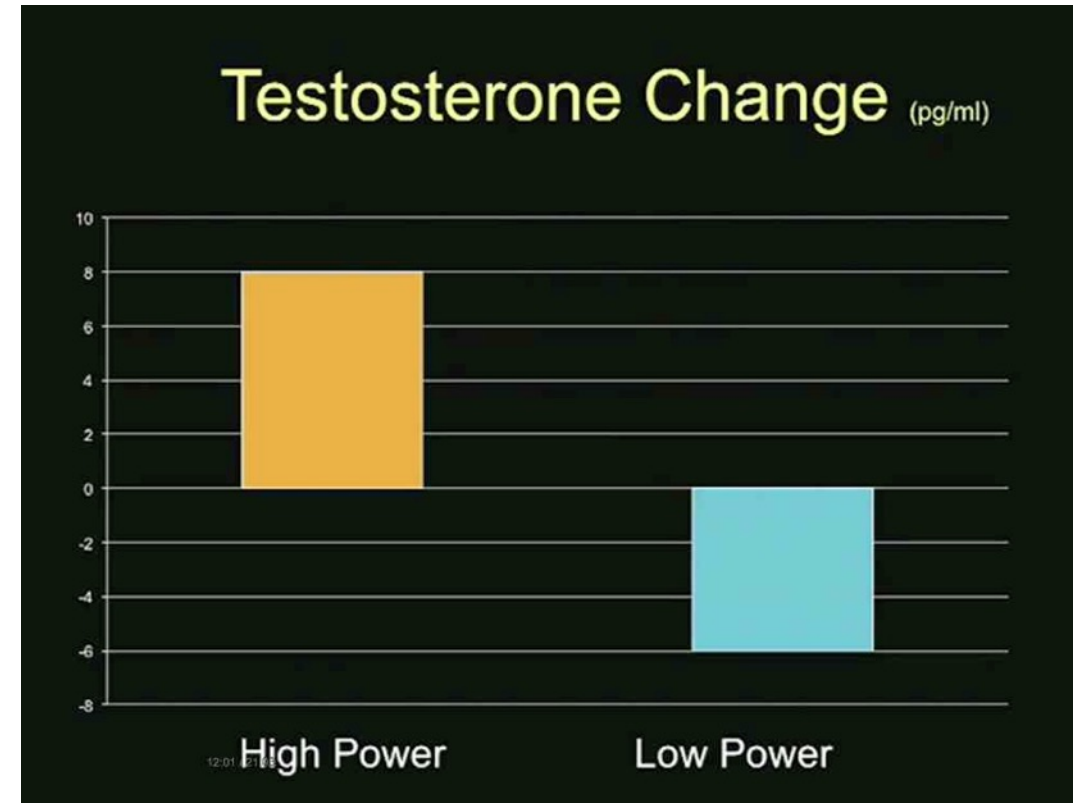
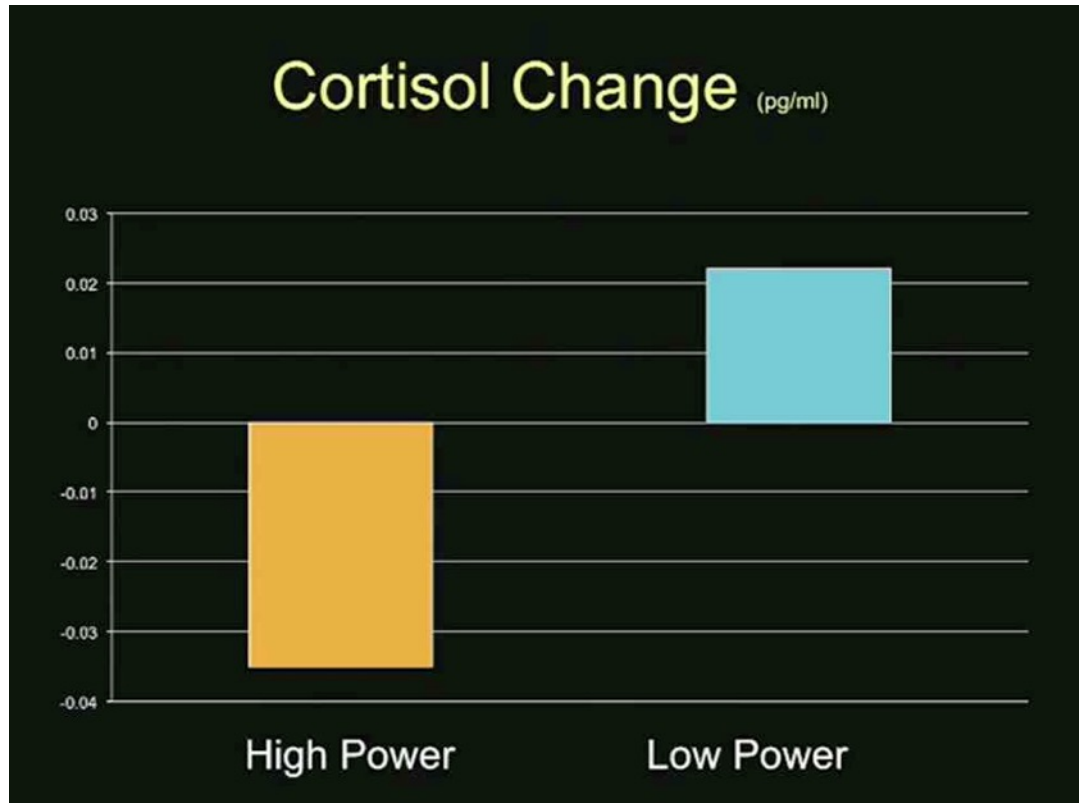
Body Language

- Eye movements
- Gestures and posture
- Breathing rates
- Tonality
- Flow and pace of language
- Tendency to follow, pace or lead when mirroring

(Images courtesy of Amy Cuddy, Harvard University)



“Testosterone is one key chemical for "power." The other is cortisol. When cortisol levels drop, people are better able to handle stressful situations (a good thing in a leader). After the 2-minute poses, the cortisol levels of the "high power" group fell sharply. The cortisol levels of the "low-power" group, meanwhile, rose.” - Amy Cuddy



~~Fake it to you make it~~

Model it until you become it

Professionalism

- Respect for ourselves and others
- Culturally aware, diverse and inclusive
- Meets brand and industry expectations

Professionalism builds trust, credibility and accelerates success

Have a Dress Code

- Dress for the job or role you want
- You can always dress down in the moment
- Business casual is not athleisure wear, or Hawaiian shirts
- It can be a positive state changer
- Inexpensive clothes that fit well and are wrinkle free can look like a million dollars
- Accessories and details can make a difference

Names are important

- Write it down
- Hand out a card to get one back
- It's okay to ask people how to pronounce or spell their name
- Admit if you forget and try again
- Have a “forgot” signal in teams



Professional Writing

Yo wassup?!?

- Watch slang
- Watch grammar (Grammarly)
- Avoid [me@Hotmail.com](#) @gmail etc.
- [you@yourname.com](#) is worth the investment
- Have a professional signature
- Understand etiquette on each medium (Text, email, social networks)
- Use soft openers and say thank-you

Be on time

- In New York 10 minutes early is late
- If you're late say sorry, don't make an excuse and make sure it doesn't happen again



Take notes and keep records

- It's a sign of respect
- We gather record all vital information to serve the client
- We can back-up claims and defend ourselves if needed

Proactively organize your time

- Book proactive follow-up time
- Be aware of peak selling times
- Allow time for admin
- Over estimate meeting and travel times
- Anxiety and time stress are not a good look

Accessible and responsive

- Make it easy for clients and peers to work with you
- Respond quickly to client requests
- Respond in a reasonable time to coworkers (set boundaries and norms if needed)

Put the phone down and focus

- Put your phone on DND when with clients
- Keep it off the table and out of your hand
- When on the phone, close your tabs and alerts

Be a confidant



- Everything should be considered confidential unless otherwise stated
- Don't gossip

Be real

- Drop the role and be a pro

Be a Pro: Know your stuff

- Products, solutions and their benefits and outcomes
- Geek out whenever you can
- Be curious about all the aspects of your company
- Know your neighbourhoods
- Know your businesses
- Know the people the community

Summary

- In sales our attitude determines our career altitude
- Sales mastery requires a master student mindset
- Personal presence sets the stage for interpersonal success
- Professionalism will drive trust, respect and accelerate your sales career.