

Recruiting and Retention Resilience™

How to Create a Climate of Connection and Community while Selling a Solution with SGT Ken®

Summary

This highly interactive workshop identifies the indispensable attributes all exceptional communicators must possess to cultivate a climate of connection, rapport and relationship building. Developed by Army Master Fitness Trainer, Master Resilience Trainer and decorated combat veteran Ken Weichert (aka SGT Ken®), this presentation features six superior strategies to recruit and retain with resilience. You'll discover how to abolish anxiety, live to listen, create connection, enhance excitement, trust your timing, overcome objections, restore resilience, and to expand through empowerment.

What you will learn

1. You will learn how to develop and strengthen skills and qualities on a daily basis by developing dynamic daily habits.
2. You will learn how your daily habits contribute to your ability to reach your income goal.
3. You will learn that there is a difference between a sales process and a sales event.
4. You will learn that there is a difference between selling a product and selling a solution.
5. You will learn that prospects buy for their own reasons.
6. You will learn that prospects do not buy products and services. They buy what the products and services will do for them.

Objectives

1. To be able to effectively share and sell more.
2. To provide a process to present the opportunity to leads, prospects, and applicants. This is a client-centered approach.
3. To interpret the value of your solution to your prospects; the value of your solution through the products that you sell.
4. To have fun while doing it!

Section One: Build a Positive Mindset

When I first changed jobs from Anti-terrorism Specialist and Counterintelligence Agent to an Army National Guard Recruiter, I was the absolute worst one on our team. I simply could not do it. I was proud of my service experiences and believed in my cause, however I could not do the one thing that was required of me in that new position...sell. Selling is uncomfortable. Selling is difficult, far more difficult than fighting the war in

Iraq. One day it all changed for me when I went to a Zig Ziglar five-day training program. On the first day, the instructor quoted page #48 of Zig Ziglar's best-selling book 'See You at the Top' where it says,

"You cannot consistently perform in a manner that is inconsistent with the way you see yourself. Your self-image will lead you to the top of the stairway or put you on an escalator to the basement. See yourself as a deserving person and you will BE, DO, and HAVE. See yourself as non-deserving and you have not. Fortunately, regardless of how you have seen yourself in the past, you now have the motivation, method and capacity to change, and change for the better. All of the gifts our Creator gives us, surely the gift of choosing the way we wish to be in one of the greatest. As we delve into our self-image, let's remember that the mind completes whatever picture we put in it."

This short section from this book caused a shift in my spirit, making it possible for me to share how the National Guard helped me to live out my values, and how it would serve as an effective solution to others that are seeking to satisfy their own values.

Self-image Stimulus

Practical Exercise: Victory List

Take 10 minutes to list all of the past victories that you have had in your life. This will serve as a self-image stimulus when sharing what you sell or represent.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____
30. _____

Acknowledge Your Attributes

Practical Exercise: Pick Your best qualities

Take three minutes to circle the qualities from the list below that best describe you. These are the attributes that you should use while you interact with your prospects.

- Energetic, conscientious self-starter
- Good oral communicator and listener
- Demonstrates the ability to achieve
- Strong time-management skills
- Dynamic individual
- Outstanding interpersonal skills
- Ability to motivate and inspire
- Professional appearance
- Good organizational skills
- Relationship-builder
- Creative and Innovative
- Strives to be the best
- Results-oriented
- Accountable
- Customer-service attitude
- Persuasiveness
- Dynamic personality
- Above and beyond response to situations

Note: When you do this, you become “consciously competent” with yourself and you will approach conversations with candor and confidence.

Section Two: Realize that you are in a growth stage

This is great news! Being in the growth stage means that you are still learning. Make sure that you invest more in yourself than you do in your career.

An Appetite for Healthy Habits

Practical exercise: How to abolish selling anxiety

1. What causes you stress when you are selling?

2. How would amplifying the attributes in the practical exercise above reduce your stress?

3. Choose one quality or skill that you would like to develop, and write something you could do daily to increase it.

Cultivate a Climate of Success through a Commitment Form
Practical exercise: Commitment Form

Take a few moments to review the example Commitment Form in order to help stay on target and grow.

I, _____, am willing and able to build and strengthen habits that will develop the qualities of a successful sales professional and team builder.

I understand that my daily activities become habits, and I will work hard to discipline myself to build consistent, positive habits.

I know that my income and stability come from my ability to produce sales, build and empower a team of motivated professionals.

I realize that I can control my life and my future by the choices that I make each day.

Signed,

_____, (Date) _____

Section Three: Give yourself grace to be in the growth stage

Give yourself grace while you are in the growth stage, and know that you are not meant to stay there. You are meant to pass through.

You make more money solving problems than you do by selling products.

Finding Purpose Through Selling Principles

Practical exercise: Value identification

Take three minutes to write down the products and services that your company provides.

- 1. _____
- 2. _____
- 3. _____

Take three minutes to write down how your products and services solve customer problems.

- 1. _____
- 2. _____
- 3. _____

Prospects purchase for their reasons, not your reasons. Reasons are motives, feelings or beliefs that move us to take action.

Take a moment to write a question to help you determine a customer's reasons for buying one of your products:

Example (opportunity): Where do you see yourself in 10 years?

Example follow-up (opportunity): What are you doing to get there?

Show the prospects the BENEFITS of your products and program.

Remember: Features tell. Benefits sell.

Section Four: Strategies to overcome counterproductive thinking while you're in the growth stage

What areas do you want to get better in during the sales process?

Overcome objectives?

In order to overcome objectives, we need to determine our direct buying mode.

If we can overcome objectives, what would be the benefit to you? What would you gain?

More money? What would you do with the money?

Better lifestyle? If you had a better lifestyle, you would feel great.

What we really do is sell feelings. If you can get your prospects to feel the way that you do, they will join your team. Through the practice of the steps above, you will benefit by having an easier time approaching the sales process and therefore, create a better lifestyle for you and your family.

To do this, find out what your prospect's goals are. If you know the person, better than you know the product, you distance yourself from the rejection and deal with the negative responses on a level of refusal and not rejection.

Know Your Prospects through Their Goals

Practical exercise: Goal Gathering

You have to know 'who' you want to become as a person? What is your mission? What is your purpose in life? What do you want to be known for? What are the qualities and values that you want your life to stand for?

What are the goals that you are intending to accomplish? Are your goals in line with who you want to become?

The problem is that people develop their goals before they know who they want to become. They don't give it enough thought.

When people simply set goals without know who they want to become, they wind up having challenges with motivation.

Tommy Newberry, a personal coach in goal-setting, once said, "It's the pursuit of the right goals, that cause you to become the right

person. It's the pursuit of the wrong goals, that cause you to become the wrong person."

The wrong person means an individual that is not meeting up to their best potential. The keyword is 'pursuit'.

That means that simply being in the pursuit of the right goals will cause you to be the person that you dreamed of becoming. Just the pursuit!

The pursuit of the wrong goals will actually change you in the inside and therefore cause you to become the wrong person.

The first strategy is, when you are developing a goal you need to ask yourself if that goal will cause you to become the right person? What is going to be the result of me pursuing this goal over the next three or five years? Who am I going to become as a result of that goal?

If the answer is something that you like, that is great! If not, do more homework.

The second strategy is to write down 150 goals. That is really not that many. If you want to live at least another 30 years of life, that is 5 goals a year. Everyone can handle 5 goals a year! Five goals a year at 30 years is 150 goals!

Ask yourself:

1. What are the things that you want to achieve?
2. Who are the people that you want to meet and have a conversation with?
3. Where are the places that you want to travel?
4. What are your giving and contribution goals?
5. What do you want to learn?
6. What adventures do you want to go on?
7. What are 20 books that you want to read?
8. What experiences do you want to have with your spouse?
9. What experiences do you want to have with your children?

Example...

10. Do you want to write a book or make a movie? How will you leave a legacy? A legacy is not what you leave behind, but what you leave in someone.

Can each of you develop at least 10 goals for each? That is 100.

You are already more than half the way there!

If you focus on experiences, you will broaden your goal-setting collection. It does not have to be an achievement alone. It can be an experience.

Write it down. A dream that is written down, is a goal. A dream what is not written down, is a wish. Make it important to you. Help your prospects through this discovery.

Once you have all of this, plane your goals in a master calendar. Use backwards planning in order to make the goals come to life.

This process will help you to develop a personal mission statement. Tommy Newberry refers to a mission statement as a constitution, something that we can use as a guide to live a better life.

Describe how you want to be remembered. A mission statement is a written articulation of how you see yourself in the best given potential, written in the present tense.

Why is it written in the present tense? Because if you write it in the present tense, your heart and mind respond to it as if it were true today.

You have to write down you own "I am" statements. You write down your mission statement or record it with motivating music in the background and you listen to it every day, or at least every week. It will actually serve as a GPS or compass for your life! Each time you read it or listen to it, you will see yourself adjust course if you are off-track.

You should ask yourself, am I meeting up to everything in my personal mission statement? What have I done in the last 24 hours to help me to become what I see myself as in my best given potential?

A mission statement is the best-case scenario. As you read it aloud or listen to it, it will become engraved in your heart. You will see yourself getting uncomfortable when you fall off track and happy when 'what' you do lines up with 'who' you want to become.

A mission statement is a tool to keep you on track. Without one, you are simply drifting from day to day. Eventually you hit a wall

and say, "I've got to go back and fix this." Drifting reveals to us that we may have been wasting valuable time not pursuing the right goals.

A mission statement helps you cut down on the drift, and therefore save time.

A mission statement is the 'who' and one of the most important things that you can do to create success in life!

The litmus test is to reflect on what it means to you to have an ideal lifestyle?

Ask yourself:

1. If you had your ideal lifestyle, how much money would you have? What would be your net worth? What would be your income?
2. What sort of home would you be living in?
3. How much rejuvenation time would you have each year?
4. How much time would you have with your kids each week?
5. What sort of experiences would you engage in with your children, with your spouse?
6. What are all of the key components of an ideal lifestyle?
7. Where am I now?

You have got to know what your ideal lifestyle looks like. If the picture is not in your head, than you may need to make a Vision Board to help you to visualize your goals.

Bottom line: If you simply go for goals that do not line up with who you want to become, you will become something that is different from who you are meant to be!

Section Five: Capture the close (Recruitment)

Stage One: Investigate (Research)

Stage Two: Relate (Find common ground)

Stage Three: Reveal (Uncover their needs)

Stage Four: Sell the solution

Stage Five: Take action!

Section Six: Live to learn (Retention)