

Improve your skill and performance

The best sales professionals focus on delivering results today as well as putting important building blocks in place for long-term success. That includes a commitment to continual learning.

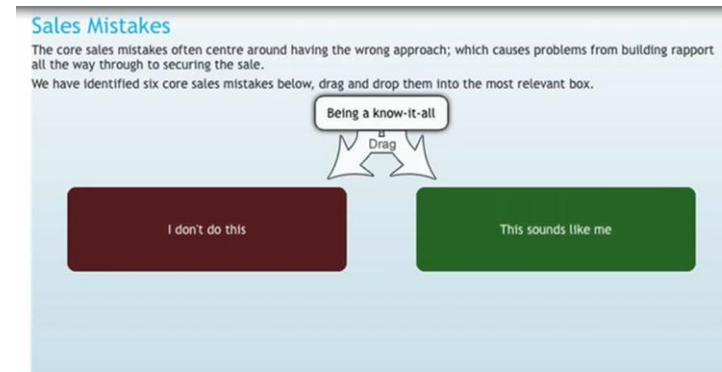
In Sales Juice you'll be taken on a personal development journey by motivational speaker and sales guru Gavin Ingham and entertained by our fictional sales team:



The programme starts with a survey and personality questionnaire. A summary is then produced that provides the opportunity for each learner to reflect on personal strengths and development requirements that will support their success in sales and steer their focus throughout the programme.

Core learning is delivered through:

- Video content where Gavin coaches sales professional to become the best that they can be.
- Engaging comedy drama that illustrates key learning points.
- Reflective tasks (Doo-Its) that personalise learning and contribute to an individually tailored personal action and development plan.



The structure and content of the programme is summarised below:

Introduction

- **Doo-It: A bit about you (opening survey questionnaire).**
- **Doo-It: DISC profile.**

Mastering mind-set and motivation

- **Episode: Find a mind-set that delivers great results.**
Gavin coaches you to face up to your challenges and get into a mind-set that delivers great results. By the end of this episode you will be able to:
 - ✓ *Identify what differentiates top performer.*
 - ✓ *Explain how technology has changed the nature of sales.*
- **Doo-It: Your challenges.**
- **Doo-It: Universal challenges.**
- **Episode: With the right attitude you can become a ‘super performer’.**
Gavin analyses why people struggle to deliver their full potential and discusses the impact of attitude and skill. By the end of this episode you will be able to:
 - ✓ *Explain the concept of being motivated from the outside-in*
 - ✓ *Explain the importance of attitude to sales success*
- **Doo-It: Inside-out motivated.**
- **Doo-It: What works for you?**
- **Episode: Get motivated from the inside out.**
Gavin advises on how you can use physiology, visualisation and positive ‘self-talk’ as powerful tools to improve personal sales success. By the end of this episode you will be able to:
 - ✓ *Describe how to change your physiological state to improve success.*
 - ✓ *Use visualisation and self-talk to improve your attitude.*
 - ✓ *Explain the concept of being motivated from the inside-out.*

- **Doo-It: Self-talk.**
- **Doo-It: Coach yourself.**
- **Summary episode: Mastering mind-set and motivation.**

Superior beliefs and behaviour

- **Episode: For great results, look closely at your beliefs.**
Gavin warns of the dangers of allowing limiting beliefs to impact upon performance and reduce the chances of sales success. By the end of this episode you will be able to:
 - ✓ *Describe how the vicious circle of limiting beliefs and poor results works.*
 - ✓ *Define and identify empowering beliefs.*
- **Episode: Do your beliefs limit or empower you?**
Gavin warns of the dangers of allowing limiting beliefs to impact upon performance and reduce the chances of sales success. By the end of this episode you will be able to:
 - ✓ *Describe how the vicious circle of limiting beliefs and poor results works.*
 - ✓ *Define and identify empowering beliefs.*
- **Episode: A sales superstar tells themselves, ‘I can...’**
Gavin talks through the key steps to eliminating limiting beliefs and creating the belief system of a sales superstar. By the end of this episode you will be able to:
 - ✓ *Identify and remove limiting beliefs.*
 - ✓ *Explain the link between past successes and creating a robust and positive belief structure.*
- **Doo-It: What do you believe?**
- **Summary episode: Superior beliefs and behaviour.**

The psychology of successful goal setting

- **Episode: Connect goals to your dreams.**
Gavin discusses the importance of taking control of your goals by linking them to what is important to you. By the end of this episode you will be able to:
 - ✓ Explain why it is important that sales people have goals/dreams
 - ✓ State the difference between dreams and goals
- **Doo-It: Your dreams and goals.**
- **Episode: BIG goals inspire.**
Gavin encourages you to set goals that inspire you, raise the bar and stretch you and motivate others around you. By the end of this episode you will be able to:
 - ✓ Describe how to use a Dream Board
 - ✓ Explain the importance of the link between goals and dreams
- **Episode: Be ambitious and results orientated.**
Gavin recommend that you are ambitious and results-orientated when setting SMART goals. By the end of this episode you will be able to:
 - ✓ Describe a simple but key technique to achieving your goals
 - ✓ Explain why BIG goals are so important
- **Doo-It: Setting your first goal.**
- **Doo-It: Setting your second goal.**
- **Doo-It: Setting your third goal.**
- **Summary episode: The psychology of successful goal setting.**

The new rules of selling

- **Episode: The core mistakes sales people make.**
Gavin warns against being a 'know-it all' and putting too much pressure on clients. By the end of this episode you will be able to:
 - ✓ Explain the danger in applying too much pressure
 - ✓ Identify the negative consequences of being 'Know-It- All'
- **Episode: The core mistakes sales people make.**
Gavin stresses the importance of putting your clients' needs first and avoiding being a Jack of All Trades. By the end of this episode you will be able to:
 - ✓ Discuss why it's important not to slip into the trap of a sales meeting becoming all about you and not about the client.
 - ✓ Explain the concept and dangers of premature elaboration.
 - ✓ List the pitfalls of a 'jack of all trades' approach.
- **Doo-It: Sales mistakes.**
- **Episode: The characteristics of sales superstars.**
Gavin analyses the key characteristics of sales superstars. By the end of this episode you will be able to:
 - ✓ Explain how to show a genuine interest in your clients and why it's so important
 - ✓ Identify how to improve your expert status in the market.
- **Episode: The characteristics of sales superstars.**
Gavin analyses the key characteristics of sales superstars. By the end of this episode you will be able to:
 - ✓ Explain how not caring about a deal can be positive
 - ✓ Outline when it is right to walk away from a deal
- **Doo-It: Psychology of selling.**
- **Summary episode: The new rules of selling.**

The secrets of effective sales activity

- **Episode: Why don't I have enough time in the day?**
Gavin explains how to improve your efficiency and focus by identifying and prioritising important activities. By the end of this episode you will be able to:
 - ✓ *Describe tactics that can help you to take back control of what you do*
 - ✓ *Identify and prioritise important activities*
 - ✓ *Explain the value of recording your activity each day over a week*
- **Episode: Control your day to deliver great results.**
Gavin highlights the benefits of completing important activities consistently and structuring your day to deliver the results you want. By the end of this episode you will be able to:
 - ✓ *Identify your own core sales 'stability' activities.*
 - ✓ *Explain the impact on your sales success of structuring your day and completing important activities consistently.*
- **Doo-It: Managing your time.**
- **Summary episode: The secrets of effective sales activity.**

Conclusions

- **Doo-It: Your action plan.**
- **Doo-It: Before you go (closing questionnaire).**