

Generating Ideas Through Mind Mapping

Sales Booster



Theme



Being creative 'on the spot' can be daunting, especially in cultivating new solutions, problem solving or out-thinking the competition. Mind Mapping, popularized by Tony Buzan, is a graphic technique to unlock the brain to unleash unlimited thoughts and ideas. It's quick, fun, colorful and works individually or with a group. This effective tool encourages team-synergy and builds many options for sellers to stand out and out-think the competition.

Approximate Preparation Time

- 15 Minutes



Materials

- 3 flip chart stands with paper or 3 flip chart pages pre-hung on the walls
- Scented markers - one unique color per seller
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips

- Divide sellers into teams of 5 – 7 per team. Each team works on their own flip chart. Spread the flip charts around the room so they are not too close to each other.

Topic suggestions:

Getting Your Foot In the Door
Customer Surprise
New Product Launch
Trends Affecting Client's Business

Networking Ideas
Personal Branding
Up-selling Opportunities
Competitive SWOT Analysis

- There is not enough time in this 30-minute sales booster to complete the selection and application of the best ideas generated. Plan a follow-up meeting to review the Mind Mapping ideas generated in this sales booster meeting.

30 Minute
Sales Meetings

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Time	Session Outline	Dynamics	Visual
	6. How does this exercise relate to creativity? <i>Possible responses:</i> • <i>What you end up with isn't necessarily what you begin with</i> • <i>Working with others takes the ideas in a different direction</i> • <i>More people working together gets more ideas in the end</i> • <i>It was easier to be creative when someone else started it</i> Thank you. The exercise was meant to accomplish everything that you said. Today we'll be introduced to a creativity tool called Mind Mapping. Mind Mapping can be used alone, with your customers or in collaboration with other team members for many types of situations.	Large Group 	
	Mind Mapping Introduction Tony Buzan popularized the use of Mind Mapping in the early 60's. It's now known worldwide as a creativity and brainstorming tool. A Mind Map is a diagram used to represent words, ideas, tasks or other items arranged around a central key word or idea. They are used as an aid in problem solving, decision-making, writing, and note-taking. Mind Maps are easy to do. They save time and offer more than one idea option to choose from. On page two of your Success Achievement Plan worksheet there is a Mind Map example. Notice in the center there is a circle with the words "Sales Contests". This center circle is called the central idea. The central idea is the topic or idea you want to generate more ideas about. From the central idea lines extend out to other circles, which we call "bubbles".	Large Group 	Success Achievement Plan Worksheet Page 2 

Time	Session Outline	Dynamics	Visual
	The new ideas generated are placed in other newly created bubbles. You see lots of bubbles extending from the central idea and all of those bubbles have lines extending to another bubble. For example, the bubble on the upper right says: Signed Contracts. From that bubble are additional bubbles that say: Long Term, Short Term. From the theme Long Term is an additional bubble that says: Higher Rewards. Another bubble off of the central idea says: Reward. From that bubble there are bubbles that say: Points, Prizes, Dollars. Another bubble from Sales Contest says Theme. From the Theme bubbles are additional bubble ideas that say: Sports, TV, Card Games, Board Games. From the Sports Bubble it says: Horse race, Baseball, Football, Tennis, Golf. You get the idea.	Large Group 	Success Achievement Plan Worksheet Page 2 
	Tips to Make the Most Out of a Mind Map Experience A few additional tips to make the most out of your Mind Map experience are: 1. We do this standing up – gets our blood flowing to our brain better and we get to move around and see the mind map from a different perspective. 2. Everyone has a color marker. Colors are important to get the creative side of our brains engaged. 3. Words and pictures are acceptable. The central idea can be a word in a bubble or a drawing representing the central idea. For example, if we were going to mind map alternative uses for Hockey Pucks... the central idea could be the words Hockey Pucks or a drawing of a Hockey Puck. Drawings can be all over the Mind Map page connecting to each other instead of words.	Large Group 	

Time	Session Outline	Dynamics	Visual
	4. All ideas go up. There is no right or wrong. There is no discussion – no turning to your colleagues and asking if they think it is a good idea. For example, in our contest sample in the “Reward” bubble you might want to put a Corvette Car Give-a-Way and know that’s totally unrealistic... the idea still goes up. It could trigger something else – for example the contest to be held at a race-track or the prize is to drive around a race track. You never know! 5. Everyone writes on the flip chart. This does not work as well if you play it like a relay race type format where you stand in line and one person goes at a time. Nor does it work well if one person becomes the scribe. It works best for everyone to stand around the flip chart and even several people can write at a time. Talking aloud is very helpful and helps build more ideas faster. 6. Exchange color markers. When you think you’re running out of ideas, change the color marker in your hand or change where you are standing.	Large Group 	
	Mind Mapping Exercise With just that brief overview, you are ready to start Mind Mapping! The instructions for our first Mind Map are: 1. I’ve selected the topic for us to Mind Map and it is (insert topic from suggestions in Success Set-Up tips or one of your own). This will be our central idea. 2. There are (insert number) flip chart pages posted on the walls around the room, one for each group. 3. We need an equal number of people in each group. We have (insert number) sellers, and that will be (insert number) sellers per group. 4. Everyone needs to take a color marker from the table and go to one of the flip charts for a little healthy competition.	Groups 	Blank Flip Charts Posted on Wall 

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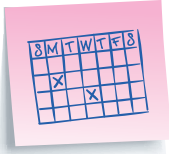
Time	Session Outline	Dynamics	Visual
	5. We will take 5 minutes to Mind Map for this topic. The team with the most ideas will win a prize. (Announce the prize) 6. Everyone in place. Reminder: when it gets quiet in your group and the ideas seem to stop, change where you are standing or change the color maker in your hand with someone else. 7. Let's begin. (Allow 5 minutes)	Groups 	
	Count The Number Of Ideas on the Mind Map 1. Please count the number of ideas recorded on your team's flip chart. 2. Let's hear your numbers. (Each group reports their number) 3. The winning team is (announce the winning team). 4. Let's have a volunteer spokesperson from each team to share 3 of your favorite ideas. After each team reports out, give a round of applause.	Groups 	Completed Group Flip Chart 
	What's Next With Our Mind Map 1. Since this 30-minute sales booster is our introduction to Mind Mapping, we'll complete this next step at our next meeting. 2. The next steps include looking at all of the ideas on the flip charts. 3. Then reviewing the ideas and eliminate the ones that are too far-fetched or unable to be streamlined to work. 4. We would select the ones we like the best and are most likely to work. 5. It is possible the one selected would become the central idea and we would begin the Mind Map process again.	Large Group 	Completed Group Flip Chart 

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Time	Session Outline	Dynamics	Visual
	Mind Map Debrief 1. How does the Mind Mapping idea generation tool compare to writing ideas on a piece of paper? <i>Possible responses:</i> • <i>It generates more ideas than if I had to make a list on paper</i> • <i>Working in a team creates more ideas</i> • <i>When I saw someone's idea, it helped me think of another one</i> • <i>I think we had more good ideas doing it in a group than alone</i> 2. I noticed some of you changed where you were standing or changed the color markers in your hand. What happened when you made those changes? <i>Possible responses:</i> • <i>It helped get more ideas</i> • <i>It broke our preoccupation</i> • <i>We relaxed and got the creative juices going again</i> • <i>Nothing, I still had no new ideas</i> 3. Where do you think we can use this tool in sales? <i>Possible responses:</i> • <i>Creative ways to go after new business</i> • <i>New product launches</i> • <i>Problem customers</i>	Large Group 	
	Success Achievement Plan Worksheet Sellers complete the Success Achievement Plan worksheet page 3.	Individual 	Success Achievement Plan Worksheet Page 3 

Generating Ideas Through Mind Mapping



Reinforcing the Message

- First opportunity: 1 - 3 weeks later
- Repeatability: Often
Use Mind Mapping for new product launches, to brainstorm Features and Benefits of different products/services, problem accounts, or new business ideas.

Facilitation Ideas



1. There may not have been enough time in the first sales booster to review the mind maps in detail and select final ideas from each mind map. Use this meeting to select the final idea and mind map that idea for strategy and tactics.
2. Repeat this sales booster for each of the other topic suggestions in the Success Set-Up Tips that were not used in this sales booster. Ask the sales team what topics they would like to mind map.

Next Sales Booster



- *Clever Delivery* or *Collaborative Problem Solving* found at www.30minutesalesmeetings.com

Success Achievement Plan



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Success Achievement Plan



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Success Achievement Plan



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Key Ideas of Mind Mapping

1. Begin with a Central Idea, placed in the middle of the page in words or pictures.
2. Lines extend to a bubble and ideas are placed in the bubble.
3. Additional lines extend from all bubbles with creating more ideas.
4. Use colorful markers.
5. All ideas go up.

One key idea I learned about Mind Mapping:

One client or situation I can Mind Map now for some new ideas:

The Specific Action I will take to increase my success this week:

The resources I may need to implement the Specific Action: (people, time, dollars)
