

Beg or Brag

Sales Booster



Theme

When a seller is doing well, everyone wants to know their 'secret to success'. Sellers can tap into these secrets using either a "Brag" to share their enthusiasm and best practices or a "Beg" to get help solving a problem they are currently facing. Sharing trade 'secrets' with the team allows the wealth of knowledge, skills and creative practices to be utilized by everyone.

Approximate Preparation Time

- 15 Minutes



Materials

- No prepared flip charts are needed
- Flip chart and markers
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips



- Limit Beg opportunities to 10 minutes per seller. It is amazing how much quality brainstorming can be captured in 10 minutes. To keep this on track, keep sellers to 3 minutes to present an overview of the situation. Use the remaining 7 minutes for questions and suggestions.
- Brags generally take 1- 3 minutes.
- Options for selecting sellers to Beg or Brag:
 - a. Inform sellers in advance to be prepared to Beg or Brag.
 - b. Ask for volunteers.
 - c. If you think it may be difficult to recruit volunteers, prepare to draw names.
- Allow use of the flip chart and markers to capture ideas or map out solutions.
- Guiding Principle: In order to have open dialogue, ask everyone to agree to respect the confidentiality of the issues shared.

Beg or Brag

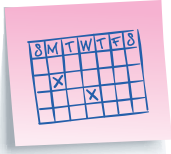


Time	Session Outline	Dynamics	Visual
	Opening Each day you experience a variety of selling situations, the good, bad and ugly all by yourself. Today's sales booster is Beg or Brag. You can "Beg" for some help on a specific issue with a client, prospect or situation and we'll take up to 10 minutes to brainstorm potential actions/solutions. Or you can "Brag" about something you did, implemented successfully, or achieved in the past week (or month). We'll be sure to give you a round of applause and learn from you. By sharing these Begs and Brags we will learn and use these tips to do what you do even better. Also, we'll gain inspiration and support, and of course, hear great ideas.	Large Group	
	Beg or Brag Activity - Using the Success Achievement Plan worksheet, take 3 minutes to complete #1, writing your Beg or Brag. (Allow 3 minutes) - We'll use the next 20 minutes for volunteers to Beg or Brag. Who would like to volunteer to go first? (Repeat Beg or Brag opportunities until the time is up)	Individual Large Group	Success Achievement Plan Worksheet Item 1
	Success Achievement Plan Worksheet - Complete the remaining items on the Success Achievement Plan worksheet. - Share the specific actions you will take to increase your success this week. - Ask for a volunteer from each group to present highlights of the discussion.	Individual Large Groups	Success Achievement Plan Worksheet

Reinforcement tips



Beg or Brag



Reinforcing the Message

- First opportunity: 1 - 4 weeks later
- Repeatability: Once a week, monthly, or quarterly



Facilitation Ideas

1. Use the following questions to lead either table group or large group discussions:
 - How did hearing the successes of your teammates help you?
 - What value does the team offer when you have a situation that you are stuck on?

2. Beg or Brag may also be used for the following:
 - Future opportunities specific to a product, promotional offering or service
 - Team, company, marketing, IT, product development
 - Specific opportunities for the upcoming week

Next Sales Booster

- *Collaborative Problem Solving* or *Round Robin Selling* found at www.30minutesalesmeetings.com



Success Achievement Plan



Beg or Brag



1. My Beg or Brag is:

2. Key ideas I heard from colleagues:

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)
