Think Like a Winner

Sales Booster

30 Minute Sales Meetings

Theme

Thinking like a winner is the first step to living like a winner. It is especially important for sellers to think like a winner with the inevitable setbacks and disappointments of daily sales life. With a little help from their colleagues, sellers will be reminded of their personal strengths and positive qualities, which will make them winners that can reach new levels of success.

Approximate Preparation Time

- 15 Minutes

Materials

- No flip charts are required
- 4" x 6" colored index cards - one per seller. Alternative option: color copy paper cut in half
- Success Achievement Plan worksheet - one per seller

Success Set-Up Tips

- Sellers may initially feel this is a silly activity, as they do not often write out positive traits and qualities about their colleagues. The discomfort goes away quickly as they focus on completing each index card.

- When moving the cards from person to person, make sure some sellers don't get ahead of others. Ask them all to wait until you say "Pass your card to the right." This will allow everyone to receive their card at the same time, providing greater impact.

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Time	Session Outline	Dynamics	Visual
2 M	**Opening** Welcome to today's sales booster, Think Like a Winner. Winners are people at the top of their game: successful, productive and moving forward. Most winners surround themselves with people who believe in them, encourage them and build their confidence. Today, we will slow down and take time to acknowledge the positive qualities of our colleagues to find the winner in all of us. We work together on a daily basis and it can be easy to stop looking at the strengths of those around us. We become like family and take each other for granted. Let's spend some time thinking like winners and building each other as winners.	Large Group 	
6 M	**Activity Instructions** Instructions: 1. Each person takes one index card. 2. At the top of the index card write Winning Traits and Qualities of and insert your name. Also place the date in the upper right corner. 3. Pass the card with your name to the seller to your right. Now everyone has a card that is not their own. 4. Write 1 - 2 positive traits or qualities for the person whose name is on the card. Wait to pass the card until you are instructed to do so. (Allow time) 5. Now pass the card to the next seller on your right. Add 1 - 2 positive traits or qualities to the new card. (Allow time) 6. Continue passing the cards until each seller has added to the card. 7. Do not add to your own card. (Note: Stop when the last seller adding to the card is to the left of the seller whose name is on the card)	Individual 	Index Cards

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Time	Session Outline	Dynamics	Visual
5 M	**The Think Like a Winner Blitz** 1. In a moment, I'm going to ask you to pass the card back to the original owner. 2. When you receive your card, please read it. 3. For some reading about yourself can be uncomfortable. Please do not diminish what is written on your card with comments like "Oh, should I pay you later." 4. Just take your card, read what is written and know that this is what others see in you. 5. Now, please pass the card back to the original owner. 6. Please read your card.	Individual	Index Card
2 M	**Summary Close** Ask – What will you do with your Think Like a Winner card to keep it top of mind? *Possible responses:* • *Frame it* • *Place it on my desk* • *Place it in my portfolio* Please select one winning trait or quality and focus on it for the next 2 weeks. Every 2 weeks as you are looking at your card, select another trait or quality to focus on.	Large Group	
5 M	**Success Achievement Plan Worksheet** Sellers complete the Success Achievement Plan worksheet. In pairs, share your responses on the Success Achievement Plan worksheet.	Individual Pairs	Success Achievement Plan Worksheet

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Reinforcement Tips

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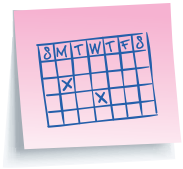

Reinforcing the Message

- First opportunity: 6 - 8 weeks later
- Repeatability: Semi-annually
  Other: When a particularly negative or challenging time is noticeable and affecting the sellers

Facilitation Ideas

1. Ask sellers to bring their Think Like a Winner card.

   Use the following questions to lead either table group or large group discussions:

   - Colleagues expressed the Winning Traits and Qualities they see in you. How has focusing on these Traits and Qualities made a difference over the last several weeks?

   - Select one trait or quality from your card. What is one action you can take to leverage that strength with a customer this next week?

2. Distribute new index cards, one per seller. Ask sellers to focus on their colleagues strengths in one specific area such as prospecting, customer relations, team work, creativity, etc. Repeat the card writing process.

Next Sales Booster

- *Navigating the Sales Trail* or *Ready, Aim, Succeed* found at www.30minutesalesmeetings.com

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Success Achievement Plan

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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)

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