

If I Only Knew

Sales Booster



Theme

Most sales teams consist of sellers with varying lengths of time with the company. This leads to different perspectives of your company, product and processes, which can give greater insight into the information sellers believe would be helpful to do their jobs even better. If I Only Knew is a non-threatening way to discover and uncover need-to-know information that can make each seller, and the entire team, more successful.

Approximate Preparation Time



- 20 Minutes, plus the time to purchase sticky note pads

Materials

- Prepare 2 flip charts as per outline. If you have a large group, use 2 flip charts for every 20 sellers
- 4 x 6 sticky note pads in two colors - need 5-8 sheets of each color per seller
- Tape to adhere flip chart paper to wall
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips

- Use 2 different sticky note color pads. Each color represents a different topic to be discussed.
- Place 8 - 10 sheets of sticky notes per color at each seller's seat prior to the meeting.
- Place the 2 flip chart pages on the wall. Title each one to coordinate with the 2 colors of sticky notes.

Color 1: What I Wish I Knew When I First Started

Color 2: What I Wish To Know Now

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Success Set-Up Tips - continued

- **What I Wish I Knew When I First Started** is information which sellers acknowledge that if they had known earlier in their career, would have helped them improve their time-to-performance. Examples: company jargon, responses to specific objections, resources available, etc.
- **What I Wish To Know Now** is information that's important to a seller to sell more right now. Examples: understanding why something is being done the way it is, how to better use a specific sales tool, or a better understanding of a product or service.
- The information listed on the sticky notes might not be all covered in this one session.
 - a. Prepare to collect the extra sticky notes that are not discussed.
 - b. Select an additional date for responding to the remaining sticky notes.
 - c. The large group responses/discussions of the sticky notes will include meaningful tips. Consider appointing a scribe to capture the information and create a resource document for distribution.

If I Only Knew



Time	Session Outline	Dynamics	Visual
	Opening Today's sales booster is, If I Only Knew. After working with your company for some time there most likely was some information that you wished you knew. It may have been six months into your sales career when you thought, "Gee, if I had only known that 6 months ago I wouldn't have made all those mistakes and my sales would have been better." Or maybe, as a veteran seller, there is something you wish you knew more thoroughly right now or you're wondering about things that could be helpful down the road. If I Only Knew gives us the platform to help others and ourselves by reflecting on: 1. What I Wish I Knew When I First Started. This is information that you wish you knew earlier in your career so you could have avoided mistakes, advanced more sales or reduced your stress. Examples: company jargon, responses to specific objections, time management. 2. What I Wish To Know Now. This is information that would help you now and in the future. It can range from understanding why something is done the way it is or a better understanding of a product or service.	Large Group 	Display Prepared Flip Charts 
	Activity Part 1: 1. On the table in front of you, there are 2 different color sticky note pads. 2. Each color represents different information you wish you knew. 3. Color (insert color) represents: What I Wish I Knew When I First Started. Color (insert color) represents: What I Wish to Know Now. For the next 5 minutes, write your Wish to Knows/Knew for	Individual 	Sticky Notes 

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Time	Session Outline	Dynamics	Visual
	each title on the appropriate sticky note pad color. Write as many as you want for each If I Only Knew category. For example: "How to organize my files" might be a What I Wish I Knew When I First Started or "How to best maximize my driving time in my territory" would be a What I Wish to Know Now. Be as specific with your comment as possible such as "How to ask a past client for a referral." Use the time allowed to write as many as you can. (Allow 5 minutes)	Individual 	Sticky Notes 
	Activity Part 2: Please place your completed sticky notes on the respective flip chart page. While you are up, after you have placed your notes on the chart, read the other notes to find a Wish I Knew sticky note that you can answer. Once everyone has posted their notes, select 1 note that you can answer from either chart. (Note: Select more than 1 per seller if there are less than 5 sellers per table) Once you've selected your note, be seated.	Individual 	Flip Charts 
	Activity Part 3: - To select today's discussion leader, determine who traveled the furthest to work this morning. - Discussion leader - your job is to ensure each person reads the question they selected and then answers the question to the best of their ability. After they share their initial answer, open the discussion to all table members for additional comments and/or questions on that topic. - Discussion leaders please moderate the discussion and see that it stays on track.	Table Groups 	

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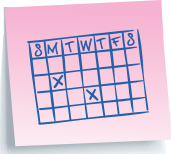


Time	Session Outline	Dynamics	Visual
	5. If your group has answered all the notes before 13 minutes are up, please select more questions from the flip chart pages. You have 13 minutes. Please begin.	Table Groups 	
	Success Achievement Plan Worksheet Sellers complete the Success Achievement Plan worksheet. With a partner share, one key piece of information that was discovered within your group during the I Wish I Knew activity.	Individual  Pairs 	Success Achievement Plan Worksheet 

Reinforcement tips



If I Only Knew



Reinforcing the Message

- First opportunity: 1 - 4 weeks later
- Repeatability: Often
Set additional meeting time to answer all questions from first sales booster

Facilitation Ideas



1. Use the remaining sticky note questions that due to time were not answered. Follow the same format until all questions have been answered.
2. Use the following questions to lead table groups in discussion, lead large group in discussion or pairs discussion 6 months or a year later:
 - What new questions do you have for any of the categories?
 - There are some new team members here. What If I Only Knew information would be important to share with them this early in their careers? (If applicable.)

Next Sales Booster



- *Success Integrators* or *Collaborative Problem Solving* found at www.30minutesalesmeetings.com

Success Achievement Plan



If I only knew



To help you move the information discussed today into action, please complete the following statements.

1. Key ideas I learned or re-discovered:

2. One action I will take based on the information discussed today:

3. The resources I may need to implement the specific action (people, time, dollars)

4. When I will take the action:
