Create Your Future Now

Sales Booster

30 Minute Sales Meetings

Theme

Sellers who achieve their goals without writing them down likely are visualizing the goals in their mind without even being aware of it. Visualization supercharges sellers' goal-setting activities. Constructing a Vision Board for business and personal goals is a powerful way to 'create' the desired future today – and when these pictures are looked at over and over – incredible results happen! This light and creative sales booster activity can help sellers achieve what they want and deserve tomorrow.

Approximate Preparation Time

- 15 Minutes

Materials

- No flip chart pages are needed
- One per seller of the following items:
  - Poster board
  - Scissor
  - Glue Stick
- Variety of magazines to cut words and pictures
- Color Markers
- Success Achievement Plan worksheet - one per seller

Success Set-Up Tips

- Inform sellers in advance to collect and save magazines and bring them to the office. These magazines will be donated to use during the activity and will not be returned.
- Magazines depicting sellers hobbies and interests help sellers complete their Vision Boards within the allotted time
- Use the markers to write words or phrases that sellers may not find in the magazines and they want on their Vision Board.

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Time	Session Outline	Dynamics	Visual
5 M	**Opening** Today's sales booster is Create Your Future Now. It is about goal setting, only a little different than a typical goal setting process. Who's heard a stories about people who have visualized goals that have come to fruition? Get responses. Example 1: Have you heard the one about Jim Carrey the actor from Ace Ventura, The Mask, Dumb & Dumber, and Batman Forever? Whether you are a fan of his or not, this is a good story. In 1990, before he was ever in a TV show or movie, he wrote a check to himself for $10 million dollars. The check was dated for Thanksgiving 1995 and in the memo field he wrote "for acting services rendered". He carried this check with him in his wallet. Sometimes he'd just pull it out to keep his dream clearly visible in his mind. The rest, as they say, is history. Carrey's optimism and tenacity eventually paid off, and by 1995, after the huge box office success of Ace Ventura, The Mask, and Dumb & Dumber, his asking price had risen to $20 million per picture. Example 2: Dr. Andrew Jacobs at Winners Unlimited wrote about the 2008 Olympics and the performance of Michael Phelps winning an incredible 8 gold medals. Along with Dara Torres at age 41 winning 3 silver medals proving to all the naysayers that age is not a limit to your dreams. And then there is Nastia Liukin winning 4 medals and Shawn Johnson winning 3 in women's gymnastics. Dr. Jacobs wrote about the mental preparation that helped each of them prepare for any situation they faced in their sport. Situations like goggles filling up with water as Michael's did, being head-to-head with another swimmer at the finish line, or needing to have a near perfect performance to win. These athletes spent as much time mentally preparing for the competition as they did physically.	Large Group	

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	So are the Olympic athletes the only ones who can benefit from mental preparation? Of course not. Dr. Jacobs says, take two people with equal skill and physical make-up, the one with the stronger mind will come out on top. How does this relate to us? We invest a lot of time building our sales skills, so it's all the more reason for us to invest 30 minutes of our time today with the mental preparation.	Large Group	
2 M	**A Little Different** Create Your Future Now is a goal setting activity that is different from the activity of writing goals with pen and paper. Today's activity focuses on achieving our goals with pictures by creating a Vision Board. It is a way to stay focused on attaining our goals and the benefits and rewards that come with our achievements. Vision Boards help attain our goals, much like the Olympic athletes and Jim Carrey story. It is your personal creation of your goals, dreams and wishes in pictures and words in a collage like format. Ask: How does a Vision Board in addition to written goals, help us focus on our goals? *Possible responses:* • *The brain often thinks in pictures and that can help visualize our goals.* • *Visualization helps achieve goals. It's used in sports.* • *If we see it, we may believe it.*	Large Group	
16 M	**Create Your Vision Board Activity** With the magazines you'll cut and paste pictures and words to create a visual reminder of the personal and professional goals you are focusing on and the rewards you want when you reach your goals. We'll attach these to poster board. These are your Vision Boards. Anything goes. There is no right or wrong, they can be neat, messy, with pictures and words – again it's your Vision Board.	Individual	Vision Boards

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Time	Session Outline	Dynamics	Visual
5 M	**Show and Tell Your Vision Boards** Now that you have your Vision Board complete or nearly complete, in pairs take 2 minutes per person to share your Vision Board. It's important to select somewhere special, a place where you will see it often, to post your Vision Board. In your pair share, tell your partner where you will post your Vision Board.	Pairs	
2 M	**Success Achievement Plan Worksheet** Sellers complete the Success Achievement Plan worksheet. Remember, Vision Boards are a way to stay focused on attaining our goals and the benefits and rewards that come with our achievements. If you have not completed your Vision Board, please do. You can also add to Vision Boards at any time. Best of luck as you continue to Create Your Future Now.	Individual	Success Achievement Plan Worksheet

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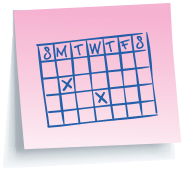
Reinforcement Tips

30 Minute Sales Meetings

Create Your Future Now



Reinforcing the Message

- First opportunity: 4 - 8 weeks later
- Repeatability: Annually or to create specific Vision Boards (i.e. contests, new product launch)

Facilitation Ideas

1. Use the following questions to lead either table group or large group discussions:
   - How are you using your Vision Board?
   - Who has a story to share as an outcome of creating your Vision Board?
   - What do you like best about your Vision Board?
2. Sellers may want and/or need more time to complete their Vision Boards. Schedule another sales booster opportunity to add to their Vision Boards.
3. For a new product launch or a specific event, use this format to make "mini" Vision Boards with 8 1/2" x 11" poster board.
4. Team Vision Board. Use this format to enhance team goals. This can be posted in a location convenient for all sellers to add to it they find words and pictures.

Next Sales Booster

- *Ready, Aim, Succeed* or *Think Like a Winner* found at www.30minutesalesmeetings.com

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Success Achievement Plan

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Create Your Future Now

I liked creating my Vision Board because:

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I will display my Vision Board:

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

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

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