Sprint Pillar 3:

Take control and close sales

with

Cliff Simon

O1 Be the expert

Creating an experience

• Creation an Action Plan: It will help to achieve goals and objectives quickly.

GOAL

Strategic Action	Party/Dept Responsible	Date to Begin	Date Due	Resources Required	Potential Hazards	Desired Outcome

Additional Notes

- Help them Lead Up: If we expect employees to take the initiative, you must create a culture in which leaders groom future leaders.
- Be Assertive: A positive attitude at work helps you to find your work more enjoyable.

Exercise: Create an Action Plan

- Things to consider:
 - 1. How will you lead up externally?
 - 2. What can you do to be properly assertive?

02 Shift discussion to value

- Push them out of their comfort zone.
- Create constructive tension.
- Get comfortable talking money

03 Exchange Value

- Don't Give It Away!
 - Handle Objections on Price Head On!
 - Utilize that Constructive Tension
 - Challenge the customer's thinking and pressure the customer to reach a decision more quickly

Additional Resources

- Extreme Ownership Jocko Willink
- Never Split the DIfference Chris Voss
- How to Win Friends & Influence People Dale Carnegie