

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