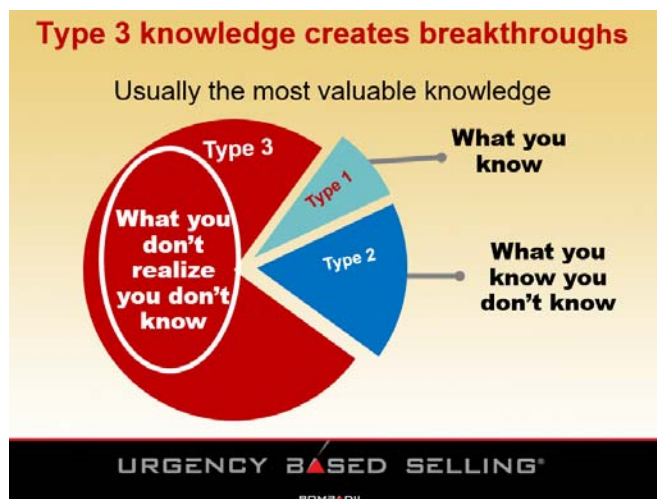


Thanks for the opportunity to present sales training ideas.

When you present and educate on your offerings, ideally you are offering Type 3 knowledge.



You show possibilities which prospects and clients didn't consider. It is the wealth creating realm, where our consultative approach and expert knowledge brings a multiplier improvement effect. We are most valuable to prospects and clients when providing Type 3 knowledge.

This knowledge often entails a paradigm shift – a change in thinking. This is what I aim to offer my prospects and clients – paradigm shifts. I think we can help you optimize the presentation and acceptance of Type 3 knowledge.

To develop a new customer or further penetrate an existing customer – get a greater share of wallet – often requires a powerful strategy and implementation plan. Urgency Based Selling is very strong in this arena.

Perhaps I can help with the development and execution of these plans. As a first step, I would need to be invited to review some granular content.

I developed a list of areas where Urgency Based Selling (UBS) might be helpful:

1. [An Entrepreneurial Focus](#)
2. [Securing Appointments](#)
3. [Balancing the Yin and Yang of Selling](#)
4. [Selling Change](#)
5. [Hiring better candidates](#)

6. Managing Risk Adjustment and Risk Aversion
7. Fostering Innovative Thinking
8. Long term motivation for salespeople
9. Strategy
10. Process and structure
11. Sales training theory – essays in Training Today

Additional detail on these ideas appear below:

### **1. An Entrepreneurial Focus**

Moving quickly and powerfully with limited resources. A skunk works approach. [https://en.wikipedia.org/wiki/Skunk\\_Works](https://en.wikipedia.org/wiki/Skunk_Works)

Key to UBS is the committed position – appropriately applying Texas Hold'em to selling:



Entrepreneurial skills are also essential in sales management, where change is needed: 3 ½ minute video: <https://youtu.be/ZiSszK194cg>

### **2. Securing appointments**

We teach 8 techniques to secure appointments. These include phone scripts, emails, snail mails with different inserts.

### **3. The Yin and Yang of Selling**

Integrating the rational and emotional in selling. How to balance marketing and selling. With an emphasis on beginner's mind:



4. **Selling Change** – including helping prospects manage their grieving cycle.  
1-minute video: <https://youtu.be/vQIMOUwbNIg>

When change is applied to the sales team, it must address self-image, or it fails. See: **why sales training fails – the rubber band effect**, 2 minutes:  
[https://youtu.be/\\_W9DjULAExQ](https://youtu.be/_W9DjULAExQ)

#### 5. **Managing risk adjustment and risk aversion**

Risk adjustment leads to calamity, see 1 ½ minute video:

[https://youtu.be/ZInHwO\\_ThO4](https://youtu.be/ZInHwO_ThO4) -

So does confirmation bias. 1 ½ minute video:

<https://youtu.be/SvT1DBgDUtM>

A powerful tool for overcoming this is the pre-mortem, discussed in this 3-minute video on risk aversion: <https://youtu.be/EqkjJsZWfHw>

#### 6. **Hiring Better Sales Candidates – tell powerful stories**

The stories convey to candidates what is expected of them – in some cases as soon as they start. Here are examples:

**A "Do or Die" Story**

Please click here: <https://youtu.be/034nGSPTagM>

**The Voice of Moral Authority**

Please click here: <https://youtu.be/Ks5KmGGyiGc>

**Bold Vision, Bold Behavior**

Please click here: <https://youtu.be/lnmlLqmMsdE>

**7. Fostering innovative thinking**

**We want to avoid settling for a local maximum:**



Key to UBS is non-stop innovation. The induction worksheet is a stimulator of new ideas:

<https://www.dropbox.com/s/c4g56ocf6isq832/the%20privileged%20instances%20worksheet.doc?dl=0>

Innovation is generally needed for a long term successful sales career, which is characterized by many small innovation cycles:

**Could a long successful sales career**

Reflect a series of short life cycles?

Could it take  
Non-stop  
Innovation?



URGENCY BASED SELLING®

BOMBADIL

When sales team members are innovating as an emergent property, we know UBS is successful.

## 8. Long term motivation for sales people

UBS fosters respect and self-respect, a diet which can feed a salesperson's psychic needs for a lifetime. This is done through the Hero ethos, 2-minute video:

<https://youtu.be/OFUpO39vZQc>

Primary source material is Campbell's Hero with Thousand Faces.

The system also sets up the fundamentals for achieving emotional intoxication – which serves both as a means and an end – that is, how we want to experience life, which stimulates further innovation.

Note: this theory was inspired by Nietzsche's **Twilight of the Idols**.

## 9. Strategy

UBS embraces principles of maneuver warfare – including pre-emptive moves and dislocation strategies which shifts the battlefield from a war of attrition to one which we should win.

With reference with Miller Heiman's green sheets, I have been told UBS is more powerful in the realm of addressing risk aversion, understanding the core prospect motivations, and preparing a plan of action.

## 10. Process and structure

Key elements of process include:

1) The battle plan – 1-minute video

[https://youtu.be/nWXMwBu\\_nGO](https://youtu.be/nWXMwBu_nGO)

2) The Selling Book of knowledge – 1-minute

<https://youtu.be/6cMh2CjYScw>

3) The standard sales call – 1-minute

<https://youtu.be/1SW2imD7Aq4>

There are also powerful implementation strategies

## **11. Sales Training theory**

Key elements of UBS training theory are expressed in these 3 essays in **Training Industry**:

**Priming sales teams for training and development – the testimonial project**

<https://www.trainingindustry.com/blog/sales/priming-sales-teams-for-training-and-development-the-testimonial-project/>

**Why Sales Training Fails: Ignoring Mindset**

<http://www.trainingindustry.com/blog/blog-entries/why-sales-training-fails-ignoring-mindset.aspx>

**Accelerating Sales Training with Prepared Battle Plans**

<http://www.trainingindustry.com/blog/blog-entries/accelerating-sales-training-with-prepared-battle-plans.aspx>

A quick overview of what makes UBS unique – 90 seconds:

<https://youtu.be/bdquF9ENXco>

I would like to schedule time to discuss these ideas, after you have a chance to review them.

Thanks.

Best Regards,

Andy Gole

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