

# Mind Programming for Sales Excellence

By

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## Mind Programming Exercise formats:

Thank you for investing in 'Mind Programming for Sales Success'. We wish you a successful sales career and a happy life!

### How to use these formats

The book 'Mind Programming for Sales Success' includes a set of practical exercises to programme the mind for success. Some of the steps in the exercises recommended in the book require you to design formats to arrange your thoughts. These formats are given in this document to enable you easy completion of the formats. The step numbers and captions of the steps that do not require formats are also included in this document to enable you to make necessary notes as you follow the exercises. For clarity and to avoid mis-use, these formats need to be used, hand in hand with the book.

### Chapter 1 – Discover the potential

**Step 1: Break the mental barrier;**

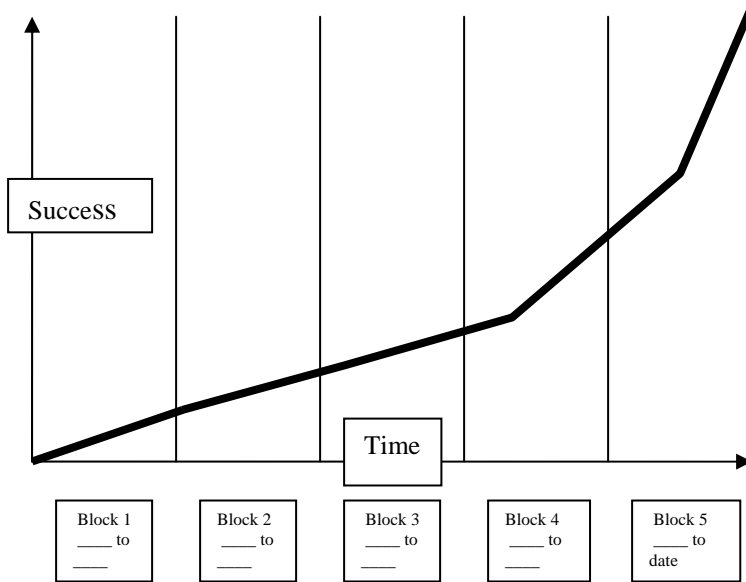
**Step 2: Believe in your ability;**

**Step 3: Practical reinforcement;**

**The growth chart**

	Knowledge & experience	Total Assets	Monthly Income	Relationships and quality of life	Self Confidence	Monthly Sales Value
High Value						
H						
L						
Symbol						

**The growth chart**



**Step 4: Acknowledging potential:**

Next 10 year block: Age at end of block: \_\_\_\_\_ : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Next 10 year block: Age at end of block \_\_\_\_\_ : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Next 10 year block: Age at end of block \_\_\_\_\_ : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Next 10 year block: Age at end of block \_\_\_\_\_ : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Step 5: Programming the mind to believe in the potential****Chapter 2 – Preserve the roots**

**Step 1: Belief in the energy potential which could be liberated by inculcating a value- based selling style:**

**Step 2: Defining of the set of values;**

**Step 3: Self-evaluation;**

**Step 4: Improvement action plan;**

**Table for steps 2, 3 & 4.**

<b>Value</b>	<b>Rating [score from 6 to 1 ]</b>	<b>Specific action step</b>
<b>Be on time, fully prepared</b> – Ensure that you are completely ready and focused in mind and body for all appointments.		
<b>Keep your promises</b> - If you can't keep a promise its best to be honest about it, rather than making promises which cannot be kept		
<b>Complete tasks</b> – Whenever anything is started off, finish it according to the agreed time frames.		
<b>Be courteous and respectful</b> – Greet everyone you meet with a smile, irrespective of who they are. Do not be selective in dishing out courtesy. Use the word 'please' a lot. Dress for the occasion externally and internally [inner authenticity].		

<p><b>Be grateful</b> – Use the words ‘thank you’ a lot. Say it with a smile. Say it with deep meaning and authenticity even if you are thanking for deeds such as critical feedback which you may not fully agree with.</p>		
<p><b>Exceed expectations:</b> Always work towards surprising others by giving more. Be early for appointments. Finish those reports before the agreed deadline.</p>		
<p><b>When you are in doubt, ask rather than assuming:</b> The other person would appreciate the care shown by you to be sure rather than sorry.</p>		
<p><b>Learn from everyone:</b> There are loads to learn from others. Others would love an opportunity to teach. Use it, irrespective of who it is.</p>		
<p><b>Other values:</b></p>		
<p><b>Other values:</b></p>		
<p><b>Other values:</b></p>		
<p><b>Other values:</b></p>		
<p><b>Other values:</b></p>		

**Step 5: Implementation of the action plan;**

**Step 6: Reinforcement;**

**Chapter 3 – Remove the Chains**

**Step 1: Acknowledging the chains;**

**Step 2: Mental Preparation;**

**Step 3: Formulating the action plan;**

The Chain	From when?	Next step

**Step 4: Implementation of the action plan;**

**Step 5: Reinforcement;**

**Chapter 4 – The \$ Million on the mountain**

**Step 1: Finding the raw material for the purpose;**

**Raw material to decide the ‘What’ aspect of your purpose;**

Make a list of 7 things you enjoy doing or will enjoy doing if you find the opportunity.	Tick 5 of these things you are talented in or where you think you have the ability to make a career out of	Out of the 5 tick marks in the earlier column, tick 3 which are most in-line and which will enhance your ability to live your values	Describe the best in the world you can achieve as a combination of the 3 selected things

**Raw material to decide the ‘Why’ aspect of your purpose**

Make a list of 7 things you would equate to the \$ million on the mountain	Tick 3 of these which are most motivating	Find a connection between these 3 and summarise them into one motivating statement.

**Step 2: Writing the purpose**

The purpose of \_\_\_\_\_ [your name]



**Step 2: Visualise the desired level;**

**Step 3: Decide on the baby step;**

The 6 aspects of life	Current level	Desired level	Baby Step in the next 30 days
Competencies			
Physical health			
Quality of relationships			
Emotional maturity			
Financial independence			
Spiritual alignment			

**Step 4: Visualising success;**

**Step 5: Implement the action plan;**

## **Chapter 6 – Time to Grow**

**Step 1: Current time allocation;**

*Current holiday activities:*



	Forced to do	Choose to do
Purpose furthering	Box 1 activities	Box 2 activities
	1. [    %]	1. [    %]
	2. [    %]	2. [    %]
	3. [    %]	3. [    %]
	Others: [    %]	Others: [    %]
Total [    %]	Total [    %]	
Purpose furthering	Box 3 activities	Box 4 activities
	1. [    %]	1. [    %]
	2. [    %]	2. [    %]
	3. [    %]	3. [    %]
	Others: [    %]	Others: [    %]
Total [    %]	Total [    %]	

*Current work type 1 activities:* \_\_\_\_\_

	Forced to do	Choose to do
Purpose furthering	Box 1 activities	Box 2 activities
	1. [    %]	1. [    %]
	2. [    %]	2. [    %]
	3. [    %]	3. [    %]
	Others: [    %]	Others: [    %]
Total [    %]	Total [    %]	
Purpose furthering	Box 3 activities	Box 4 activities
	1. [    %]	1. [    %]
	2. [    %]	2. [    %]
	3. [    %]	3. [    %]
	Others: [    %]	Others: [    %]
Total [    %]	Total [    %]	

*Current work type 2 activities:* \_\_\_\_\_

Forced to do	Choose to do
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Purpose furthering	Box 1 activities	Box 2 activities
	1. [ %]	1. [ %]
	2. [ %]	2. [ %]
	3. [ %]	3. [ %]
	Others: [ %]	Others: [ %]
	Total [ %]	Total [ %]
Purpose furthering	Box 3 activities	Box 4 activities
	1. [ %]	1. [ %]
	2. [ %]	2. [ %]
	3. [ %]	3. [ %]
	Others: [ %]	Others: [ %]
	Total [ %]	Total [ %]

**Step 2: How do you want to spend your time?**

*Holiday activities during a day, 7 years from now:*

	Forced to do	Choose to do
Purpose furthering	Box 1 activities	Box 2 activities
	1. [ %]	1. [ %]
	2. [ %]	2. [ %]
	3. [ %]	3. [ %]
	Others: [ %]	Others: [ %]
	Total [ %]	Total [ %]
Purpose furthering	Box 3 activities	Box 4 activities
	1. [ %]	1. [ %]
	2. [ %]	2. [ %]
	3. [ %]	3. [ %]
	Others: [ %]	Others: [ %]
	Total [ %]	Total [ %]

*Work activities during a day, 7 years from now:*

Forced to do	Choose to do
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Purpose furthering	Box 1 activities		Box 2 activities	
	1.	[ %]	1.	[ %]
	2.	[ %]	2.	[ %]
	3.	[ %]	3.	[ %]
	Others:	[ %]	Others:	[ %]
	Total	[ %]	Total	[ %]
Purpose furthering	Box 3 activities		Box 4 activities	
	1.	[ %]	1.	[ %]
	2.	[ %]	2.	[ %]
	3.	[ %]	3.	[ %]
	Others:	[ %]	Others:	[ %]
	Total	[ %]	Total	[ %]

**Step 3: Decide on the baby steps;**

New box 2 activities on a typical holiday [include time required]

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

New box 2 activities on a typical working day [include time required]

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Box 4 activities you will give up on a typical holiday [include time saved]

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Box 4 activities you will give up on a typical working day [include time saved]

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Step 4: Planning the new day;**

**The daily ‘time to grow’ plan**

Forced to do

Choose to do

Purpose  
furthering

Box 1 activities	
1.	[    %]
2.	[    %]
3.	[    %]
Others:	[    %]
Total	[    %]

Box 1 activities	
1.	[    %]
2.	[    %]
3.	[    %]
Others:	[    %]
Total	[    %]

Purpose  
furthering

Box 1 activities	
1.	[    %]
2.	[    %]
3.	[    %]
Others:	[    %]
Total	[    %]

Box 1 activities	
1.	[    %]
2.	[    %]
3.	[    %]
Others:	[    %]
Total	[    %]

**Step 5: Implementation of the action plan;**

**Step 6: Reinforcement;**

**Chapter 7 – live like a winner**

Process name: \_\_\_\_\_

**Step 1: The main outcome;**

**Step 2: The intermediate outcomes;**

**Step 3: The process;**

*The Winner's Process*

Intermediate Outcome if any [step no]	Process	Goal [centre square]	Process [Step no]	Intermediate Outcome if any [Step no]
	[20]	Goal: 	[1]	
	[19]		[2]	
	[18]		[3]	
	[17]		[4]	
	[16]		[5]	
	[15]		[6]	
	[14]		[7]	
	[13]		[8]	
	[12]		[9]	
	[11]		[10]	

**Step 4: Visualise**

**Step 5: Implementation;**

**Step 6: Kill the negative inner voice;**

**Step 7: Reinforcement:**

**Chapter 8 – Power of linguistics**

**Step 1: Replacing negative words with positive words;**

Negative words/phrases used	Positive words/phrases to replace with
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**Step 4: Tailoring your communications;**

Name of customer:	Date of meeting:
A sample of the normal conversation you would have:	
The tailored conversation you would have with the customer;	
Comments on the meeting and improvement areas;	

**Step 5: Implementation;**

**Step 6: Reinforcement;**

**Chapter 9 – Breaking barriers and bouncing back**

***Method 1. NLP method of bouncing back***

**Step 1**



Step 2

Step 3

Step 4

Step 5

Step 6

Step 7: Evaluation

Step 8

*Method 2: Bouncing back using the learning method:*

**Step 1:** Describe the negative energy creating experience below

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**Step 2:** Describe the inner obstacles are related to this experience? [e.g. anger, laziness, stubbornness, lack of attention to detail, lack of listening, ego etc]

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**Step 3:** List the learning from the experience

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**Step 2: The strategies**

**a. Competencies:**

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**b. Physical health:**

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**c. Emotional Maturity:**

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**d. Quality of relationships:**

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**f. Financial independence:**

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**e. Spiritual alignment:**

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**Step 3: Implementation and reinforcement**

*Method 2: NLP method of improving self-motivation*

Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

*Method 3: NLP method of reducing motivation of indulging in non-value adding activity*

Step 1

Step 2

Step 3

Step 4

**Chapter 11 – Business Intimacy**

**Step 1: Know your company**

a. What is the Mission of your organisation?

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b. What is the 5 year vision [in the following areas]?

**Profits:**

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**Products:**

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**Customers:**

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**Markets:**

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**Technology:**

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**Employees:**

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**Society:**

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**Others:**

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c. Describe the success of the organisation:

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d. Describe the culture of your organisation based on the following styles;

**Planning style:**

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**Customer servicing style:**

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**Leading style:**

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**Motivating style:**

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Hiring style:

Firing style:

Decision-making style:

Communication style:

Learning style:

Team working style:

Growing style:

Celebrating style:

e. Describe the systems in your organisation based on the following guidelines:

Planning systems:

Market information systems:

Consumer information systems:

Product development systems:

Customer communication systems:

Procurement systems:

Product manufacturing systems:

Selling systems:

Product distribution systems:

Team working style:



Similar offering	3	1	2
More superior	7	4	6

b. **Collecting information;**

c. **Internalising;**

## Chapter 12 - The 20% club

### **Step 1: Identifying the top 20 customer and product clubs**

Top 20 customer club	Products purchased by each of the top 20 customers	Top 20 products based on the purchase pattern of top 20 customers
1		1
2		2
3		3
4		4



5		5
6		6
7		7
8		8
9		9
10		10
11		11
12		12
13		13
14		14
15		15
16		16
17		17
18		18
19		19
20		20

### Step 2: The mind-stretch goal

My mind-stretch goal I will work towards achieving in 1 year is \_\_\_\_\_.

### Step 3: The Top 20 customers and products club

Top 20 future customers	Envisaged value from each future customer	Existing products purchased by each future customer	Improved products purchased by each future customer	New products purchased by each future customer	Top 20 future product list
1					1
2					2
3					3
4					4

5					5
6					6
7					7
8					8
9					9
10					10
11					11
12					12
13					13
14					14
15					15
16					16
17					17
18					18
19					19
20					20
Total value →		← The total value should not be less than 80% of your mind-stretch goal.			

**Step 4: Getting to know your top 20 customers intimately**

**Intimate customer information:**

Name of customer	
Address and contact details	
Others who could influence decisions	
Brief history of the relationship with the company	
Records of past	

purchases from the company	
Relationships with the competitors including sales records	
Purpose of customer [mission/vision with regard to corporate customers]	
Brief history of the customer	
Obstacles and challenges faced by the customer	
Strengths of the customer	
Aspirations and future opportunities of the customer	
Hot Buttons	
Red Flags	
Any other information of importance	

### Step 5: Getting to know your top 20 products intimately

#### **Intimate product information:**

Product and brand name and country of origin	
Product description	
Products ingredients or components	
Special usage instructions such as electricity criteria, expiry dates, etc.	

Brief history of the product [year of first manufacture, past improvements etc]	
Product price and payment terms including special terms	
Key benefits of the product for different types of customer groups	
Product benefit enhancement ideas	
What not to do with the product [e.g. to avoid electrocution, food poisoning etc.	
Inspirational product usage stories	

### Step 6: Implementation

## Chapter 13 – The full sales pipeline

### Step 1: Defining the universe

My universe is defined as:

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### Step 2: Select your customers :

- a) Subject your customers to Opportunity filter test using the following format;

Name of customer	Unique-ability fit	Enhances brand image	Ability to pay	Customer selection

- b) Decide on steps to be taken with customers who do not at least meet 2 criteria from the following list and tick mark in column two.

c)

Possible action to customers below a B rating	Yes or no
Write a polite letter and fire the customer	
Insist on payment in advance	
Keep a low profile about the relationship	
Provide pre-defined goods and services on order	
Do not allocate a sales person or any other marketing expenses to this customer	

- d) Use the opportunity filter on every new customer and decide to include him or her in your customer portfolio if they meet pre-defined criteria.

e)

I will only invite customers with the rating [A or A & B]: \_\_\_\_\_

**Step 3: Analysing the sales pipeline**

Customers in the universe	Ready to go customers	In the pipeline customers	Ready to flow customers	Out of the tap customers

**Step 4: Programming your sales effort**

a) Describe the time needed to balance the sales pipeline and the action you will take;

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b) Describe the specific action you would take to maintain a healthy sales pipeline. Specify the number of customers from each of the 5 points of the sales pipeline you will visit per day and any specific action you may take to move them on.

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**Step 5: Implementation**

**Chapter 14 – Powerful Sales Meeting**

**Step 1: Preparation**

a) Name of the customer:

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b) Steps to be taken to authentically show up at the meeting and to build rapport:

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c) Questions to be asked to identify SPOT aspects:

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d) Questions to be asked to identify ROI aspects:

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**Step 2: Implementation;**

**Step 3: Reinforcement;**

**Chapter 15 – VALUE**

**Step 1: Designing the letter;**

**Step 2: Handing over to the client;**

**Step 3: Reinforcement;**

**Chapter 16 – Under promise, over deliver**

**Step 1: Evaluation of current customer status:**

Loyal referrers	Solid partners	Repeat users	Trial users



