

THE MERIT METHOD™



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www.MeritMethod.com

My biggest challenge is...

My level of commitment to overcoming that challenge is...

1 2 3 4 5 6 7 8 9 10

Low

High

Give a *shift*... Mindset-Mechanics-Motion

SALES MINDSET MASTERY

Belief informs behavior.

To influence others requires understanding how our own mindsets have influence over us.

- **Internal Mind**- What we say to ourselves. Beliefs about money, sales & our self-worth.
- **Behavioral Mind**- What our actions say to others. How what we say matters to them.
- **Emotional Mind**- Understanding our own emotions and the impact we have on others.

SALES MECHANICS MASTERY

To strengthen sales mindset may include shifting your perspective about what is possible by deliberately working to improve the basic mechanics of selling. These five steps are part of every consultative sales process.

- **Investigation**- Who is your ideal prospect? Where are they? How will you reach them? Create an avatar of your ideal prospect & become an investigative reporter to find them.
- **Expectation**- Set expectations with prospects about how the sales process works. Set an expectation that allows you to ask questions & both of you to agree you are or are not a good match. Map out your outline to set expectations in advance and use it.
- **Question**- Prospects rarely ask you the real question so be prepared to ask clarifying questions to ensure you are addressing their real concerns. It is the questions you ask, not the information you tell, that communicates your expertise.
- **Qualification**- It is not your job to decide your prospect is not qualified. It is your job to qualify them for need, budget (money & time) and decision. If they are willing, but unable or unwilling but able... they do not qualify right now. Move on.
- **Presentation**- Present only to qualified prospects. Present only appropriate offers. Before you present, review the emotional reasons the prospect shared to get back to a state of buying. Set expectations, ask questions and re-qualify before you present.

SALES MOTION MASTERY

Consistent action produces consistent results. Being in consistent motion requires a commitment to your goals, willingness to revise your plan & a resilient approach.

- **Goals**- What do you want to achieve in 9 years? 9 months? 90 days? 9 days? 90 minutes? And what can you do in the next 9 minutes to get started?
- **Game Plan**- What actions will you take to reach your specific goals?
- **Go Time**- Work your plan and track your metrics. Don't guess what strategies work for you, measure your success and re-decide parts of your game plan not producing results.
- **Get Back Up**- You won't close every deal. What is your strategy to recover from rejection? The sooner you get back in front of qualified prospects the better.

THE MERIT METHOD

3-Day Intensive for a Lifetime of Sales Mastery

Entrepreneurs, business owners,
commissioned salespeople & professionals...
are you ready to earn more
and write yourself bigger paychecks?



Denver: February 28 - March 2, 2019
Denver: April 18-20, 2019
Chicago: June 11-13, 2019
Denver: September 19-21, 2019
Denver: November 7-9, 2019

Merit Gest, CSP
21+ years of sales expertise
1,000+ clients across multiple industries
10+ years certified Emotional Intelligence expert
1 of less than 200 female
Certified Speaking Professionals worldwide

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