Winning the Inner Game of Selling:  

Course Specifications

Course Number: CCT–029_rev4.0  
Course Length: Self-study or classroom training

Course Description

The 50-Minute Manager Series was designed to cover critical business and professional development topics in the shortest time possible. Our easy-to-read, easy-to-understand format can be used for self-study or classroom training, or even office training. With a wealth of hands-on exercises, the 50-Minute books keep you engaged and help you retain critical skills.

Here's a book about the mind-game of selling. With a set of proven exercises and a series of techniques, this book will help you develop the inner vision of a winner. This is not just a book for salespeople! It is a practical and direct means for anyone who has to put across an idea, to convince someone to act.

Course Objective: The learning objectives for Winning the Inner Game of Selling are listed below. They have been developed to guide you, the reader, to the core issues covered in this book.

The Objectives of this book are:

- To explain the basic principles of sports psychology as they are applied to business
- To describe the similarities between selling and athletics
- To explain the need for mental skills training in sales
- To demonstrate how to create a winning mindset
- To show the importance of winning the inner game first
Course Outline

Course Content

Part 1: The Inner Games of Sales and Sports
   Seven Keys to Winning
   The Salesperson as Athlete
   Benefits of Winning the Inner Game
   The Inner Game and Peak Performance
   Reaping the Rewards

Part 2: Habits of Inner Winners
   Ten Habits of Inner Winners
   1. Projecting a Positive Attitude
   2. Creating a Positive Self-Image
   3. Communicating Effectively
   4. Learning Continually
   5. Loving Self and Others
   6. Setting Goals
   7. Relaxing
   8. Visualizing
   9. Identifying Personal Values
   10. Maintaining Health and Well-Being

Part 3: Overcoming Obstacles
   Mind Games
   Your Two Selves
   Primary Obstacles to Success
   Performing Under Pressure
   Stress Management and Your Positive Self

Part 4: Motivating the Inner Winner
   Where Does Motivation Come From?
   Positive Self-Image
   Eight Steps for Improving Self-Image
   Goal Setting
   S.M.A.R.T. Goals
   Outcome-Oriented Goals
   A Ten-Step Process for Achieving Goals
   Motivation
   Peak Performance and High Performance

Part 5: Your Game Plan
   Establishing a Game Plan
   Techniques
   Technique 1: Pattern Tracking
   Technique 2: The Power of Rituals
   Technique 3: Anchoring
   Technique 4: Mnemonics and Acronyms
   Models
   Model 1: The Eight Ps of Powerful Performances

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Course Outline

Model 2: C-ing with Your Mind
Model 3: R-R-R-Roaring to the Inner Winner’s Circle
Model 4: Seven Steps to Peak Performance
Exercises
Exercise 1: Breath-Awareness Relaxation
Exercise 2: Muscle-Awareness Relaxation
Exercise 3: Visualizing Success
Exercise 4: Affirmations
You ARE Great!