

Winning the Inner Game of Selling: How Sports Psychology Turns Ordinary Salespeople Into Extraordinary Salespeople (1st Edition)

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 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

Course Outline

Model 2: C-ing with Your Mind

Model 3: R-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!