Go For the Gold

Workbook

BY

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A NOTE FROM THE AUTHOR

Money is the engine that drives productivity. Sales is a transaction of money. A transaction that starts between your two ears.

The more self-aware a sales professional becomes of their limiting, negative money beliefs, notions and attitudes, the easier it is to stop the habit of discounting products or services.

When discussing money with a prospect, just remember logic and money aren't usually connected..

"We are learning more about fear, anger, greed and altruism activated each time we open our wallets."
Mind Reading" by Jerry Adler, Newsweek, July 5, 2004

The ideas and attitudes you currently hold are based on your existing paradigm. Your paradigm about money determines how you view yourself in relationship to money.

"A paradigm is a set of rules and regulations that defines boundaries and tells you what to do within those boundaries."
Joe Barker, Discovering the Future: the Business of Paradigms

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INTRODUCTION

A Bit of Background

When I started my business so many years ago – all I wanted to do was facilitate my transformational "Money-Wealth & Wisdom" trainings. I never thought of myself as a salesperson and never imagined that I would be teaching sales professionals how to have the dreaded money conversation.

it was one of those – AH-ha moments when I realized the sales is nothing more than a transaction of money. In my world, sales isn't a dirty word, it's a prosperity word.

Nothing happens until someone sells something. – value given for value received--- so simple and so complex all at the same time.

Two Parts

Part 1 Your inner game of money, your attitudes, beliefs, values and behaviors, your relationship to money personally and professionally has everything to do with asking for and getting your full fee.

Your prospects and society has preconceived ideas and attitudes regarding money and what they think about salespeople and money.

Part 2 The second part of this course has practical tactics and scripts you can use to counter price objections. You'll know exactly what to say to "we can't afford it."
You'll have confidence in naming your price and stop discounting behavior before it starts.

These tactics may seem counter intuitive to the way you've been taught in the past.
Try them on and you'll be surprised at how they begin to be natural.

STEP ONE

Know Thyself

TRIGGERS

This workbook is a supplement to the video course.

WORKSHEETS
The purpose of the worksheets that follow is to uncover hidden negative
Attitudes and beliefs that walk into your sales meetings with you.

The intent is THAT self-awareness allows you to manage your trigger points and use the scripts suggested in Step #3 more effectively.

You can't fix something you don't know about.

If you don't know and manage the trigger words like "can't afford it"
They will manage your automatic discounting behavior

WHAT IS MONEY

WORKSHEET

Money has so many hooks around it that talking about it is often called 'the last taboo."

Sales people ask for money all the time. Were you taught "it's not nice to ask for money?"

FINISH EACH SENTENCE USING A DIFFERENT WORD

MONEY IS

MONEY IS

MONEY IS

MONEY IS

NEGATIVE MONEY BELIEFS

There's literally thousands of negative money attitudes based on worn out and moldy beliefs firmly etched in the mind. The most common money beliefs are unknowingly and unconsciously incorporated into your sales discounting mindset scripts.

When you step into a sales meeting these come with you, your own and others.

Some examples are as follows:

- If I make more money, I'll have more to lose.
- I've just never been lucky like that
- Making more money means working more hours
- Getting rich is about being in the right place at the right time
- I don't know the right people
- If I haven't been successful by now, I never will be
- .Being successful changes people
- Dealing with talking about money makes me uncomfortable

COMMON NEGATIVE BELIEFS ABOUT MONEY (YOUR OWN OR OTHERS YOU'VE HEARD)

THE MONEY EMOTIONAL QUOTIENT (ME-Q)

The purpose of the ME-Q self-assessment is to gain insight regarding your relationship to money. You'll discover that your relationship with money reflects your relationship to yourself and your sales success.

Everything you have ever thought, said, done, seen, heard, learned or experienced has left an imprint on your unconscious mind. The unconscious also contains memory images of your family, your ancestral background and the sum total of what the whole world has thought or believed."

You're being asked to change your thinking in the relationship to money and then to take action. It is impossible to change what you don't know is hidden beneath the surface.

The insights you gain completing the "Money Emotional Quotient (ME-Q) Assessment are intended to help avoid automatic discounting triggers.

Close More Deals | Make More Money

ME-Q CONTINUED

Here’s a personal example that may explain how self-awareness helps manage trigger points during the sales process.

My earliest memories were of my Mom and Dad arguing about money. There was never enough. It felt, as a child, that money was a constant source of upset in my house. My unconscious conclusion was “money causes problems or money is always a problem.

No surprise that as an adult I concluded it was easier to discount than talk about money. Discounting became a habit. If money was your problem, I’d do anything to avoid probing beneath the surface of the objection. And it seemed money was always a problem closing deals.

Once aware of my trigger point regarding money upset, I learned how to manage my fears around discussing money. I grabbed onto a few of the scripts you’ll learn in this course until that trigger point became history.

There's no right or wrong answers in this confidential assessment. It’s for your information only.

MONEY EMOTIONAL QUOTIENT

SELF-AWARENESS WORKSHEET

Answer to the best of your ability by checking either YES or NO	YES	NO
I learned basic money management in school.		
I find it easy to talk about money with business associates or spouse		
I have a balanced relationship with my money; neither over spending or hoarding money.		
I worry about money less than 30% of the time.		
I never second guess myself after making a purchase.		
I am satisfied with the amount of money I have.		
My spouse/significant and I other agree on what to buy and when to make significant purchases.		
No matter how much money I make, I never have enough.		
I have a well defined, written lifestyle vision statement.		

What self-awareness did you gain completing this worksheet.?

MONEY IS AN AGREEMENT

"The money did not physically exist. Even "real" money was only specially made paper printed with black ink on the front and green on the back. What backed the money was not gold or something of intrinsic value, but rather the collective belief that money had value because it had to have such value. Thus it was that the monetary system of the United States and every other country in the world was an exercise in psychology, a thing of the mind."

Tom Clancy, Debt of Honor

We agree a 1 with lots of zeros is much better than a 1 with no zeros. Money is a transaction of value. At it's basic , we trade money for what we value. .

Accepting that none of these preconceived attitudes, beliefs or money scripts as THE TRUTH, makes it possible to change your money making mind set. Below is a mind stretching exercise that counteracts your negative money scripts by giving your unconscious mind a new way of thinking about money.

MIND STRETCHING

DEFINE ENOUGH WORKSHEET

List below Twenty-five unique things you will do with an unlimited supply of money. You can't list 25 countries or cars or houses.
Be creative as you like and have some fun doing this exercise.

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MIND STRETCHING

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MIND STRETCHING

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MIND STRETCHING

Now keep going and add another 10 things until you reach 100 unique and different things to do with an unlimited supply of money.

What have learned doing this exercise?

How far did you get before you ran out of things to do with an unlimited supply?

Did you see any patterns emerge?

STEP 2

Open Communication

THE LAST TABOO

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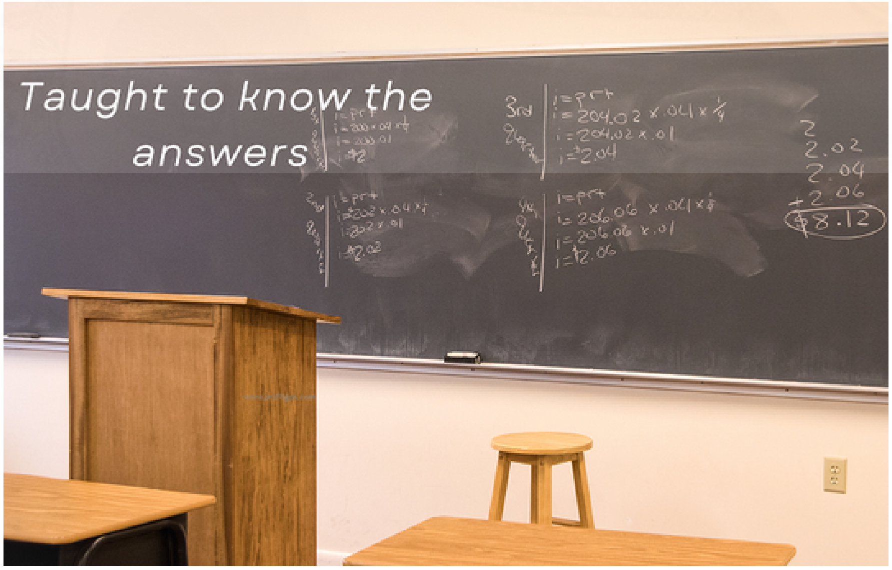
One of the most common toxic myths about money is "it's not polite to ask for money." or as a child you might have been told "don't talk about money."

It's more socially acceptable to talk about your sex life than money.



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Open - honest money communications requires Unlearning what you were taught about talking about ,money

Avoid trigger words

Practice scripts until a few become natural

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TRIGGER WORDS

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List the Money Trigger Words you'll never use in a sales presentation

.

What words will you get in the habit of using instead*

*Suggestd words can be found in the program

STEP 3

Ask Questions

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STOP MIND READING

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The following pages offers a selection of prepared answers that get under the covers of the money questions and objection.

The self-awareness worksheets in Step 1 prepared you to manage automatic money trigger points during the sales meeting.

The scripted replies to money questions prepare you to counter-act any tendencies to discount when confronted with money objections.

Make no assumptions in the sales process.

A question about money may be just the opening you need to find out how their decision making process operates.

HOW MUCH DO YOU CHARGE?

Scripts that uncover hidden objections

A lot. Why do you ask?

I don't think we're there yet because I don't know what you're buying

I'll answer your question in a moment but to give you a more accurate answer, may I ask you three questions first?

Well, the friends and family rate might apply but we're not friends yet - do you mind if I ask you a few friendly questions that will help us answer your pricing question together?

It's nine million dollars until I know what you're buying. Can we spend a few minutes narrowing that down to help you lower the price?

I have good news and I have bad news. The good news is that you don't have a $500,000 problem. The bad news is that you don't have a $10,000 problem, either... if you can help me answer some key questions, we'll both know a lot more about what your investment might look like.

If it works, it's cheap. If it doesn't, it's expensive.

Let's talk about what you're trying to accomplish first and then we'll work out some pricing options based on that.

Do you want the Ferrari version, the Lexus version, or the VW Bug?

A project like the one you're asking about ranges from $X to $Y. Sometimes a little more. Not usually less. Is that what you were expecting to invest?

CAN'T AFFORD IT

Scripts that uncover hidden objections

There's no good answer to that question in a vacuum. Can we talk a little more about what you're hoping we can do for you? . How much do you estimate the (problem) is worth?

What do you think the ____________ is costing you now?

How committed are you to changing that?

What happens if we don't do something about it?

How can I tell you that you need to find the money to do this?

What do You Mean by that?

If we weren't talking about money what would we be talking about?

How do WE Find the money? Where's it allocated?

Counter Money Objections

WORKSHEET

Pick 3-5 of these scripts and/or add your own to be prepared when you hear the dreaded money objection

MEET THE AUTHOR

MARILYN AUGUST

Marilyn August is a profit-attracting expert. She's a business development advisor about growing your business by first having build a profitable money mind-set. Her sales and marketing strategies have been used for over twenty years to dramatically increase her client's profits.

Marilyn's Profit GPS Navigator program advises business owners on the most direct ways to grow sustainable profits.

Marilyn honed her versatility as a Small Business Development Consultant for a division of the SBA. She's branched out to include a wide spectrum of entrepreneurial clients, from construction companies to law firms, who want the benefit of a skilled advisor with a talent for identifying the right strategies and the experience to implement them efficiently and effectively.

Her motto: *"You can't grow your business without growing yourself."*

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