



GIVE YOUR SALES TEAM AN

UNFAIR COMPETITIVE EDGE

UNLEASH THEIR TRUE POTENTIAL...



Mindset Science™
MINDSET SCIENCE PRODUCTIONS

SALES IN CRISIS

58% of deals end in “no decision”

- SBI

Only 54% of salespeople made quota in 2015 (only 30% in SaaS)

- CSO INSIGHTS

Only 46.3% of forecasted deals closed in 2015

(ACCORDING TO SALES COACHING EXPERT ROB JEPSEN

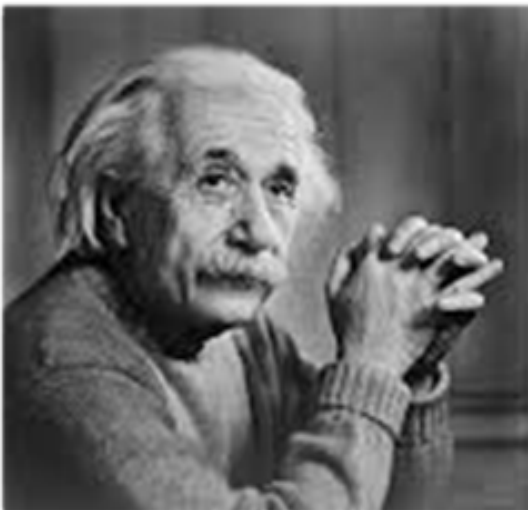
YOU HAVE A HIGHER CHANCE OF WINNING AT CRAPS IN VEGAS AT 49.4%)

THE ANSWER ISN'T MORE OF THE SAME

For nearly a decade consulting and advising executives and sales leaders at business of all sizes, I've seen the usual levers of compensation, restructuring, CRM, sales tools and sales skills training pulled in various combinations in the hopes that something will work to *“get my B players to perform like my A players.”*

Few leaders would argue that there isn't an opportunity for their sales force to improve significantly. However, the means for improvement remain elusive. Otherwise, those solutions would be in place and the improvement gap would be closed.

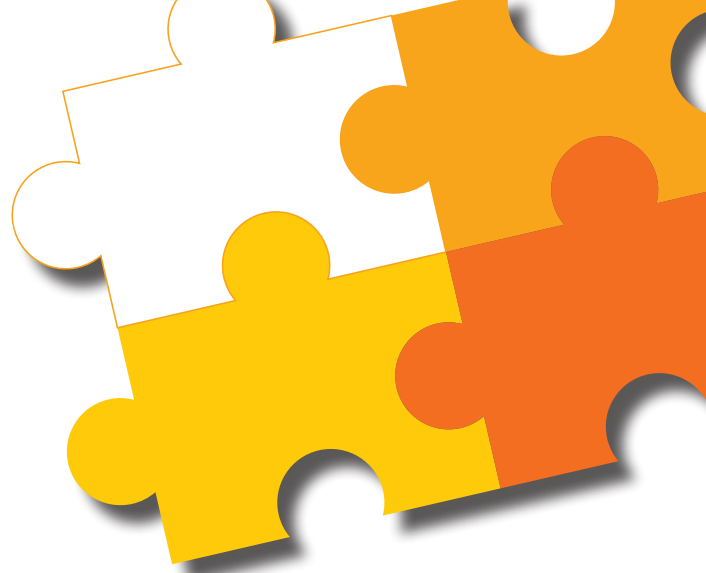
In the absence of clear alternatives, leadership resorts to the *“more”* button - more activity, more sales skills training, more tools, more rewards and penalties - and as a last resort, firing and restructuring...before 'rinsing and repeating.'



The definition of insanity is repeating the same behaviors and expecting a different outcome.

Albert Einstein

MINDSET: THE MISSING PIECE TO GROW AND SUSTAIN SALES PERFORMANCE



“80% of success in life is psychology and 20% is mechanics”
TONY ROBBINS

GETTING MORE OF YOUR B PLAYERS TO PERFORM LIKE YOUR A PLAYERS

So if the answer to improving sales performance doesn't lie in 'rinse and repeating' what you've tried before, what IS the answer?

Science Fact: Happier salespeople sell 38% more

The Peak Performance Mindset program is based on the latest scientific research in neuroscience, positive and cognitive psychology and over 3 decades of Selling Power magazine interviews with high-performing leaders in business, sports, and entertainment.

The Peak Performance Mindset program is specifically designed to help your sales managers and sales people achieve significantly higher levels of sales success by modelling and adopting the mindset of A players.

There is no other workshop like this on the market. It's unique. Your salespeople will become highly aware of and be able to harness the power of their "Inner CEO" – what science reveals as the key center of the brain that regulates and improves what we do on a daily basis.

Participants will be lead on a journey of discovery where they will learn how to take 12 proven steps that will help them create and maintain a peak performance mindset - and improve sales performance.

RESULTS & TESTIMONIALS

PEAK PERFORMANCE MINDSET WORKSHOP FEEDBACK:

"I nearly doubled the team sales record. Shifting my mindset, not settling for hitting or slightly beating quota, and instead striving to double what anyone else that's part of this team has ever done in a month had a great impact on my results!"

JIM SEXTON, SENIOR ACCOUNT MANAGER



"The Peak Performance Mindset has completely transformed the way that ConnectAndSell Account executives sell. The team went from having 25 conversations a week per rep to more than double. We achieved the highest quarter in the history of the company. I've decided to apply the same formula and realized my dream of publishing my first book in record time – 90 days."

CHAD BURMEISTER, VP SALES



"By applying the visualization practices and developing a positive mindset and belief in my abilities, I got a hole-in-one on the very first hole. Not only did that experience forever change my confidence to my golf game, but I brought that empowered mindset to the workplace."

CHRISTINE HANKS, ACCOUNT MANAGER



"I learned what it takes to think like a peak performer. A person's mindset truly impacts their performance. I can't wait to incorporate this."

RON S. LAVINE, MBA AND CEO



"Shifting to a positive mindset in life may seem impossible; we are so used to the opposite. Gerhard provided the right amount of data and inspiration to get us on this new path. Gerhard has taken the principles of self-development, neuro-science, positive psychology and mindfulness and packaged this into a roadmap for sales professionals so they can achieve tangible results."

FREYA BOULAKBECHÉ, DIRECTOR MID-MARKET

WORKSHOP OVERVIEW

COURSE OBJECTIVES

- Improve sales performance: Happier sales people sell 38% more!
- Increase quota attainment
- Reduce turnover
- Reduce sales anxiety, anger, low self esteem and depression
- Improve health and energy
- Reduce costs associated with negative mindset and negative coping

LEARNING OBJECTIVES (WORKSHOP AND 12 WEEK CADENCE)

PART 1. The Mindset Foundation, introduces participants to the idea that their mindset was developed in three stages: First, the implanted, second, the imprinted and third, the inspired Mindset. The goal is for participants to look within and learn how to strengthen their Mindset foundation and uncover their dreams and goals. The key realization is that the stronger the foundation, the greater the chances of growing a Mindset capable of reaching Peak Performance.

PART 2. The Inner CEO, is responsible for the salesperson's Mindset Operating System (MOS) – the ways the salesperson thinks, feels, and behaves. This is a fairly new concept that's been uncovered by recent research in neuroscience and brain imaging. When activated, the Inner CEO makes adjustments and changes to the way people behave and make decisions.

PART 3. Self-Management, consists of three components: self-regulation, self-talk and self-activation. All participants will gain awareness of their strengths in these vital areas and they will learn proven techniques that will help them stay calm and positive in difficult situations at work. They will learn how to eliminate negative self-talk and also learn how to tap into the hidden energy reservoirs needed to excel.

PART 4. Mindset Growth, are the opportunities for helping participants expand their ability to quiet their minds, achieve inner peace and integrate a no-limit mindset into their professional and personal lives. Participants will also work on defining their life's purpose and identify the connections between their work and higher meaning. The growth mindset will accelerate their progress towards peak performance.

SUGGESTED WORKSHOP SCHEDULE

THE COMPLETE COURSE CONSISTS OF FOUR PARTS.

| | |
|--------------|--|
| 9:00 -10:30 | Part 1 Mindset Foundation (90 minutes) |
| 10:30 -11:00 | <i>Morning break</i> |
| 11:00 -12:30 | Part 2 The Inner CEO (90 minutes) |
| 12:30 - 1:30 | <i>Lunch break</i> |
| 1:30 - 3:00 | Part 3 Self Management (90 minutes) |
| 3:00 - 3:15 | <i>Break</i> |
| 3:15 - 4:45 | Part 4 Mindset Growth (90 minutes) |
| 4:45 - 5:00 | Wrap up, evaluation |

Your workshop can be delivered in one day, two half-day sessions, a 2 hour overview or four mini sessions.

Every salesperson receives a Peak Performance Mindset Workbook before starting the program. The workbook offers deeper insights into the content and contains many educational activities designed to create the “aha” moments that will promote greater insight and rapid change.

Each participant will also receive a copy of the Peak Performance Mindset Journal that will challenge them every day for 12 weeks to dig deeper, reach higher and hack their Mindset to reach peak performance. In addition, every participant will get access to the weekly Peak Performance Mindset Assessments online.

WHO SHOULD ATTEND

Progressive, highly aware business leaders, sales leaders and salespeople who want to improve sales results and are open to new ways of doing things.

ABOUT CHRISTINE HARRINGTON



Christine Harrington IS the Savvy Sales Lady! After 40 years selling in the insurance industry, Christine yearned to help sales people of all experience levels learn to grow more fully through her Transformation Sales Workshops. AND because sales success starts in the sales person's mind, the Peak Performance Mindset workshop is a crucial extension to her Transformation Sales Workshops. In her successful sales career, Christine noticed that many sales professionals remained average, because they didn't focus on developing all aspects of themselves. In the Peak Performance Mindset Workshop, the sales professional will learn how to create the edge they need to be a fully developed selling machine!

Christine's clients are small to medium size businesses. She works directly with sales teams, helping each sales professional learn the keys to unlock their selling potential. Christine is a contributor to Selling Power Magazine, publishes a free weekly newsletter and posts a YouTube video every Wednesday with sales tips and selling insights. Visit her website to find out how she can help your sales team transform from average to a fully developed selling machine! www.christineharrington.org or email Christine at christine.harrington@icloud.com.

For more information on Peak Performance Workshops
please contact Christine Harrington at:
christine.harrington@icloud.com