



LIFE BY DESIGN
Growth Beyond Borders

LEVELS	SELLERS THOUGHTS/APPROACH/DECISION MAKING	CORE	ADDITIONAL	SOLUTION FINDING	APPROACH TO CHANGE/SHIFT ENERGY
<p>Level 1</p> <p>VICTIM</p>	<p>Decision Making: Non-engagement in making decisions; why bother; nothing ever gets better</p> <p>Yours Sales Person: Going into the sale assuming the customer won't want it. Dreading asking for money (fear of failure) Thinking 'Why Bother' Low engagement Feels like he has to make the sales, but doesn't feel/know how. Might want to just quit or do nothing</p> <p>Crisis: assumptions – 'no money' – feeling guilt), Interpretations – 'if didn't respond don't need it, I can't be of value...'</p> <p>'Well, I know it is not the best time, and there are a lot of things going on right now.'</p> <p>'I need to make this sale. I need it. I am not good as selling' 'I don't see other options. I quit.'</p>	<p>Core Thought: Powerlessness</p> <p>Core Emotion: Apathy</p> <p>Core Action/Result: Lethargy</p>	<p>"I lose' Why bother?' I am overwhelmed.</p> <p>Guilt, self-doubt, worry, fear, embarrassment.</p> <p>Low engagement, unproductive, avoid confrontation</p>	<p>Ignore/hide from problems and hope they go away.</p> <p>Reluctant to engage.</p>	<p><i>Clarify:</i> What is happening? How do you feel? What is influencing your motivation?</p> <p><i>Acknowledge/Validate</i> It is normal you feel like this considering the circumstances.</p> <p><i>Understand where fear comes from.</i></p> <p>Reframe: What might be another way to look at it?</p> <p><i>Challenge interpretations:</i> How true is that?</p> <p><i>Increase self - worth:</i> You are a great sales person, you did great work with this client before. What specifically about you that made it work? What worked well. In that experience?</p> <p>How can you use your strengths to achieve this goal?</p>



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<p>Level 2</p> <p>ANTAGONIST FIGHTER</p>	<p>Decision Making: Makes impulsive, unilateral decisions; 'if I want something done right, I have to do it myself; everyone else is incompetent.'</p> <p>In Sales: going in ready to convince the customer to buy. Preparing counter points to all objections, talking instead of asking questions (all about me).</p> <p>'This is the waste of my time. My boss is an as...le.</p> <p>Now is the time to buy, your business fails if you won't buy from me right now.'</p> <p>I need to convince my prospect. I can turn this around if I press him hard enough. This client sucks.</p>	<p>Core Thought: Conflict</p> <p>Core Emotion: Anger</p> <p>Core Action/Result: Defiance</p>	<p>'I win, you lose'. Life is a struggle.</p> <p>Resentment, anger, greed, blame</p> <p>Have success yet focus on problems, micro-manager (emotional)</p>	<p>Fight to win in all challenge or conflict, muscle one's way through a victory, therefore, exhausted</p>	<p>Where frustration is coming from? Why do you think it is like this?</p> <p>What do you need? What is on the way?</p> <p>If you took responsibility for the situation what would you do? Imagine there was no pressure what would be different?</p> <p>How can you approach this situation differently? How are you going to do it?</p> <p>Who can you cooperate with to support you?</p> <p>How do you believe others feel in this situation? What is a different way to look at it?</p>
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<p>Level 3</p> <p>RATIONALISER</p>	<p>Decision Making: Makes decisions that are required, but doesn't go above and beyond; 'we have to keep moving forward'; 'I'm doing the next right thing'</p> <p>In Sales: over thinking, telling yourself everything will go fine even though you have concerns.</p> <p>'I do what I can'.</p> <p>'Oh well, it wasn't the right time for them'. It's ok, maybe next time.</p> <p>If I follow the process we developed it will work it out.'</p>	<p>Core Thought: Responsibility</p> <p>Core Emotion: Forgiveness</p> <p>Core Action/Result: Cooperation</p>	<p>'I win', if you win too, that's great'. I forgive you.</p> <p>Relief, keep emotions in check</p> <p>Rationalising, justification, tolerance, using coping mechanisms, focus on self (mental)</p>	<p>Face the problem or challenge, rationalise it, and find an easy solution or a mechanism to cope.</p>	<p>How do you really feel in the moment?</p> <p>What do you want?</p> <p>Is there someone in the team that you can work with on this? How can we do it more efficiently? What are you grateful for?</p> <p>What can you do to give the client the feeling that you care and you have something of value?</p>
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Level 4 HELPER	<p>Decision Making: Makes decisions based on the sole benefit of the company and employees, stretching themselves very thin; 'they / the business needs me'; 'if I can do this well, then I will be recognized and appreciated'</p> <p>In Sales: thinking only about how the client can benefit. Over promising. Giving discounts to accommodate the client.</p> <p>'I am here to support my clients, co-workers and the whole company. What does my client want?</p> <p>How is this product helpful? What would they want to hear? Feeling overwhelmed doing so much for others.'</p>	<p>Core Thought: Concern</p> <p>Core Emotion: Compassion</p> <p>Core Action/Result: Service</p>	<p>'You win'. I care, I need to fix it.</p> <p>Gratitude, love, caring.</p> <p>Deep connection with focus on others, helping vs controlling (emotional)</p>	<p>Create a winning solution for others involved</p>	<p>What other opportunities are there?</p> <p>How could we create a win-win solution?</p> <p>Are you taking care of yourself?</p> <p>You don't need to take responsibility for others.</p>
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<p>Level 5</p> <p>COLLABORATOR OPPORTUNIST</p>	<p>Decision Making: Makes decisions with the goal of lifting the company, the employees (including the decision-maker), and the clients up the ladder, and collaborates with others; this can work for everyone; ‘we succeed together or we fail together’ In Sales: win-win view. Focusing on what the seller can provide, and understanding the value of the client to the seller. Holding firm on price and believing in value. Not over promising, but knowing what they offer is already good enough.</p> <p>‘There is a way to find a win-win situation. There are opportunities in every situation.</p> <p>I enjoy selling. I become better with each sale. I will create opportunities wherever I go. How would that open new opportunities for us/them.’</p>	<p>Core Thought: Opportunity</p> <p>Core Emotion: Peace</p> <p>Core Action/Result: Acceptance</p>	<p>‘We both win’. I understand you.</p> <p>Calm, confidence, positive.</p> <p>Focus on the opportunities and what is right, little is taken personally (mental)</p>	<p>Look at challenges/problems as opportunities. ‘What’s going well’? Use collaboration to find solutions.</p>	<p>What does your intuition tell you? Removing the judgment and if you did not care what others think, what would be the best thing to do? In the ideal world how do you see it, what would you love to do?</p>
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<p>Level 6</p> <p>CREATOR VISIONARY</p>	<p>Decision Making: Makes decisions from a place of innovation and produces options that cause a ripple of motivation and inspiration throughout the whole company; 'there are always things that haven't been tried'; 'I see potential for growth all around, and everything is at our disposal if we choose to tap it'</p> <p>In Sales: this gets a little hard to define, but I'd say this is where we are all one - going more into partnership than sales. Maybe relationship based sales.</p> <p>'I use intuition to understand what my client wants before they do. I form strong connections.</p> <p>I trust whatever I say in the call is what should be said.</p> <p>I know that I will attract the right consumers by following what feels right and light.</p> <p>We are part of the movement that benefits all.'</p>	<p>Core Thought: Synthesis</p> <p>Core Emotions: Joy</p> <p>Core Action/Result: Wisdom</p>	<p>'Everyone always wins. 'I am you' Fearless, oneness, satisfaction, contentment Synergy, access intuition, focus on the whole (emotional)</p>	<p>Use visionary/intuitive skills to innovate. See the bigger picture trust in the flow of life.</p>	<p>What are you really passionate about? If you did not judge the situation as right or wrong, good or bad, what would it look like/what would you do?</p>
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<p>Level 7</p> <p>ABSOLUTE PASSION</p>	<p>Decision Making: Decisions are simply a part of life; No one person's decision is greater or lesser than another's; We're all the business and the decisions that are made.</p> <p>In Sales: nothing is real!</p> <p>'I do what I love. I don't go after people, the right people come to me.</p> <p>I have complete trust in the process and everyone.</p> <p>Whatever needs to happen will. I don't think about sales. I am'</p>	<p>Core Thought: Non – Judgment</p> <p>Core Emotion: Absolute Passion</p> <p>Core Action/Result: Creation</p>	<p>'Winning and losing are an illusion'. I AM.</p> <p>Unconditional love, ecstasy, bliss</p> <p>Genius, focus on 'every' and 'no' thing (mental)</p>	<p>There are no such things as problems, solutions winning or losing. Experiences in life are part of the game that is neither won/lost...only played.</p>	<p>Looking back at all the below answers and responses what which once resonate with you most to move take forward?</p>
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