

# Rituals

*Rituals of Success keep the sales process moving forward.*

## At the beginning of each year

Plan out your **personal goals** and **account goals**. Schedule your “next right steps” for each strategy.



Account Strategy

1.11

## At the beginning of each quarter

Update your yearly strategy with new **90-day tactics**. Pull a team together if necessary.



Account Strategy

1.11

## At the beginning of each month

Update your **Protemoi list** and make sure you’ve touched every one of your Protemoi people in a meaningful way. Add new folks. Delete those that are not as important as others. Update your **asset list**. Ask yourself...what can I do this month to move my most important relationships to the next level in **The Path To Raving Fan?**



1.4

## At the beginning of each week

Update your **Step-To-Step worksheet** with special emphasis on the last column: **What can I do to move them to the next step**. Then, use this column to **prioritize your MITs for the week**. Schedule them on the days when you have time.



1.1

## At the beginning of each day

Do your daily **MIT**.



1.12

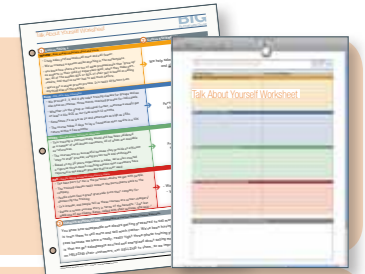
# Events

*Practicing the art of non-sales in everyday situations.*

## When you meet people

Practice and continually evolve **How You Talk About Yourself** with the worksheet.

1.3



## When you see an issue with a client

Ask yourself, **How can I work backwards on the Give-To-Get spectrum?** What is the **Big Project** I could help my client by performing...what **Paid Selling Effort** would naturally lead to that **Big Project**...what **Give-To-Get** would naturally lead to that **Paid Selling Effort**...and what **Introduction** would I need to suggest the **Give-To-Get**? Also, don't be afraid to sell outside your comfort zone: use **Gravitas!**

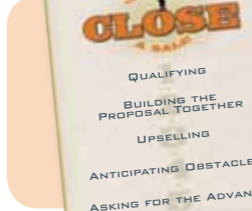
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## At the beginning of each sale

Use the **Positioning model** to determine: **If you're looking for \_\_\_\_, \_\_\_\_, and \_\_\_\_, we're the only choice.** Line up every client interaction with this value proposition.

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## During each sale

Use the 5 techniques to **Streamline the Sales Process** and when developing pricing, don't self-negotiate!

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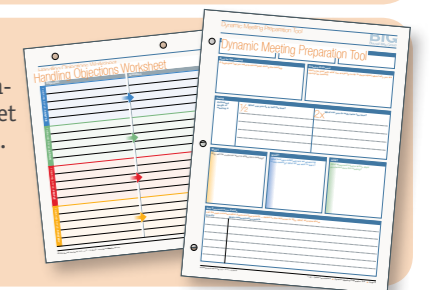
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## Before each meeting

Use the **Dynamic Meeting Prep worksheet**. If nothing else, get the **Goal** and the **Frame** right. If you get these right, you'll usually have a successful meeting. Refresh yourself on how to **Handle Objections**.

1.10

1.7



GrowBIG Course 1

### 1.1 Hallmarks of a Modern Rainmaker

- ✓ Step-to-Step sales process
- ✓ **1.2 You're Not What You Think**
- ✓ Four-Quadrant Thinking
- ✓ Walk Around the Brain
- ✓ Thinking Styles
- ✓ **1.3 Talkin' About Yourself**
- ✓ Curious Introductions
- ✓ Talk About Yourself

### 1.4 The Path to a Raving Fan

- ✓ Steps to a Raving Fan
- ✓ Protemoi List
- ✓ Asset List
- ✓ R+ consequence ratio
- ✓ **1.5 You Gotta Give to Get**
- ✓ Give-to-Get model
- ✓ G2G Brainstorming
- ✓ G2G Strategy

### 1.6 Positioning. Posturing. Propaganda.

- ✓ 5-D Positioning model
- ✓ Positioning Statements
- ✓ **1.7 Streamlining the Sales Process**
- ✓ 5 Techniques to close a sale
- ✓ Handling Objections
- ✓ Ask for the Advance

### 1.8 The Psychology of Pricing and Payment

- ✓ Rules of Self-Negotiation
- ✓ Rules of Discounting

### 1.9 Selling Outside Your Comfort Zone

- ✓ Gravitas model

### 1.10 Dynamic Meeting Preparation

- ✓ 6 Steps to a Dynamic Meeting
- ✓ Meeting Preparing
- ✓ Meeting Report

### 1.11 Account Planning and Execution

- ✓ Account Status Analysis
- ✓ 90-Day Tactics
- ✓ Personal Sales Strategy

### 1.12 Creating Sustainable Success

- ✓ Pipeline Calculator
- ✓ Rituals for Success