BUILDING SALES CONFIDENCE

Your Personal WHY
Why is it important for you to exceed your personal targets?
What motivates & inspires you?

<table>
<thead>
<tr>
<th>WHAT</th>
<th>HOW</th>
<th>WHY</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are your Goals?</td>
<td>How will you achieve them?</td>
<td>Why will that strategy work?</td>
</tr>
</tbody>
</table>

Confidence
What Actions are you Confident Performing & Why?
What Actions are you NOT Confident Performing & Why?

Limiting Beliefs
Reflect on Actions you are NOT Confident Performing.
Now Review With a Positive Lens

What is something you can do differently tomorrow to help you WIN?
Building Sales Confidence
Overcoming Beliefs & Fears That Limit Success

Joe Micallef – Sales Strategist & Coach
May 2 – IBA MEGA Conference
Winning Mindset

“Selling is Helpful, Easy & Fun”
Whether You Think You Can, Or You Think You Can’t, You Are Right

Henry Ford
Do or Do Not ...... There is No Try

Yoda
1. Start with WHY
2. Understanding Confidence
3. Overcoming Limiting Beliefs
4. Achieving Your “WHY”
Start with WHY
Working Hard For Something You Don’t Care About Is Called Stress

Working Hard For Something You Love Is Called Passion

Simon Sinek
• WHY do You work at the Bank?
• WHY is it important for You to exceed your targets?
• WHAT motivates and inspires You?
Hope is not a Strategy

Vince Lombardi
Aligning the What, How & Why
Determining your Success

WHAT

HOW

WHY
Setting Goals is the First Step in turning the Invisible into the Visible

Tony Robbins
• WHAT are your **Goals** for this year?
• WHAT are your **Strengths (\& Weaknesses)**?
• WHAT are your **Opportunities (\& Threats)**?
• WHAT do you want to be when you Grow UP?
The Path to Success is to take Massive, Determined Action

Tony Robbins
• HOW should you Engage?
• HOW should you Persuade?
• HOW should you Retain?
• Explore as many “HOW’s” as possible
• Be **specific** about best practice
People Don’t Buy What You Do, People Buy Why You Do It

Simon Sinek
• WHY = MOTIVATION + CONFIDENCE
• WHY have you chosen the WHAT & HOW?
• WHY is this strategy important for the Bank?

WHY will this strategy help you achieve your personal WHY?
Understanding Confidence
What’s the First Thing that comes to mind when I say “Sales Person”?
“Sleazy, Pushy, Rude & Selfish”
“Problem Solvers & Life Savers”
We Can Complain Because Rose Bushes Have Thorns,
Or Rejoice Because Thorn Bushes Have Roses

Abraham Lincoln
Understanding Confidence
Understanding Confidence

Confidence

Expectations

Beliefs

Action Behavior

Results
Understanding Confidence

How Confident Are You?

- What **Actions** are you **Confident** Performing?
- Why are you confident?
- What **Actions** are you **NOT Confident** Performing?
- Why are you **NOT** confident?
Understanding Confidence

Confidence Killers

• People forget success and over analyze failure
• People don’t change behavior despite feedback
• People generalize & globalize
• People adopt other’s failures
• People place too much emphasis on final results
Overcoming Limiting Beliefs
Overcoming Limiting Beliefs

What Creates Limiting Beliefs?

- Past Experiences
- Attaching Negative Meaning to Events
- Other People’s Limiting Beliefs
- Allowing Conflict
- Lack of Focus … and Action
- FEAR of failure or rejection
If You’ve Never Made a Mistake, You’ve Never Tried Anything New

Albert Einstein
Overcoming Limiting Beliefs

Positive Mindset

✓ Is the stove always hot?
✓ Every customer won’t say “No”
✓ Pursue Optimism – Minimize Conflict
✓ Develop Empowering Questions
✓ Refocus on the Positive
Eight Positive Lenses

I. Is the stove always hot?
II. Every customer won't say "No"
III. Push through rejection to succeed
IV. Minimize conflict
V. Refocus on the positive

Client
"What’s Great?"
Zoom Out
Experience It In Advance
Curious
Relativity
Learning
Reverse
Overcoming Limiting Beliefs

Consider Positive Expectations

• Reflect on Actions you are NOT Confident Performing

• Now Review With a Positive Lens
Achieving Your “WHY” starts tomorrow.
Motivation is what gets you started.
Habit is what keeps you going.

Jim Rohn
7 Habits of Effective People

1. Be Proactive
2. Begin With The End In Mind
3. Put First Things First
4. Think Win-Win
5. Seek First To Understand
6. Synergize
7. Sharpen The Saw

Stephen Covey
Achieving Your “WHY” Starts Tomorrow

Create Positive Habits

- Document your Goals & Strategy.
- List Actions. Focus Efforts.
- Review Actions. Challenge Limiting Beliefs.
- Proactively Develop Skills, Behaviors & Beliefs.
What is something you can do differently tomorrow to help you WIN?

Joe Micallef
It Ain’t About How Hard You Hit,
It’s About How Hard You Get Hit & Keep Moving Forward

Rocky Balboa
Building Sales Confidence
Overcoming Beliefs & Fears That Limit Success

Contact Joe Micallef
joe@growupsales.com
773 329 0066