

## Sales Hero Manifesto

I AM A PROSPECT-CENTERED SALES® PERSON.

I believe in the life enhancing opportunities that our product provides.

I am knowledgeable about my product and the industry.

I strive to become knowledgeable about the **prospect**.

I recognize **prospects as persons** with all the rich history, complexities, quirks, interests, desires, hopes, and fears of any person. I honor that complexity.

**My job is to guide** the prospect toward a decision to buy/change.

**My job is to build a trusting, professional relationship** with the prospect. That relationship is built by planning, by listening, by going to where the prospect is, physically and emotionally; and by creatively following-up.

My success is measured by my ability to help the prospect **go from "I'm not ready" to "I wish I had moved sooner."**

My success is measured by my ability to **advance the prospect toward a decision to buy/change.**

I understand that every prospect is facing a life changing transition, and that **ambivalence and resistance are common and real**. I don't give up when I meet resistance or rejection.

I understand that prospects are **looking for guidance**, trust and a safe place to voice their motivation, fears and aspirations for the future. I understand that **prospects don't want to "be sold," rather, they need help to buy**.

I understand that the guidance process requires 3 steps, that I repeat until a decision is made: **Connecting, Untangling** and **Advancing** toward a Sale.

1. I will attempt to **connect** and build a trusting professional relationship with prospects.
2. I will engage in conversations that will help the prospect **untangle** their emotional resistance to change. I will help the prospect explore the emotional barriers standing in the way of a decision to buy.

*I listen with empathy.*

*I don't interrupt when a prospect is speaking. I maintain eye contact and give visual cues that I am not only hearing what's being said, but drinking it in, learning from it, and understanding it. I ask follow-up questions that demonstrate that I have listened carefully. I prompt reflection by commenting on the emotional import of the person's story.*

3. I will offer solutions and next steps that are tailored to the prospect's unique journey and their stage of readiness for

change. I will **advance** the prospect taking small steps, and building upon those to an eventual decision

*My follow up with prospects is creative, prompt, and personal.  
I do this to communicate that the person had an impact on me, I heard what they said, and I am eager to build on a next step.*

I will **“give up the result”** and instead focus on my process and behavior. I know that I can’t control a prospect’s decision, nor can I convince them. Focusing on the pressure to fill units will cause stress and fear for me, and place undue pressure on the prospect.

**My time is valuable** – I will spend it where it counts.  
I will protect and defend my Time in the Selling Zone®

I **believe I can help prospects “get ready”** when I am able to inspire, facilitate, and assist them in the work of addressing their emotional barriers to change. My success depends on my ability to focus on spending more time with fewer prospects, planning carefully, journaling what I learned, being curious, building trust during tours and home visits, using empathetic listening techniques, and following-up creatively.

I AM A SALES HERO