1

OWN YOUR

SALES

SUCCESS

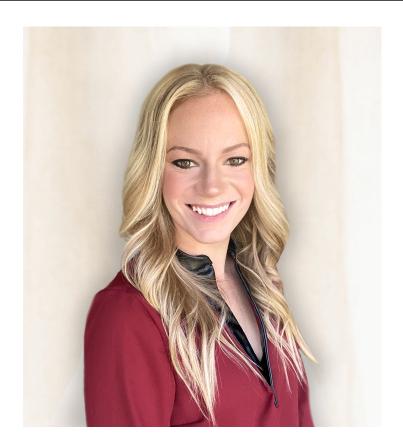
IN A MULTI-GEN WORLD



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MEET YOUR TRAINER











Alyson Van Hooser

Organizations who want to improve their culture, performance and productivity look to Alyson Van Hooser to guide them on the best next steps in the process.

Alyson's leadership experience of fast-pace success throughout the retail, finance, food-service industries and government combined with her unique authenticity, wit and insights that transform performance results among people, all led her to join Van Hooser Associates Inc., a leadership development company, in 2018.

With wisdom drawn from tough life experiences, her intuitive street smarts and ownership mindset, Alyson unlocks practical actions that will earn respect, loyalty, and drive greater success for employees, leaders, and teams in today's diverse workforce through her keynotes, leadership training, and her book Level Up: Elevate Your Game & Crush Your Goals.

Alyson lives in Princeton, Kentucky with her husband and four kids. When she's not developing leaders across the country, you can find her intentionally celebrating all things family related -- especially Saturday morning breakfast!

Critical Reminder	r:	
The person	the communication effort is	
	for making sure the communication is	and
	appropriately.	
LISTENING TO	N I FADN	
LISILNING IC	JELAKK	
General Observa	tions	
1.Various studies con	clude that we tend to listen with only a%	o level of efficiency.
2. The average person WPM.	ı speaks at up to WPM; yet we can list	en comfortably to over
3-Step Powerful	Listening Technique	
1.The	·	
2.The	·	
3.The	.	

2 MOTIVATIONAL TRUTHS

1.You can't, I can't, no one can	someone to		
they	to		
do.			
2.We are NOT motivated by what we			
	, yet have determined we		
or	•		
GENERATIONS			
Generations are best defined by their	, not their		
Leaders must know theabout their custo			

MULTI-GENERATION SALES

	ATTRACT ATTENTION	INDIVIDUAL COMMUNICATION	CREATE LOYALTY
TRADITIONALISTS BORN: 1929-1946			
BABY BOOMERS BORN: 1946-1964			
GEN X Born: 1965-1977			
MILLENNIALS Born: 1978-1996			
GEN Z Born: 1996-Present			

EARNING THE RIGHT TO BE HEARD®

2 Foundational Assumptions	
1.Most unprepared people attempt to "sell" their ideas using and and	
2.Most trained decision makers make their "buying" decisions based on	and
2 Foundational Objectives	
1. Primary Objective:	
2. Secondary Objective:	
Starting Strong: A Concise, 3-Sentence Opening Statement	
Sentence #1: Clearly and specifically state	
Sentence #2: Clearly and specifically state • Example: "I'm convinced the time has come for us to carefully consider committing organizational resources (i.e., time, attention, effort, technology, materials, money) to addressing the critical issue of	·

• Example: "I've com	e today prepared to	o answer your ques	tions regarding this subj	
Anticipate and Pr	epare for "5 Cr	ritical Question	s"	
Question #1:				?
3 Absolutely and consi	stently	answers:		
•				
•				
In writing, present an a costs.	ccounting of antici	pated	and	
Anticipate and be prep	ared to discuss:			
•time savings, inven	-	ıs (i.e., productivity	improvements, material	usage,
•etc.)	(i.6	e., misplaced priorit	ies, ill-defined objective	es, scrap,
		(i.e., creative u ptable budgetary ad	tilization of undesignate ljustments, etc.)	ed or co-
• NEVER	thes	se	!	

?
project /
_,
related to
?
ming of the project
ooken e project's
to your
•

Question #4:	?
In writing, create and present a customized	-
• In addition to	
estimates, provide inform project and the required specifications, to include:	ation regarding the scope of the
• A proposed	
be responsible for what and to whom); and a formalized (i.e., frequency, duration, scope).	<u> </u>
• Consider (or limit) the scope/reach of your proposed actions or policy	• •
• Don't overreact if you don't receive f	or the final implementation plan.
Question #5:	?
Don't fear initial of your idea/proposal	l .
Don't to negative comme	nts or questions you may receive.
Do anticipate some measure of	
Do craft your response carefully.	
• Example/Part 1: "Let me assure you that regardless your de commitment to the organization will remain solid."	ecision here today, my

•	Example/Part 2: "However, if you choose _		to approve this proposal, le	et
	me remind you of the	which will		as
	a direct result of	here todav.'	,	

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