



**OWN YOUR**

**SALES**

**SUCCESS**

**I N A M U L T I - G E N W O R L D**



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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-paced 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!

# INCREASE YOUR INFLUENCE & IMPACT

## Critical Reminder:

The person \_\_\_\_\_ the communication effort is \_\_\_\_\_  
\_\_\_\_\_ for making sure the communication is \_\_\_\_\_ and  
\_\_\_\_\_ appropriately.

## LISTENING TO LEARN

### General Observations

1. Various studies conclude that we tend to listen with only a \_\_\_\_\_ % level of efficiency.
2. The average person speaks at up to \_\_\_\_\_ WPM; yet we can listen comfortably to over \_\_\_\_\_ WPM.

### 3-Step Powerful Listening Technique

1. The \_\_\_\_\_.
2. The \_\_\_\_\_.
3. The \_\_\_\_\_.

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## 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 \_\_\_\_\_; we are motivated by what we  
\_\_\_\_\_, yet have determined we  
\_\_\_\_\_ or \_\_\_\_\_.

## GENERATIONS

Generations are best defined by their \_\_\_\_\_, not their  
\_\_\_\_\_.

Leaders must know the \_\_\_\_\_, not just the  
\_\_\_\_\_ about their customers.

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## MULTI-GENERATION SALES

	ATTRACT ATTENTION	INDIVIDUAL COMMUNICATION	CREATE LOYALTY
<b>TRADITIONALISTS</b> BORN: 1929-1946			
<b>BABY BOOMERS</b> BORN: 1946-1964			
<b>GEN X</b> BORN: 1965-1977			
<b>MILLENNIALS</b> BORN: 1978-1996			
<b>GEN Z</b> BORN: 1996-PRESENT			

# INCREASE YOUR INFLUENCE & IMPACT

## EARNING THE RIGHT TO BE HEARD®

### 2 Foundational Assumptions

1. Most unprepared people attempt to “sell” their ideas using \_\_\_\_\_ 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 \_\_\_\_\_.

- Example: “Thank you for your time today; I’m here to request \_\_\_\_\_.

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 \_\_\_\_\_.

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Sentence #3: Clearly and specifically state \_\_\_\_\_.

- Example: "I've come today prepared to answer your questions regarding this subject."

## Anticipate and Prepare for "5 Critical Questions"

**Question #1:** \_\_\_\_\_?

3 Absolutely and consistently \_\_\_\_\_ answers:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

In writing, present an accounting of anticipated \_\_\_\_\_ and \_\_\_\_\_ costs.

Anticipate and be prepared to discuss:

- \_\_\_\_\_ justifications (i.e., productivity improvements, material usage, time savings, inventory turns, etc.)
- \_\_\_\_\_ (i.e., misplaced priorities, ill-defined objectives, scrap, etc.)
- Available \_\_\_\_\_ (i.e., creative utilization of undesignated or co-mingled funds, project deferrals, acceptable budgetary adjustments, etc.)
- **NEVER** \_\_\_\_\_ these \_\_\_\_\_!



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## Question #2: \_\_\_\_\_?

- In writing, create and present a complete listing of all \_\_\_\_\_ project / initiative benefits.
- Distinguish between \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ benefits.
- \_\_\_\_\_ these benefits, if possible.
- Include the anticipated life (or term) of identified benefits.
- In the spirit of full disclosure, self-identify any known \_\_\_\_\_ related to your recommended actions.

## Question #3: \_\_\_\_\_?

- In writing, create and present an estimated \_\_\_\_\_.
- Example: “With your approval of this request today, you can expect the timing of the project to progress as follows ... .”
- Question the decision maker(s) to determine if he/she/they have any unspoken \_\_\_\_\_ or \_\_\_\_\_ regarding the timing of the project’s completion.
- Be prepared to discuss — and accept — \_\_\_\_\_ to your established time line.
- **ALWAYS** \_\_\_\_\_ these \_\_\_\_\_.

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## Question #4: \_\_\_\_\_?

- In writing, create and present a customized \_\_\_\_\_.
- In addition to \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ estimates, provide information regarding the scope of the project and the required specifications, to include:
  - A proposed \_\_\_\_\_ (i.e., who will be responsible for what and to whom); and a formalized \_\_\_\_\_ (i.e., frequency, duration, scope).
- Consider (or limit) the scope/reach of your proposed actions and identify required \_\_\_\_\_ or policy \_\_\_\_\_.
- Don't overreact if you don't receive \_\_\_\_\_ for the final implementation plan.

## Question #5: \_\_\_\_\_?

- Don't fear initial \_\_\_\_\_ of your idea/proposal.
- Don't \_\_\_\_\_ to negative comments 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 decision here today, my commitment to the organization will remain solid."

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- Example/Part 2: “However, if you choose \_\_\_\_\_ to approve this proposal, let me remind you of the \_\_\_\_\_ which will \_\_\_\_\_ as a direct result of \_\_\_\_\_ here today.”

# EARNING THE RIGHT TO BE HEARD®

