

# How to Create an Upward Spiral

MORE SALES | LESS TIME

## Key Points

We are selling in an ever-evolving business environment. To respond, we need to be alert to change, agile in our responses, constantly finding fresh ways to tackle emerging challenges. But, as human beings, we don't like to change. It's hard. We can fail. In this mini-course, your salespeople will discover a crucial strategy for performing at the edge of their comfort zone, ensuring they're continually leveling up and playing at the top of their game.

**Time:** Approximately 30 minutes

## Preparation

1. Watch video, review discussion questions and team challenge below before the meeting starts.
2. Send out meeting invite if doing training via virtual meeting; get video ready to show.

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### KICK-OFF (3 minutes)

So much has changed in the past few years that affects our ability to be successful selling. Technology, buyers, the business environment, what's going on in our own company—for starters. Let's just focus on one. Your buyers.

Ask: What changes have you noticed in your buyer's expectations and decision process?

Introduce: Today we're going to look at a short video on how you can create an upward spiral as a seller. It's more about how to be ... as a person .. than what you specifically need to do. But it's a game changer that's guaranteed to help you drive more sales in less time.

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### VIDEO (10 minutes)

Before we begin, put all your devices away so you can't see them or reach for them. It's important to have your full attention. Also, I want you to take notes on any important ideas or information you hear because we'll be talking about this afterwards.

Show video.

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### DISCUSSION (15 minutes)

Ask any/all of these questions. Get your team involved in this discussion.

- What experiments, if any, have you tried in the past month?
- How can we get more people to respond to our email messages?

# How to Use Trigger Events to Sell Faster

MORE SALES | LESS TIME

## DISCUSSION (15 minutes)

- What are the variables impacting a person's decision to read/respond to our messages?
- What does research/experts say is most effective?
- What other areas should we be experimenting with in order to drive more sales in less time?

## TEAM CHALLENGE (2 minutes)

### Email Response Rate Challenge

For the next week, I'm going to challenge you to improve your email response rates. We all can do better! What we need to figure out is what's working today.

In Week 1 of this challenge, everyone needs to find/read three articles or ebooks on this topic. We'll be sharing what we learned next week. We need to take a look at what we say, subject lines, length, time we send, as well as all the other variables we could experiment with.

In Week 2 of this challenge, we need to actually implement some of these ideas. Everyone will pick one factor to experiment with – and report back what they've learned.

**END OF EACH WEEK:** Discuss results of this experiment. Get everyone's input. Find out what they want to keep doing to drive more sales in less time.

**For more ideas on this topic,  
check out More Sales Less  
Time by Jill Konrath.**

Purchase the book on Amazon:  
MORE SALES LESS TIME: Surprisingly Simple  
Strategies for Today's Crazy-Busy Sellers

[jillkonrath.com](http://jillkonrath.com)

