How to Succeed in Uncertainty

Presented by Lewis Fogel
For the Delray Beach Chamber of Commerce
My belief is the economy will be?
All Crisis Is Temporary

Graph 1: DJIA during September 11, 2001

Graph 2: Personal Consumption Expenditures Hold Up
% Change from year ago, Seasonally adjusted annual rate

Source: St. Louis Fed

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How is your momentum/time management?
In a Crisis What Do You Do?

FIGHT

FRIGHT

FREEZE
How Will Your Clients and Prospects Remember You – When?

- Were you there to help them?
- Were you only focused on yourself?
- Did you offer suggestions?
- Did you help them to strategize and find creative solutions?
Sandler Success Triangle

ATTITUDE

SUCCESS

BEHAVIOR

TECHNIQUE
The Importance of \textbf{ATTITUDE}

Behavior + Technique – Attitude =

Going through the motions
The Importance of Behavior

Attitude + Technique – Behavior = Working frantically and sporadically
The Importance of **TECHNIQUE**

**Attitude + Behavior – Technique =**

Working too hard
What is one thing you are struggling with right now?
How Do You Feel About Your…

- Personal Presence
- Prospecting
- Pipeline
- Performance
- Profit Potential
Changing Your Attitude

RESULTS ➔ BELIEFS ➔ JUDGMENTS ➔ ACTIONS

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Elements of the Ideal Attitude

- Commitment
- Desire
- Outlook
- Responsibility
How has your selling behavior changed as a result of COVID-19?
Revise Your Selling Behaviors

Pressing Pause:
• Networking Events
• In-Person Calls
• Travel
• Event Marketing
• Lunch Meetings

New Behaviors:
• Video Conferencing
• Social Selling
• Cold Calling & Cold Emailing
• Thought Leadership
• Webinars & Online Events
• Client Relationships
Maintain Your Personal Behaviors
Plan & Prepare for Your Professional Behaviors

- Your Territory
- SWOT Analysis
- Growth Potential
- Profit Margins
- New Products or Sales Pitches
KARE for Your Account Plan
You can’t manage anything you can’t control.

Never manage your numbers; manage your behavior.
What are some sales skills that are more important today?
Developing Your **Technique**
Controlling Your Tone

- Enunciation
- Adjust for Purpose
- Inflection
- Softening Statement
- Empathy
- Volume
Watching Words

- Wishy-Washy Words
- Buzzwords
- Reflection
- Mirroring / Parroting
- Pain Indicator Terms
"Perfect is the enemy of good"
-Voltaire
Thank You For Attending!

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15 MINUTE COACHING CALL:
CALENDLY.COM/LEWIS-FOGEL
Questions???