

9 Chapter Nine: Improving Your BAT-ting Average

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts



► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies



► Chapter 6:
Uncovering
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► Chapter 7:
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► **Chapter 9:
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Behavior

Improving Your BAT-ting Average

Chapter 9: Summary & Learning Objectives

Chapter Description:

Participants will understand the major points of the Success Triangle and how Identity/Role Theory can help or hinder their success in sales.

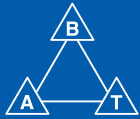
Chapter Outline:

- ☐ Definition of Success
- ☐ The Attitude Triangle
- ☐ I/R Theory Chart
- ☐ The You Triangle
- ☐ The Behavior Triangle
- ☐ The Technique Triangle
- ☐ The Sandler Success Triangle

Chapter Objectives:

At the conclusion of this Chapter, you will be able to:

- ☐ Explain the difference between Behavior, Attitude and Technique.
- ☐ Define how to measure success in sales.
- ☐ Discuss the three points of the Success Triangle and the sub-points of those three points.
- ☐ Explain why it is important to separate Core Identity from the Roles in Life.
- ☐ Describe the core value of each human being.
- ☐ Discuss how Attitude and Behavior are connected.



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Definition of Success

Success is the result of connecting all the points of the Success Triangle.

In Sandler B-A-T terms, success is:



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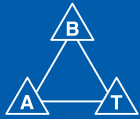
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The Attitude Triangle



The Attitude triangle includes these corners—you, your institution and your association.



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I/R Theory Chart

Identity	Role
10	10
9	9
8	8
7	7
6	6
5	5
4	4
3	3
2	2
1	1
0	0

NOTE: Role performances may range considerably from 0 to 10. However, what you think of your performance and the level of performance you will reach for is governed by your "I" level. For instance, if you are an I-5, you will see R-7 performances as outstanding and R-3 performances as below average for you.

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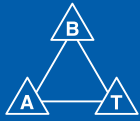
The You Triangle

You represents your self-concept, your "I" or identity. The You triangle has three points: spirit, mind and body.



What first comes to mind when you hear the word "you?"

1. _____
2. _____
3. _____
4. _____



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The Behavior Triangle

Behavior relates to having a systematic approach to the task at hand.



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The Behavior Triangle

Behavior is:

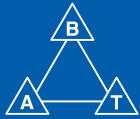
The actions or reactions of someone under specified circumstances.

Commitment is:

The connection between attitude and behavior.



It's not how you feel that determines how you act; it's how you act that determines how you feel.



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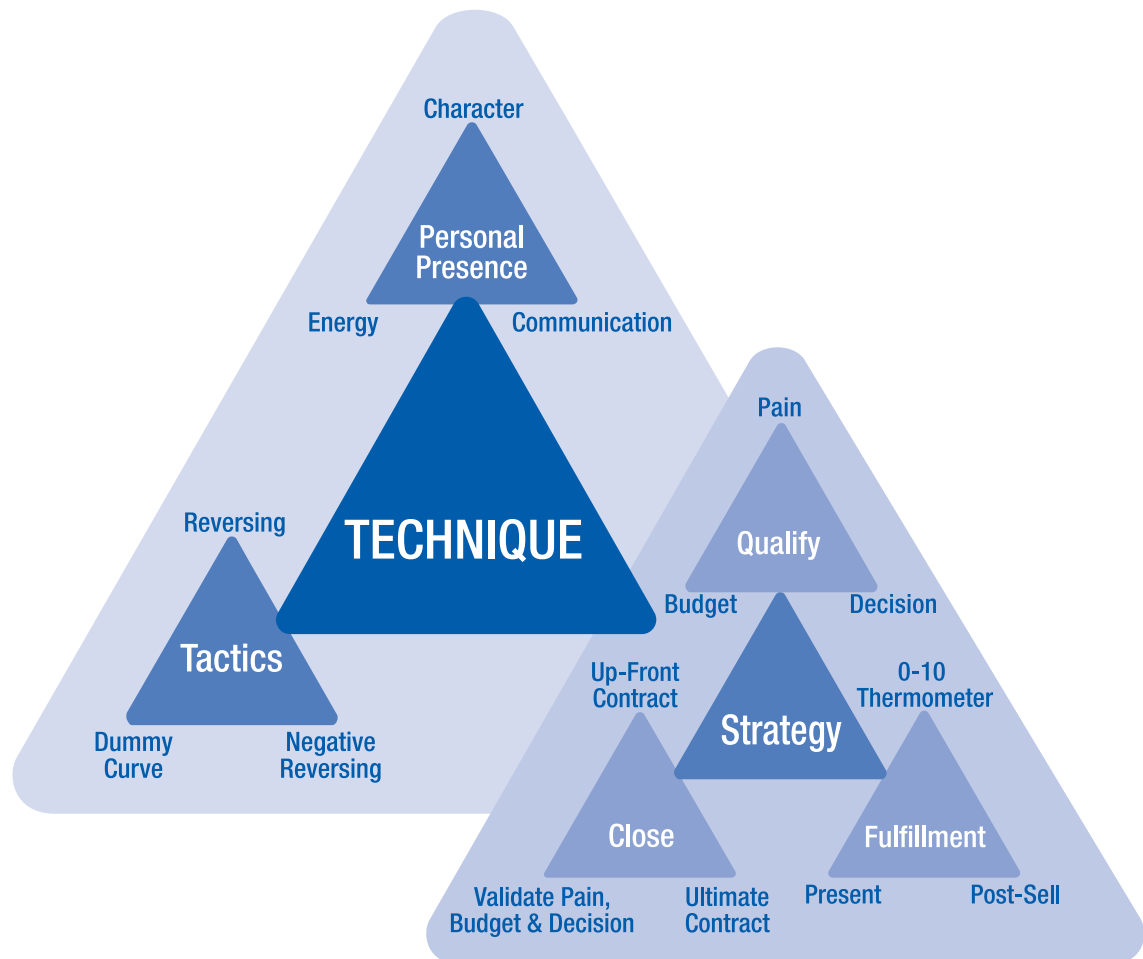
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The Technique Triangle

Technique refers to:

The strategies, tactics, and personal presence (strength) you use to implement your behavior plan.



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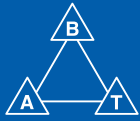
The Technique Triangle

The Technique triangle has the following elements:

- ☐ Personal presence
- ☐ Strategy
- ☐ Tactics

Mastering a technique means you must:

- ☐ Recognize the situation you are facing.
- ☐ Identify the skills to use in the situation and understand why and how to use them.
- ☐ Apply the skills to the situation.
- ☐ Practice, practice, practice.
- ☐ Improve your skills by learning from your mistakes.



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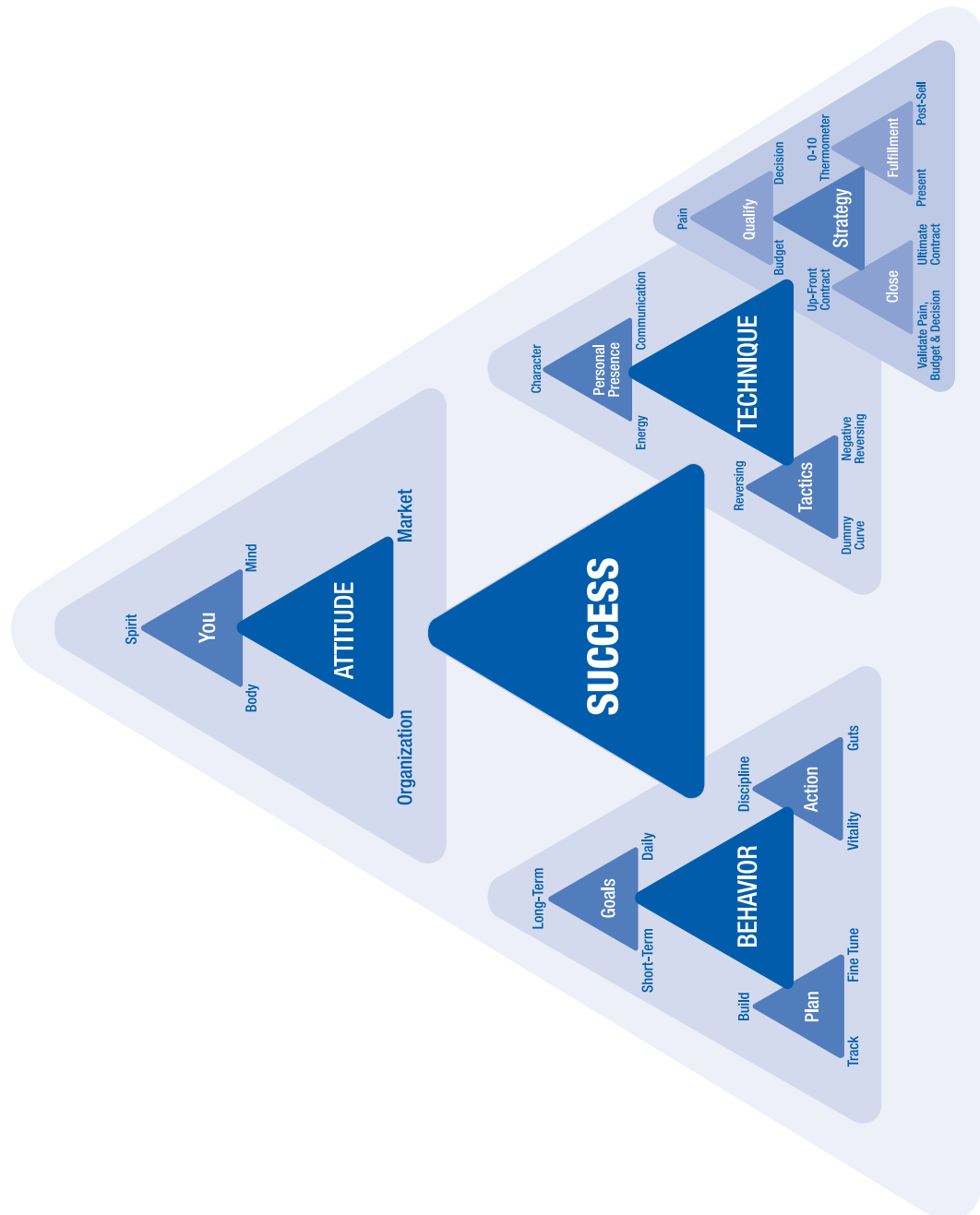
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The Sandler Success Triangle



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Lessons Learned & Knowledge Testing

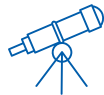
Chapter Summary:

Key takeaways from this Chapter:

Whether you are talking about your sales career or your personal life, you achieve success as the result of several interrelated factors: behavior, attitude, and technique. Learning a new prospecting approach (technique) for instance, won't ensure you more business unless you have a plan for implementing that approach (behavior) and the belief (attitude) that it will work for you.

Behavior relates to having a systematic approach to the task at hand or a step-by-step plan for reaching the goals by disciplined action that has been planned.

Attitude has to do with your outlook—the perception you have about yourself, your company, your product or service, and your marketplace. It can be one of possibility or one of limitation. And, since it's your perception, it's your choice. Technique relates to skills. It consists of the strategies and tactics you use to implement your plans.

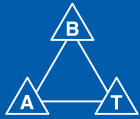


Observations & Revelations:

During this Chapter, I learned:

As a result of what I learned, I will:

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www.sandler.com/linkedin-group



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Knowledge Testing

How do you measure Success in Sales?

What are the three Points of the Success Triangle?

1.

2.

3.

What are the three Points of the Attitude Triangle?

1.

2.

3.

What are the three Points of the You Triangle?

1.

2.

3.

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Knowledge Testing

I/R Theory states that you must separate your core _____

from the _____ that you play in life.

I/R Theory states that everyone is born with an inherent value of: _____

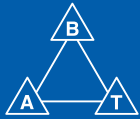
What causes people to lose value as they go through life?

When it comes to Behavior, you can only perform in a manner that is consistent with

how you see: _____

It's not how you feel that determines how you behave; it is how you behave that

determines: _____



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Knowledge Testing

What are the three Points of the Behavior Triangle?

1. _____
2. _____
3. _____

What are the three Points of the Technique Triangle?

1. _____
2. _____
3. _____