

## DAY 4

### Selling the Right Way: Shasta Sales Roundtable

After over 40 years of selling, and mentoring other salespeople, we've learned a few paradigms, principles and practices that will help any salesperson increase his or her effectiveness. Based on Jeffrey Gitomer's **10.5 Sales Commandments** and John Mortensen's **Paradigms and Practices for Sales Success**, this lively discussion will feature stories and experiences that illustrate how and why understanding and adhering to these mindsets and behaviors will put you in a position to serve, sell and succeed in your sales role.

- **Mindsets to follow.**
- **Mistakes to avoid.**
- **Methods to master.**

**The Shasta Sales Roundtable** will help salespeople understand how observing and applying best practices will increase both their sales success and their personal satisfaction in their roles.

#### **You can change old habits and create new neural pathways to success.**

- Goodbye to: "That's just the way I am" or "That's how I (or we) have always done that."
- Get out of self-defeating old patterns.
- Share success stories that illustrate how possible it is to become different, better, happier, and more successful.

#### **You will learn how Culture and relationships matter.**

- Learn how culture informs everything else.
- Discuss "culture killers" and "culture builders" and how each affects trust.
- Explore how the concept of "Circle of Influence" (learned in the 7 Habits) can specifically apply to us in our sales environment, and how we can be "agents of change".

#### **Participant Kit includes:**

- Jeffrey Gitomer's "**The Sales Bible**"
- Marcus Sheridan's "**They Ask, You Answer.**"
- Shasta U's "**Paradigms and Practices for Sales Success**" (poster)
- Sales Commandment Cards