

1 Page Quick Action Sheet

Fail To Learn Show #35, with Ian Brodie ([go to show page](#))

This 1 page quick action sheet gives you 3 points you can take action on this week. These 3 items will keep you focused for the week.

1. What do you think about who you "are?"

We often think that we need to "be" something to get something. Ian didn't think of himself "as" a salesperson. That limited some of the actions he was willing to take because he wouldn't "be" a salesperson.

Many things you want will require you to not "be" you. They're not comfortable. You have to become flexible in your behavior and realize that "you" are more than your behaviors. Things you think you're not, you are actually capable of doing.

Read these 2 articles for more: [Be, Do, Have](#) and [Unique Behavior Model](#)

2. How do you provide value before the sale?

Ian struggled selling until he accidentally ran across some reports his company produced that could be valuable to his clients. He used those reports to show them ways they could improve and figure out what was important to them. How do you provide value?

If you're using corporate collateral, be careful it's not traditional boring sales material (the kind that is just thrown away).

3. List ways you can provide real value.

If you were your customer, what would you really want to know?

What information would be truly valuable and perk your ears?

Don't list what you want to sell, list what your customer wants to achieve and what pains they want healed. Build material around those.
