



برنامه های هفته بین المللی کوچینگ چتر ایران

روز پنجم
Day 5



Connie Kadansky

۳۱ اردیبهشت | 21 May

۱۹:۰۰ الی ۲۰:۳۰

Roadmap to Revenue Generation

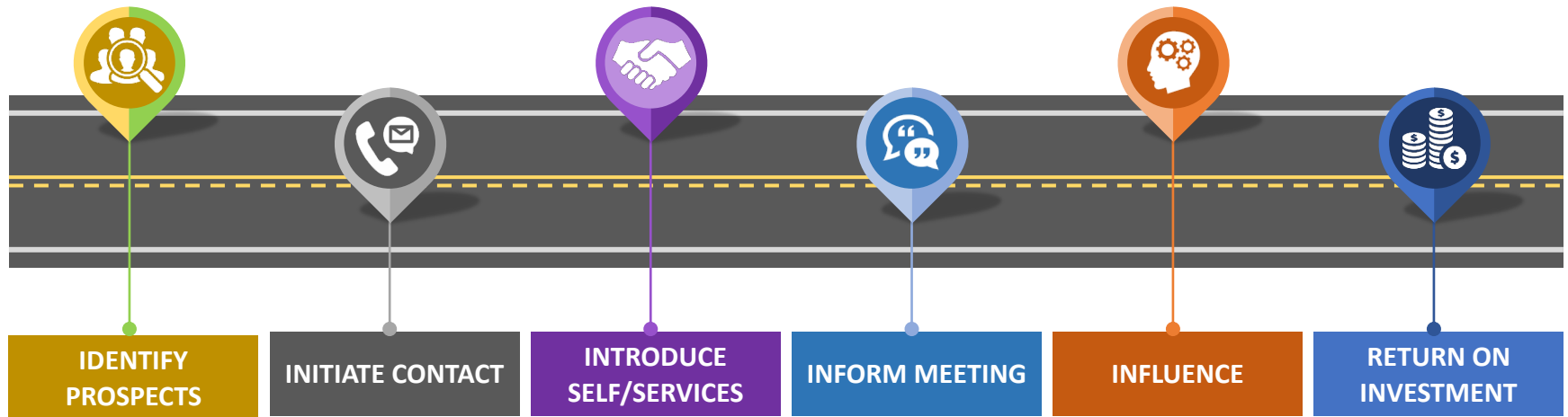
ICW
2021

هفته بین المللی

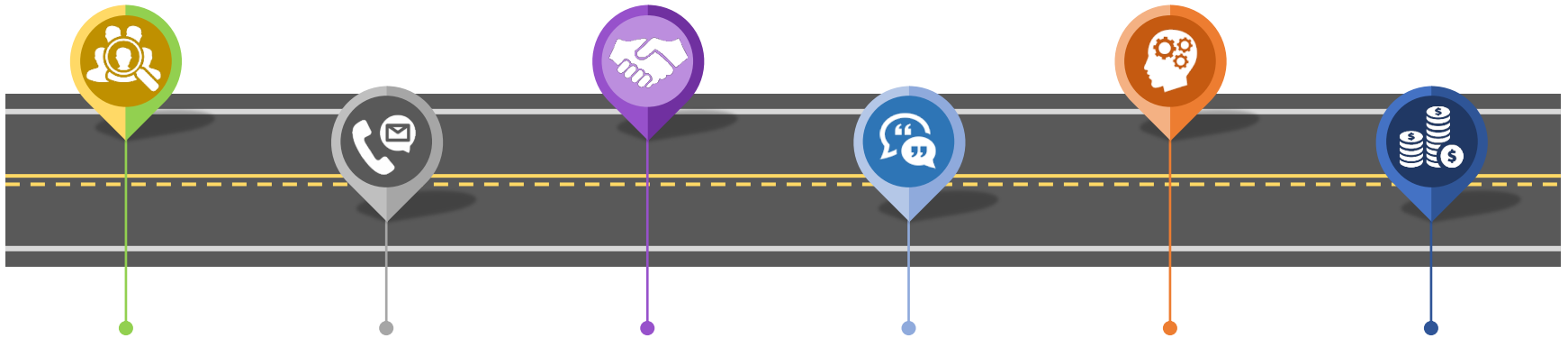
کوچینگ

۲۷ اردیبهشت تا ۲ خرداد سال ۱۴۰۰

Roadmap to Revenue™ Generation Overview



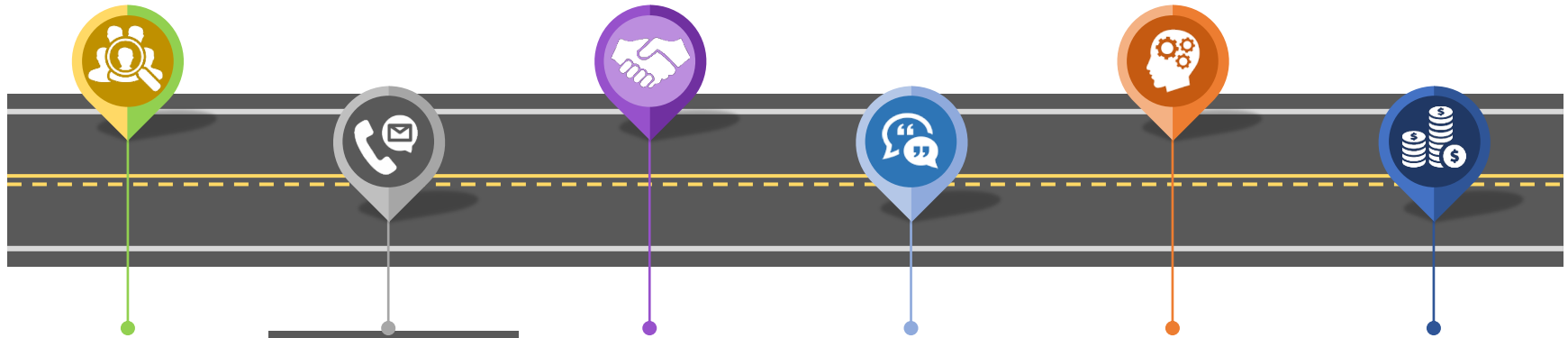
Roadmap to Revenue™ Generation: Prospects



IDENTIFY PROSPECTS

- Identify strategic partnerships, people and companies
- Who have a problem you can help them solve
- Have a budget
- Are the decision maker or influencer
- Have a sense of urgency
- Who trust you or can develop trust.

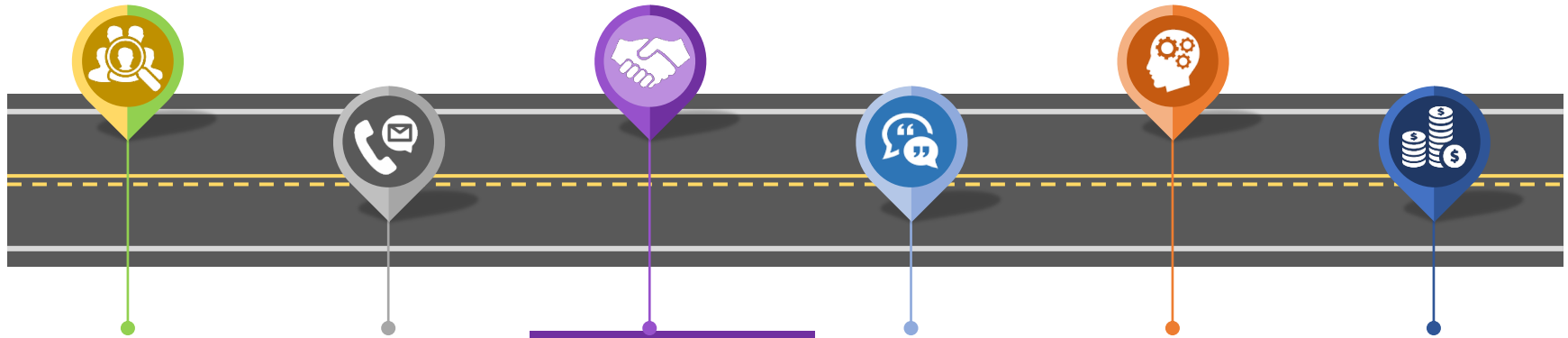
Roadmap to Revenue™ Generation: Contact



INITIATE CONTACT

- Phone Call
- Email
- Introduction by someone in your network
- LinkedIn
- Drop By
- Direct Mail
- Speaking Engagement
- Networking Event

Roadmap to Revenue™ Generation: Introduction

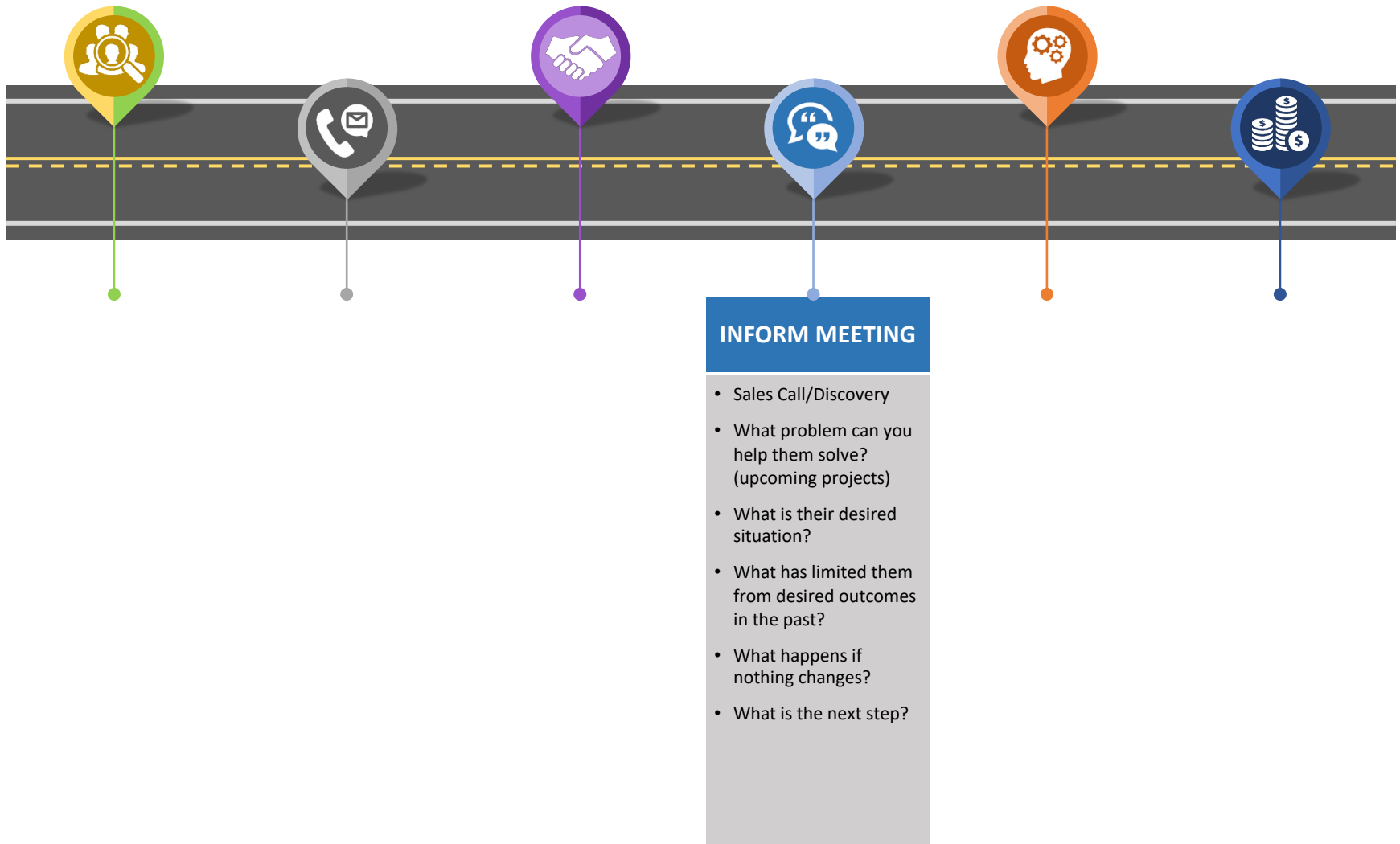


INTRODUCE SELF/SERVICES

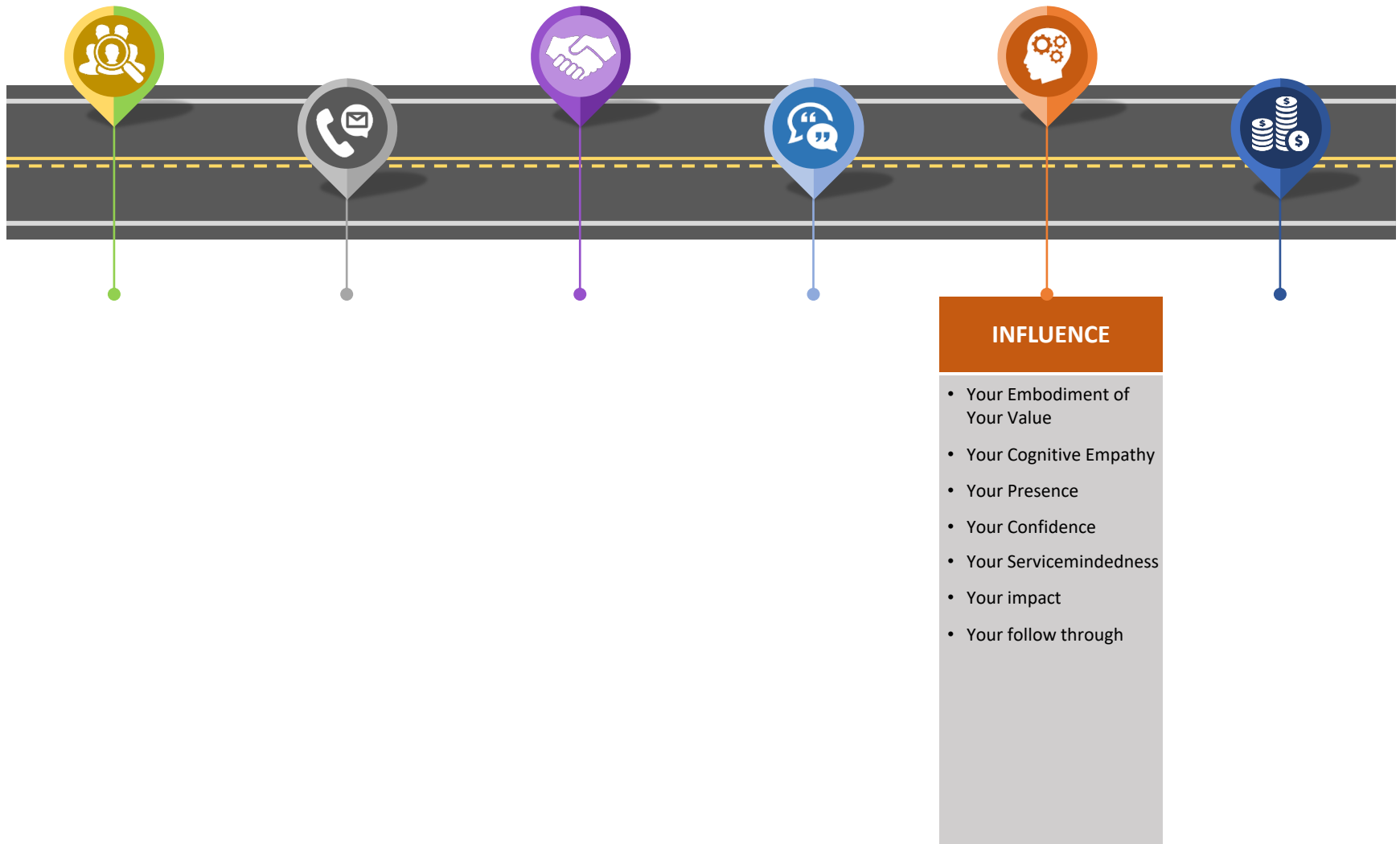
Value Proposition; LinkedIn Profile, Networking, Making Lead Generation Calls

- I partner with clients who want to improve their confidence & assertiveness.
- I partner with clients who want to optimize energy while maintaining life balance.
- I partner with companies who want to develop their leaders

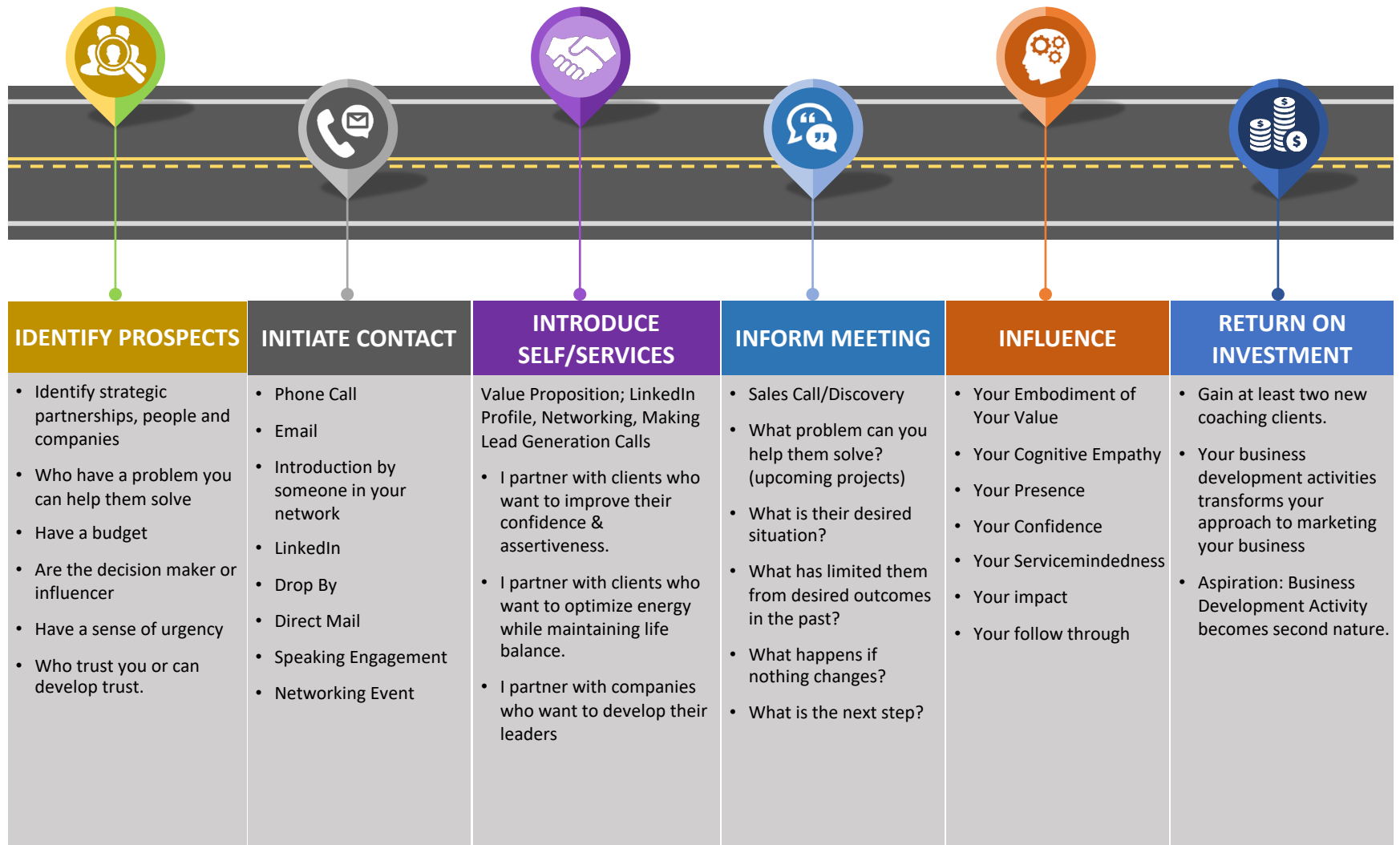
Roadmap to Revenue™ Generation: Meeting



Roadmap to Revenue™ Generation: Influence



Roadmap to Revenue™ Generation



Coaching Mindset

- Open
- Curious
- Flexible
- Client-oriented
- Helping people solve problems & achieve their goals & aspirations

Selling Mindset:

- Open
- Curious
- Flexible
- Prospect-oriented
- Solving people's problems and getting paid for your services.

TWO deeper Mindsets for Business Development

The **Self-Centric** Mindset

- **"It's all about ME."**

- What's in it for me?
- How do I get what I want?
- How do I protect myself?
- What will they think of me?
- How do I keep control?
- How can I look good?
- How do I win?
- When is it my turn?
- Where do I fit in?
- I...ME...MY

We tend to be our LESS-than-best or even our worst when we are thinking **self-centrally**.

The **Valuegenic** Mindset

- **"It's all about creating VALUE."**

Success in any worthwhile endeavor

Is not about the value you get, but rather, **the value you create**.

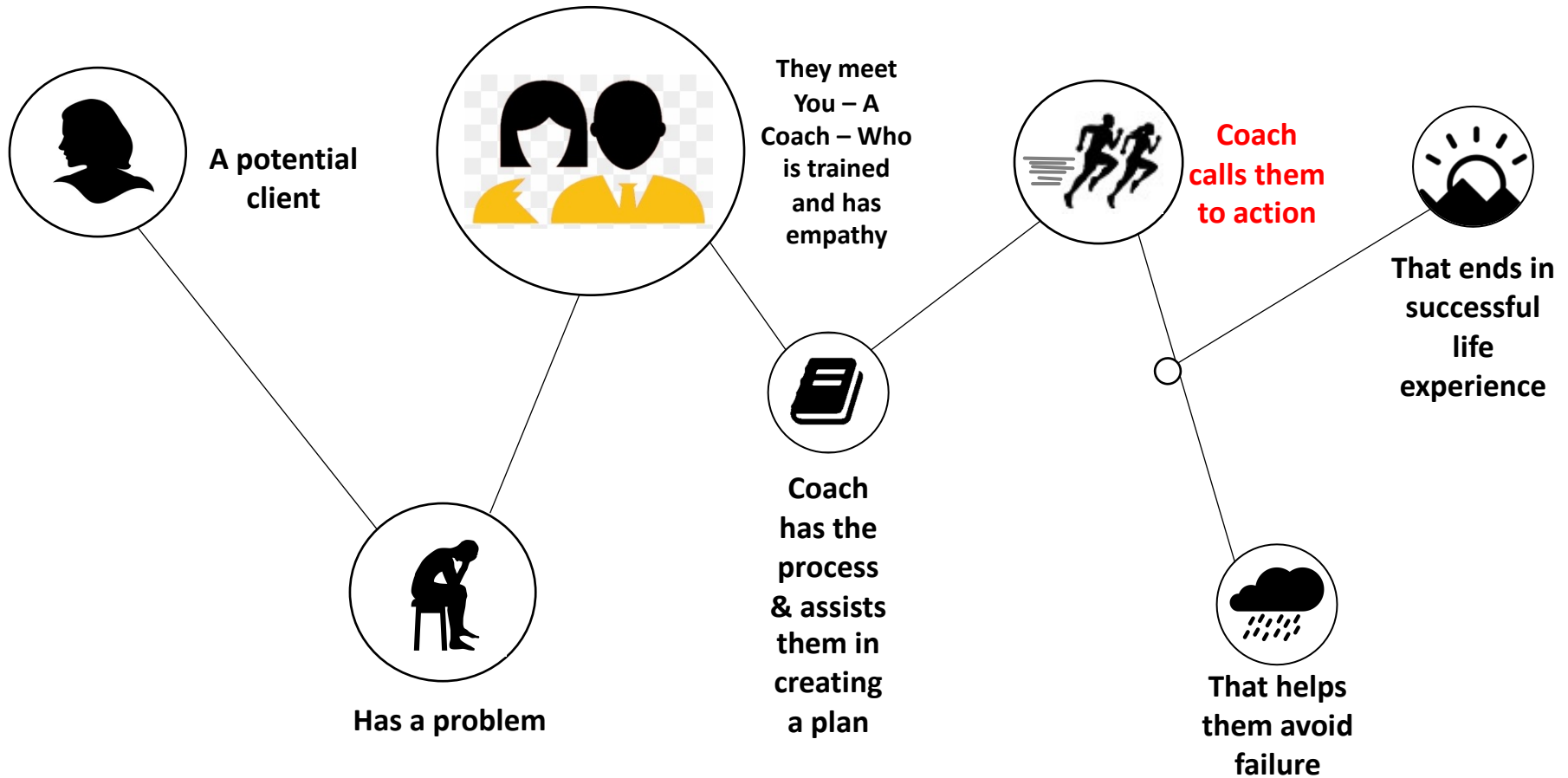
When we are conscientiously focused on **value creation**, we tend to...

- Connect to prospect's humanness
- Fear of promoting services goes bye-bye
- Discover what is most important to prospect
- Be more present
- Set more appointments and opening the relationship (close the sale) organically unfolds

Fixed Vs. Growth
Negative Vs. Positive
Scarcity Vs. Abundance
Authoritative Vs. Empowerment

Source: Axiogenics, modified by Connie Kadansky, Master Certified Coach

Roadmap to Successful Client Driven Sales (Storybrand/modified)



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