

FEARLESS PROSPECTING



Get out of your way
and into the game



What is the one thing that, if you did on a regular basis, would make the greatest positive difference in your business success?



The #1 barrier preventing me from initiating contact with people i can help is_____



SEMINAR GOAL

To increase the number of people you
can help and give you greater control
over your success

OBJECTIVES

Minimize self-imposed limitations currently getting in your way

Enhance your ability to create a positive prospecting mindset on demand

Establish effective routines that will keep you in the game

SEMINAR CONTENTS



PERFORMANCE PSYCHOLOGY



"A positive approach to helping individuals and teams perform at the upper range of their potential more consistently"

A tennis player in a blue shirt and white shorts is captured mid-air, jumping high to hit a backhand shot on a blue tennis court. The player's right arm is extended upwards, holding a tennis racket, while the left arm is also raised. The background is a clear blue sky. The title 'HUMAN PERFORMANCE' is overlaid in large, black, sans-serif capital letters, with a short horizontal line centered below it.

HUMAN PERFORMANCE

Anytime you harness your
energy and direct your focus to
achieve a desired outcome

A black and white photograph of a tennis court. A semi-transparent rectangular box is centered over the court, containing the text "THE INNER AND OUTER GAMES". In the background, a person is sitting on a bench on the left side of the court, holding a tennis racket. The court has white lines and a net in the center. The number "41" is visible on the right side of the court.

THE INNER AND OUTER GAMES

THE INNER GAME

“The inner game played against such obstacles as fear, self-doubt, lapses in focus, and limiting beliefs and self-imposed obstacles that prevent an individual from expressing their maximum potential.”

- Timothy Gallwey, The Inner Game of Tennis

LFG MISSION: CLIENTS

To provide excellence in service and innovative financial product design to help our clients reach their financial objectives.

LFG MISSION: ASSOCIATES

To enable you to reach your maximum potential, even beyond that which you currently believe is possible in all areas of your life.

PERFORMANCE WITHIN THE SALES CULTURE



CAREER MYTHS

Barriers to success



MYTH...

The most competent and hardest working get paid the most

TRUTH...

People who get paid the most are those who make their value visible

MYTH...

Good work will speak
for itself

TRUTH...

Your good work and the value
you bring others must be
recognized before it is rewarded

MYTH...


If you stay loyal, you can trust
that others will look after
your welfare

TRUTH...

You are the only one
responsible for your success

PROSPECTING

The mechanism by which
you control your success
in a sales culture

A black and white photograph of a person playing a trumpet. The person is wearing a dark suit and tie. The trumpet is in the foreground, and the person's hands are visible on the valves. The background is dark and out of focus.

CHARACTERISTICS OF GREAT PERFORMERS









Great performers lean into their fears and self-doubts

$$p = p - 1$$

PROSPECTING POTENTIAL

- View of selling
- Belief in ability
- Personal values
- Sense of worthiness
- Belief in product



PROSPECTING INTERFERENCE





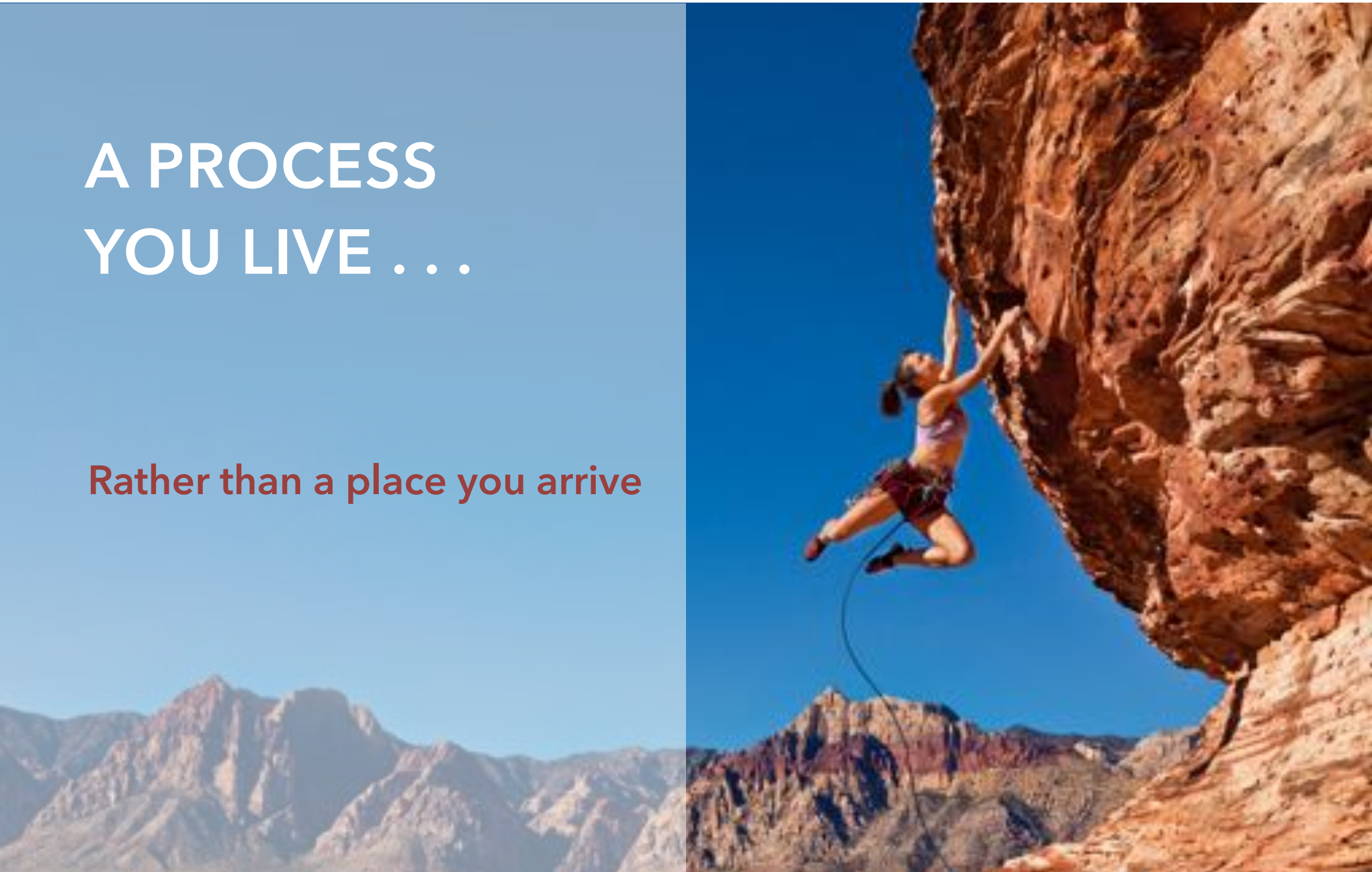
HIGH-PERFORMANCE IN AN (IM)BALANCED WORLD

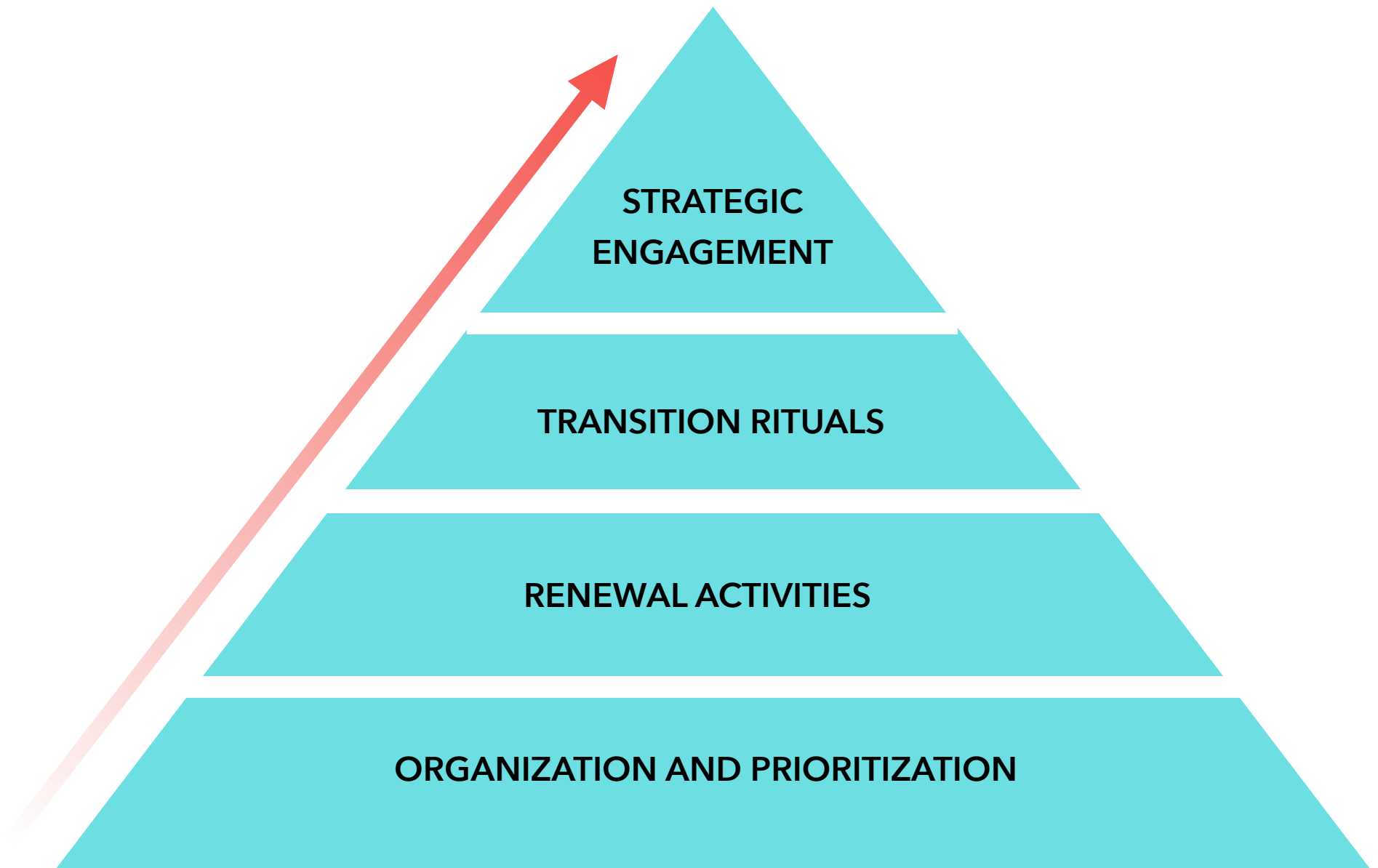


Consistently performing
at the upper range of
potential in all areas of
your life and over a long
period of time

A PROCESS YOU LIVE . . .

Rather than a place you arrive



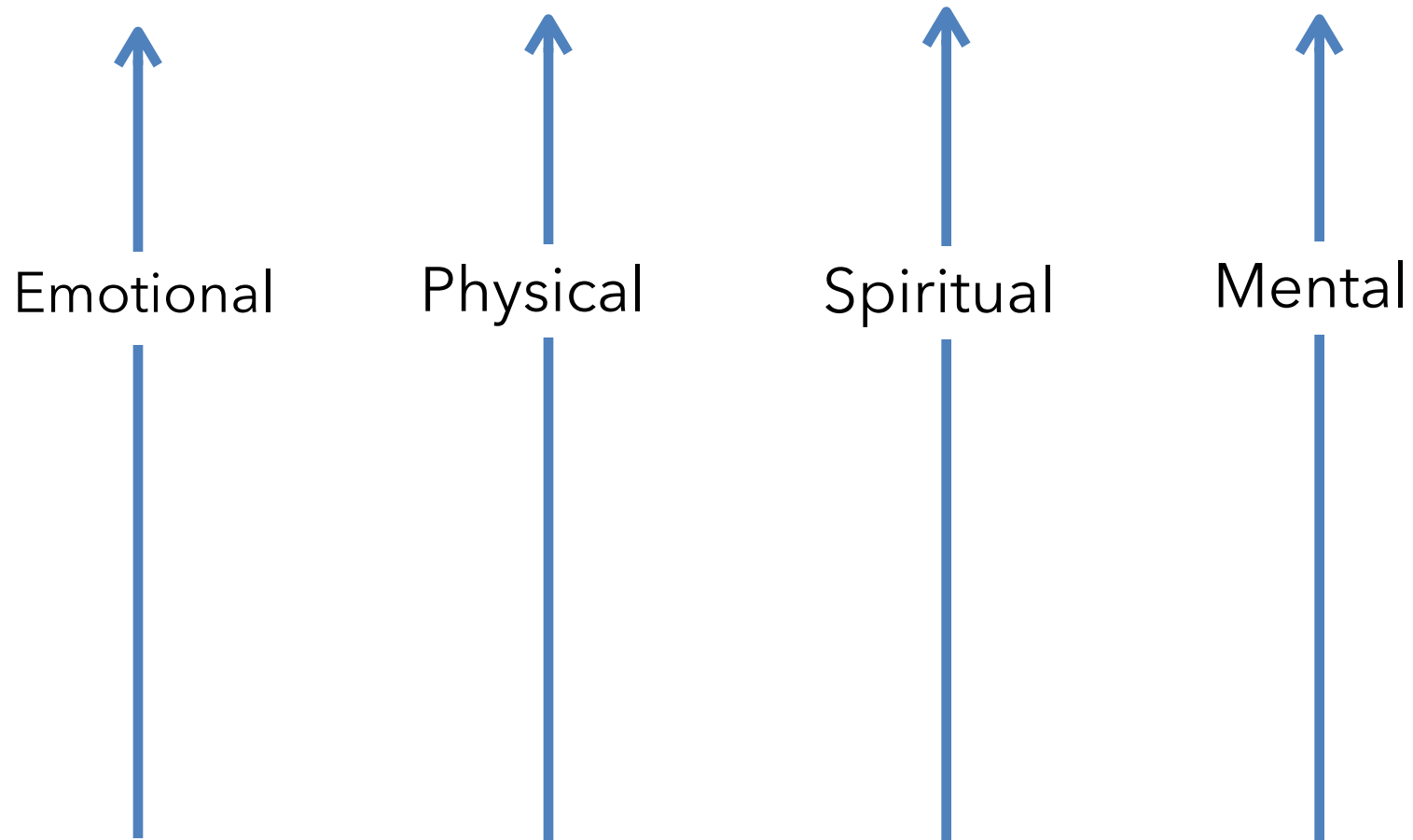


STRATEGIC ENGAGEMENT



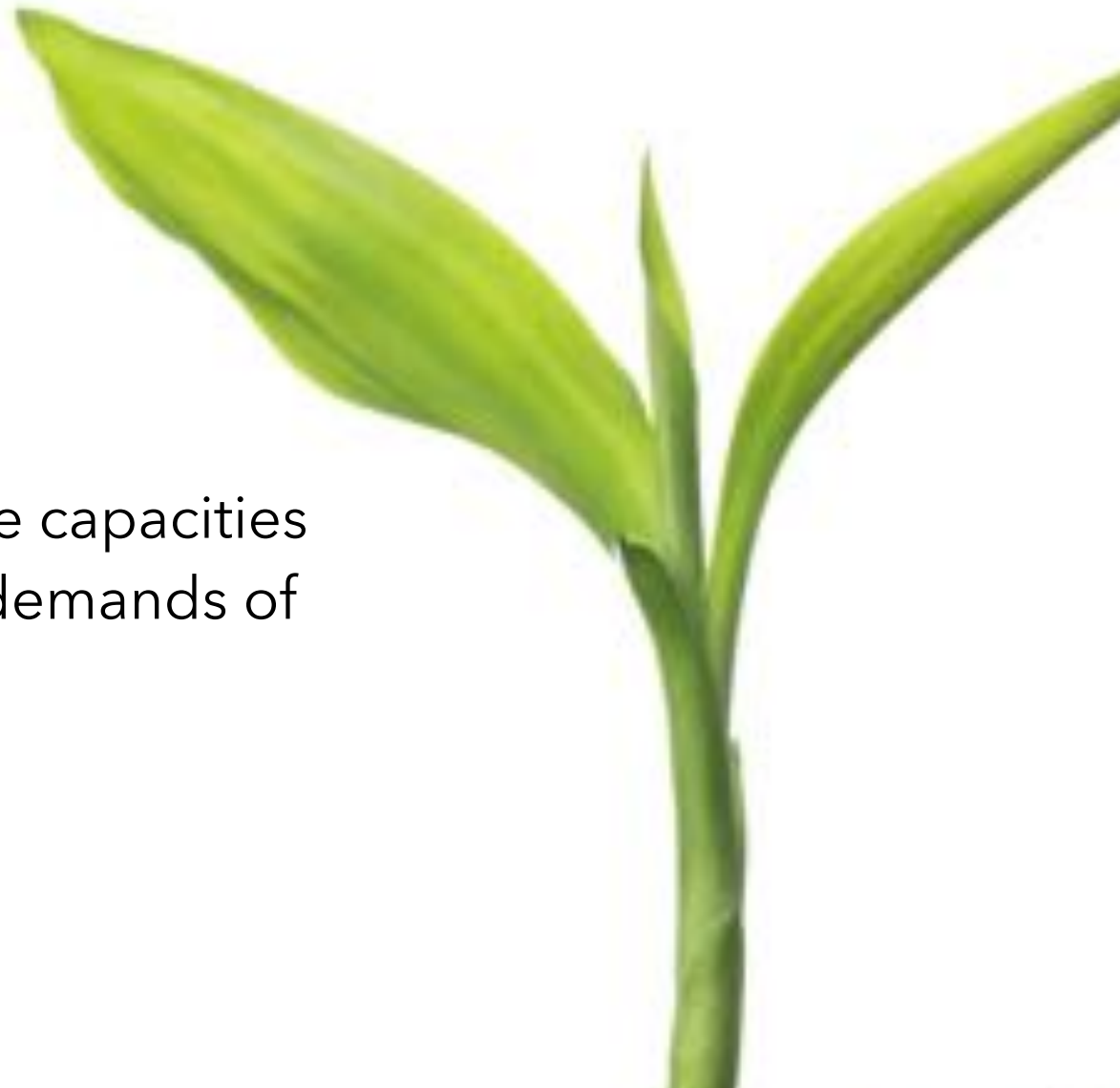
Where our most effective
performances and most
meaningful experiences happen

TRANSITION RITUALS



RENEWAL ACTIVITIES

Re-energizing the core capacities
needed to meet the demands of
your life



ORGANIZATION

Executing around priorities



“Life maybe one damn thing after another, but it doesn’t have to be the same damn thing over and over again.”

... Rick Carson, Taming Your Gremlin



GETTING OUT OF YOUR WAY

Understanding the Reluctant
Mindset

Reluctant Mindset

- Motivation to prospect
- Goal achievement level
- Emotional discomfort

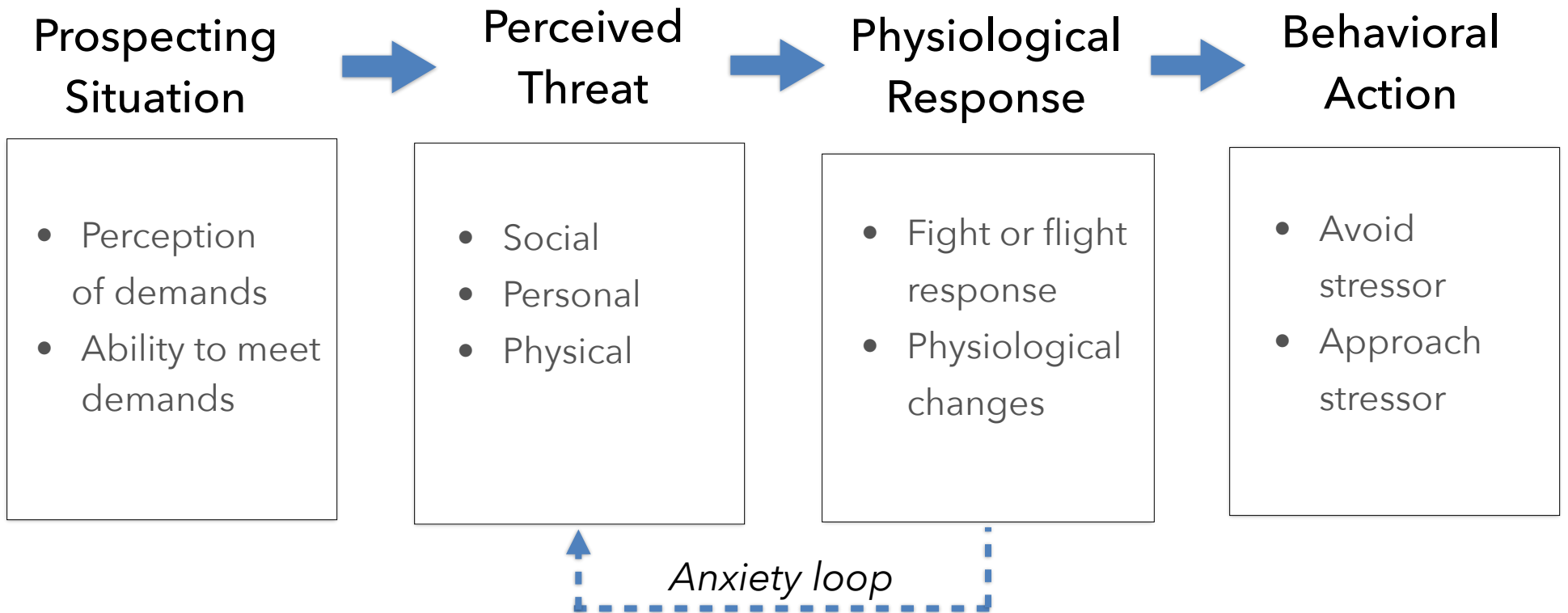


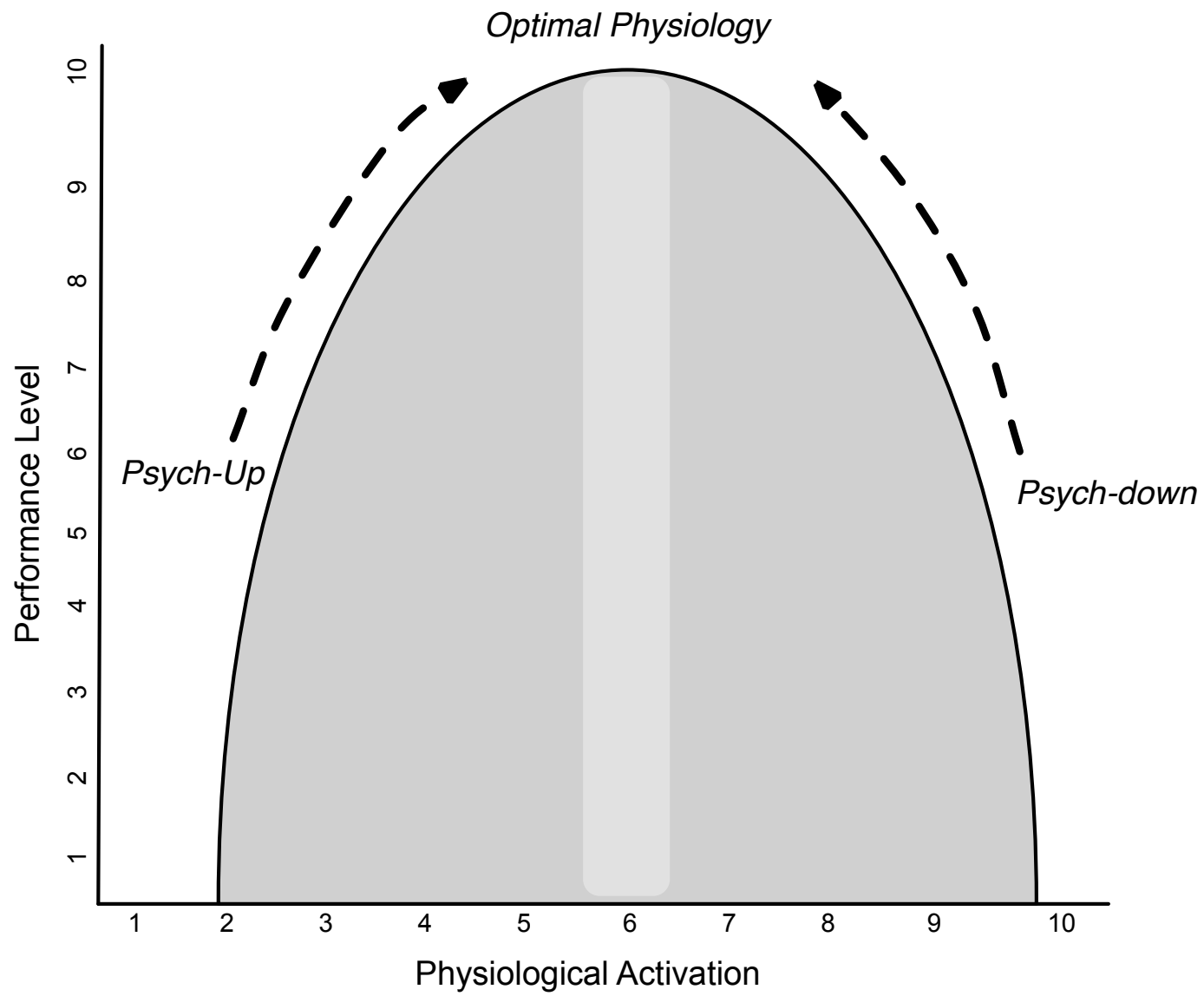
G.W. Dudley & S.I. Goodson

“The thick-skinned fearlessness expected in sales people is more fiction than fact. It turns out that many salespeople are struggling with a bone-shaking fear of prospecting. This fear tends to persist regardless of what they sell, how they have been trained to sell it, or how much they personally believe in the product’s worth.”

WHERE DOES FEAR COME FROM?

Performance Anxiety





Sales Call Reluctance

“The emotional hesitation to initiate contact with prospective buyers or clients in a sufficient number to support career goals. . . can keep motivated, goal-directed individuals from earning what they are worth.”

- *G.W. Dudley & S.I. Goodson*

SPQ-Gold Assessment

The twelve faces of sales
call reluctance



The background of the slide features a dark, textured surface with a grid of semi-transparent icons. These icons include stylized human figures in various colors (purple, yellow, orange) and speech bubbles, suggesting a theme of communication or social interaction. The overall aesthetic is modern and abstract.

SPQ Marker Behaviors

A photograph of a golf course green with a hole in the center. Several white golf balls are scattered across the green, some near the hole and others further away. The grass is a vibrant green, and the background is slightly blurred, showing more of the golf course.

YOUR SPQ-GOLD REPORTS

SPQ'GOLD®: The Sales Call Reluctance® Scale

Graphical Summary Report At a Glance

1 **Filters**
Three scales to measure test-taking attitudes and emotional "noise" that can influence test interpretation.

2 **"Imposters"**
Three scales to measure (or better) productivity roadblocks separate from sales call reluctance.

3 **Brake/Accelerator**
Overall estimate of total sales call reluctance[®], energy diverted to coping rather than prospecting.

4 **The Twelve Faces of Sales Call Reluctance[®]**
Model-level behavior patterns that keep salespeople from comfortably and consistently initiating contact with prospects.

SPQ'GOLD® The Call Reluctance® Scale

Subsidiary-level Product
1000 Specialty Items from 100
Sales Team Items



A **Context Group**
Industry or professional average for comparison purposes.

B **Color Codes**
See at a glance whether a score is within optimal limits without memorizing score ranges.

Only Effect on Prospecting



YOUR TARGET BEHAVIORS



Your Gremlin

"Your Gremlin is not your negative thoughts and traumatic past experiences. He's not your fears, regrets, or self-limiting concepts. He's the one who uses them to create elaborate cinematic works suited to your own vulnerabilities."

- Rick Carson, *Taming Your Gremlin*

Gremlin Characteristics

- Main purpose is to make to make you feel small, scared, and miserable
- Wants you to believe primary purpose is to serve and protect you
- Uses negative past experiences and future projections to keep you in your place
- Is the main source of negative chatter in your head

Your Gremlin wants you to feel . . .

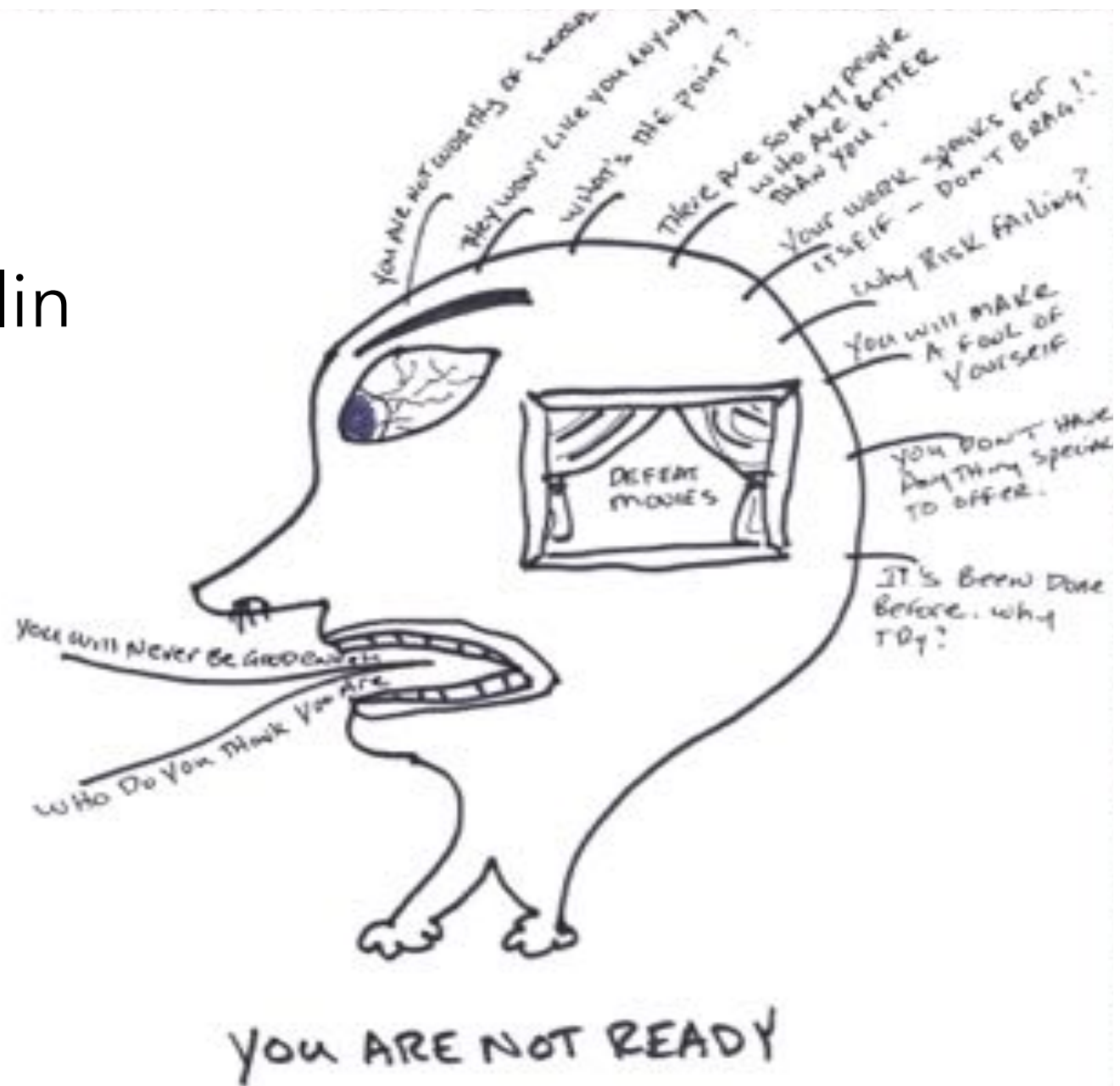
- Shame
- Guilt
- Hopeless
- Fear
- Self-doubt



TAMING YOUR GREMLIN



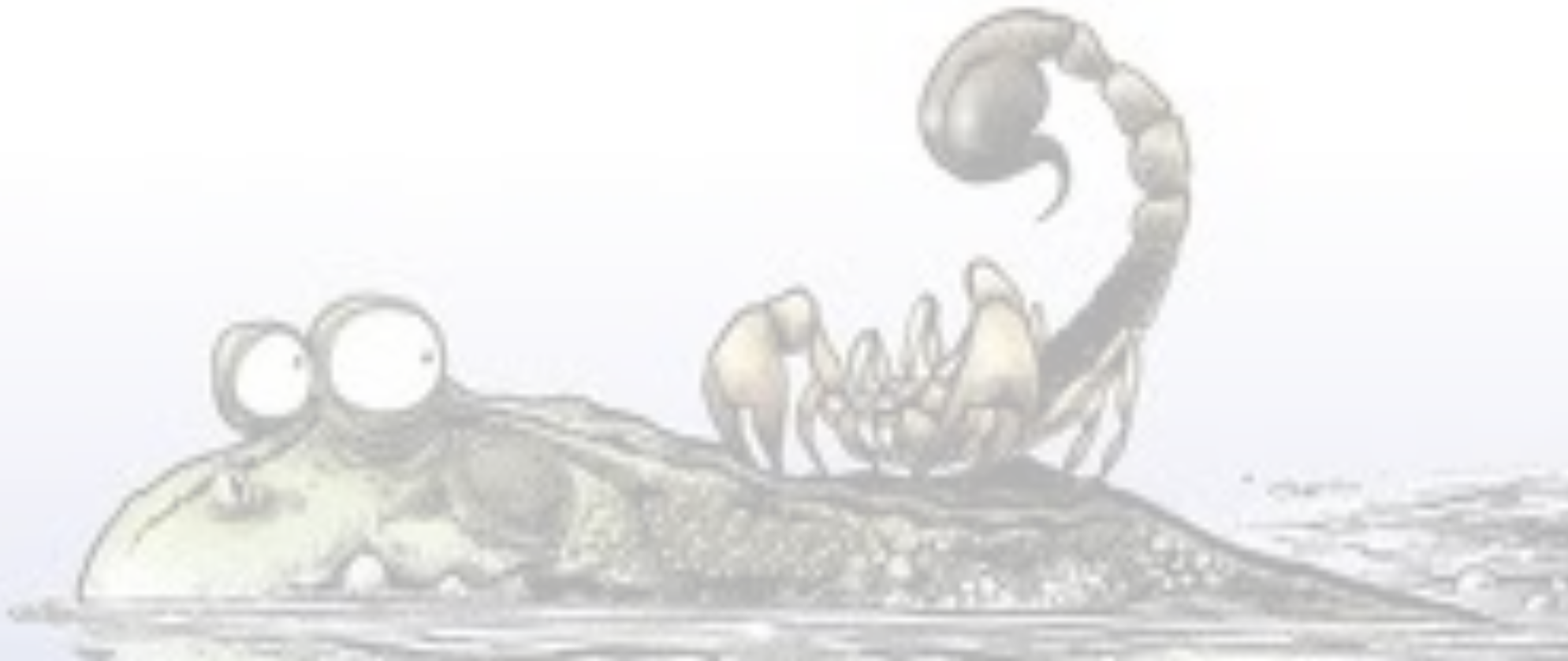
My Gremlin



GROWING YOUR GUARDIAN



THE FROG AND THE SCORPION



"You have made some mistakes and you may not be where you want to be... But that's got nothing to do with your future."

- Zig Ziglar

A white golf ball is positioned in the center of the frame, resting on a lush green golf course. In the background, a red flag is visible on a distant green, set against a clear blue sky with scattered white clouds. The foreground is filled with vibrant green grass, some of which is slightly out of focus, creating a sense of depth.

GETTING IN THE GAME

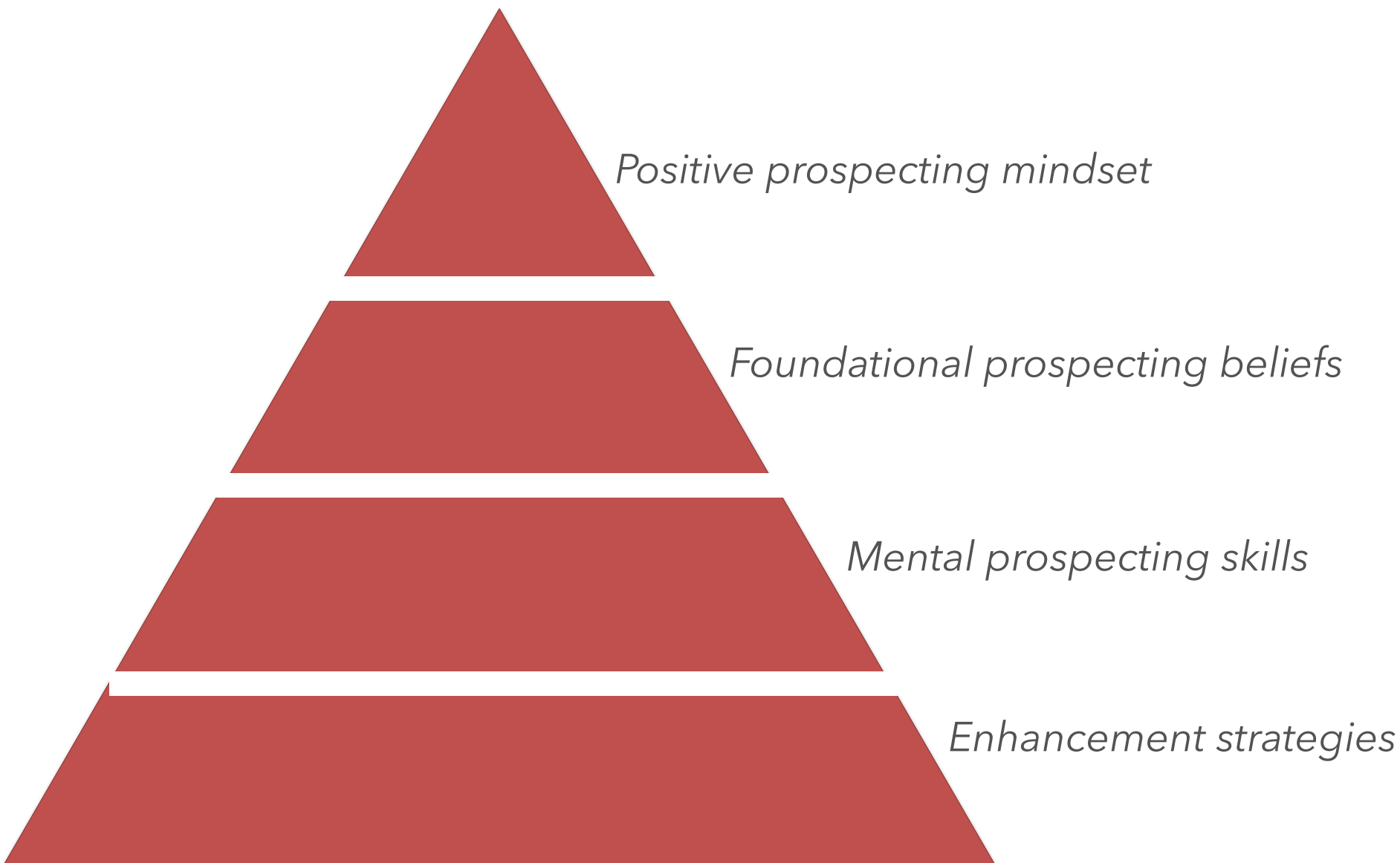
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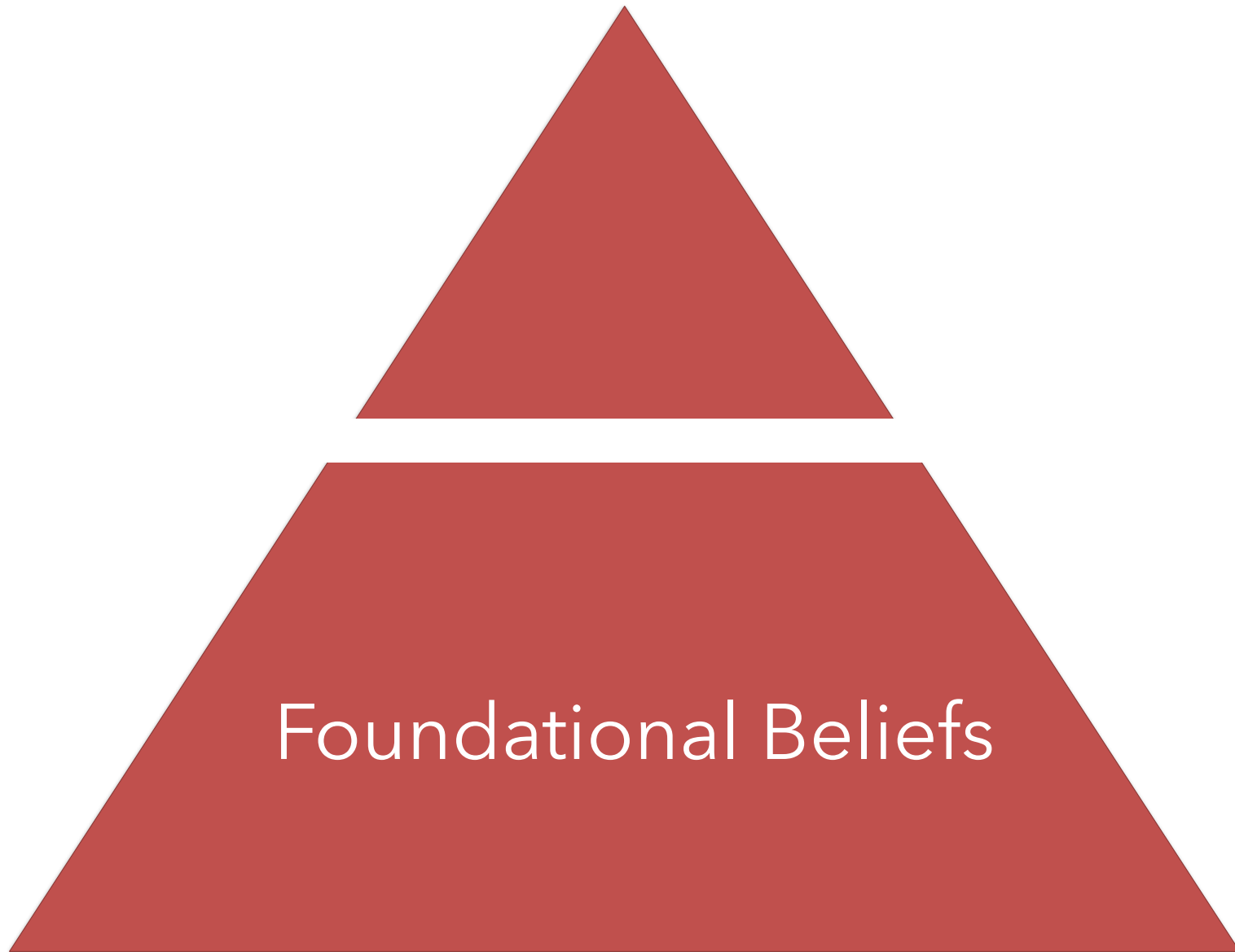
Creating a Positive
Prospecting Mindset



A POSITIVE PROSPECTING MINDSET

Is not a personality trait





Foundational Beliefs

Prospecting isn't personal...

It's Performance





Prospecting is about managing discomfort
... not eliminating it

A photograph of two people climbing a large, dark rock. The person at the top is reaching down to help the person at the bottom. The background is a clear blue sky. The image is used as a background for a presentation slide.

The prospecting process
is the product

Strengths impact prospecting
outcomes more than weaknesses



Facts are necessary
for solid prospecting
decisions



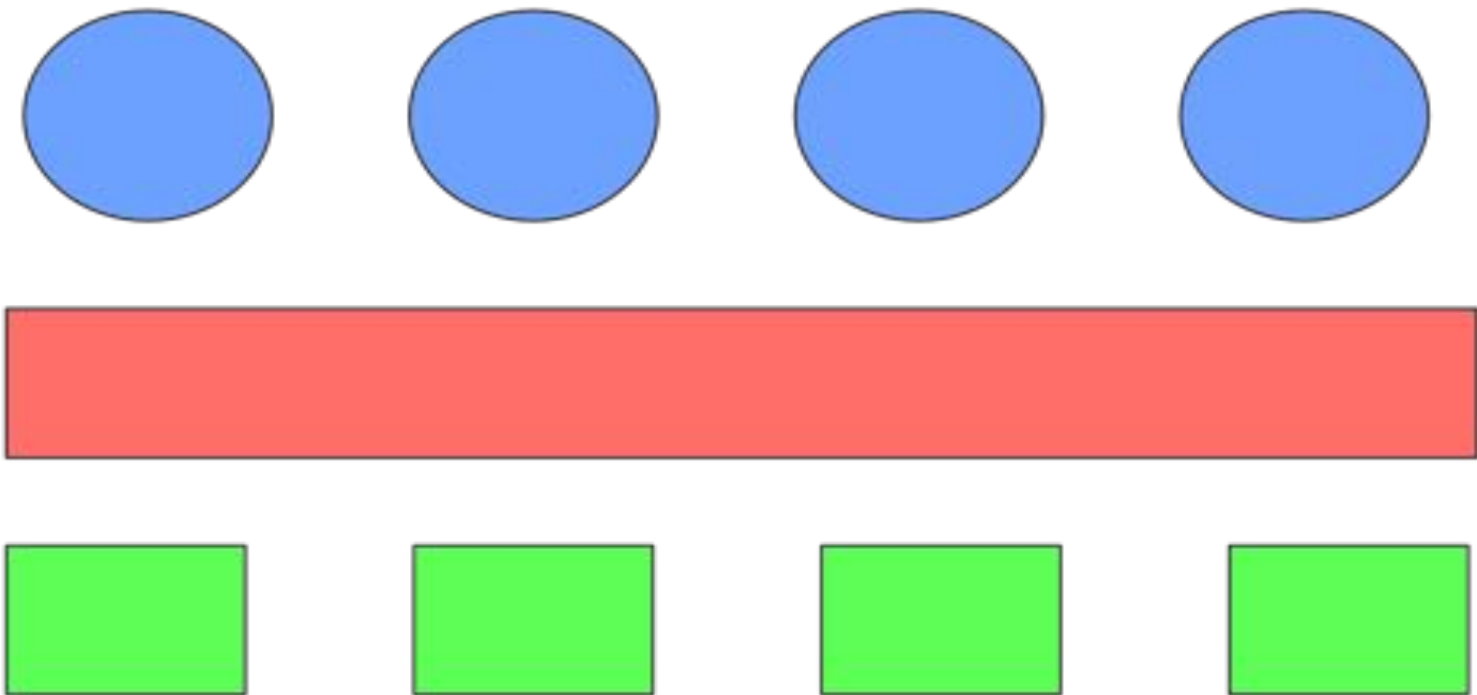





THE PERFORMANCE GOAL

*To let go of conscious control
over correctness and trust
what you already have*

Performance Layers



A male golfer is captured in the middle of a golf swing, viewed from the side. He is wearing a black short-sleeved shirt, black trousers, and a black baseball cap. His left hand is wearing a white golf glove. He is holding a golf club with a silver shaft and a green head. The background is a blurred, light-colored outdoor setting.

When great
performers stop
trusting

They stop being
great performers

The background image is a composite. The top portion shows a person's legs and feet in mid-air, having just jumped from a dark, rocky ledge. The bottom portion shows a hiker standing on a rocky path, looking out over a vast, hazy mountain range. The text is centered over the lighter, hazy part of the image.

Courage

The will to act in the
face of your fear or doubt

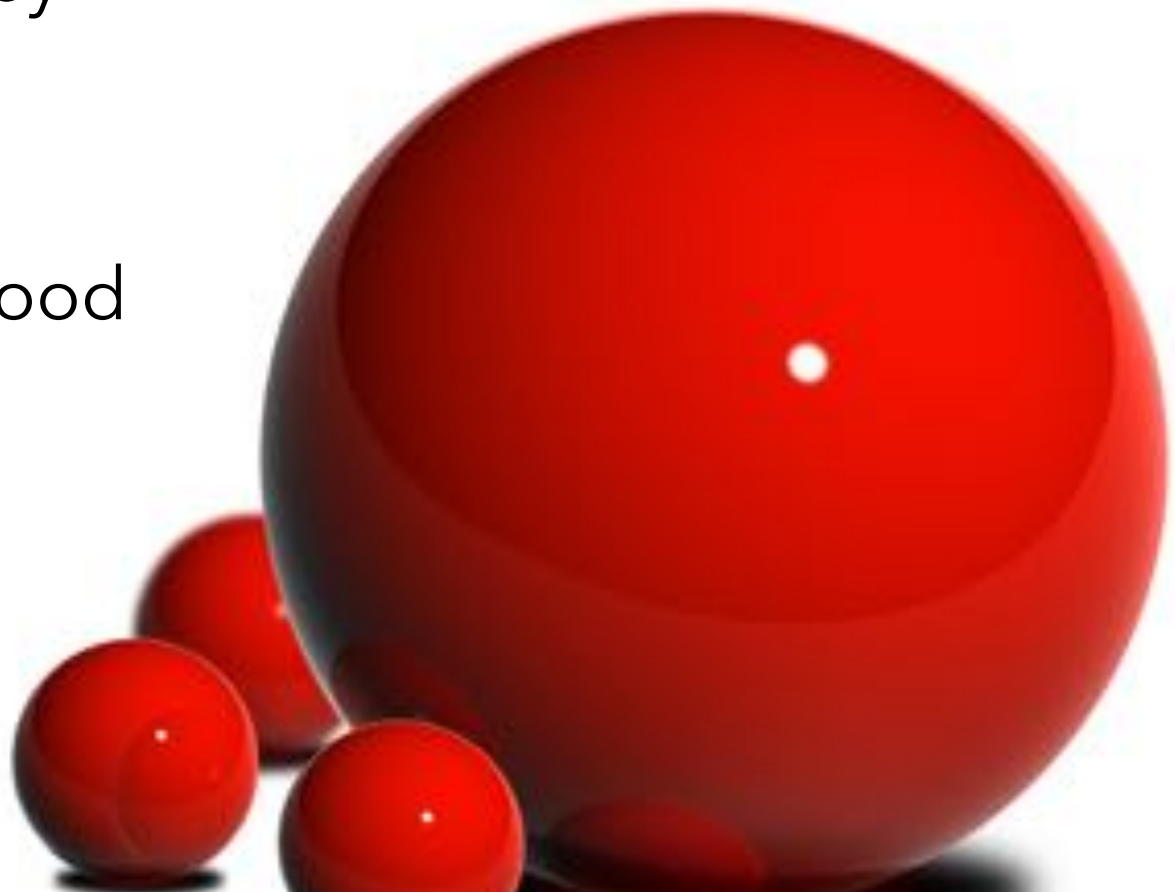
A muscular man is shown from the waist up, in a plank position. He is shirtless, wearing blue athletic shorts, and is looking directly at the camera with a focused expression. His hands are resting on two black dumbbells on a light-colored floor. The background is a dark, textured concrete wall. A semi-transparent grey rectangular box is overlaid on the image, containing the text.


Growth never takes place when
you are comfortable

ACCEPTANCE

Perceiving things as they
are...

without judgment as good
or bad

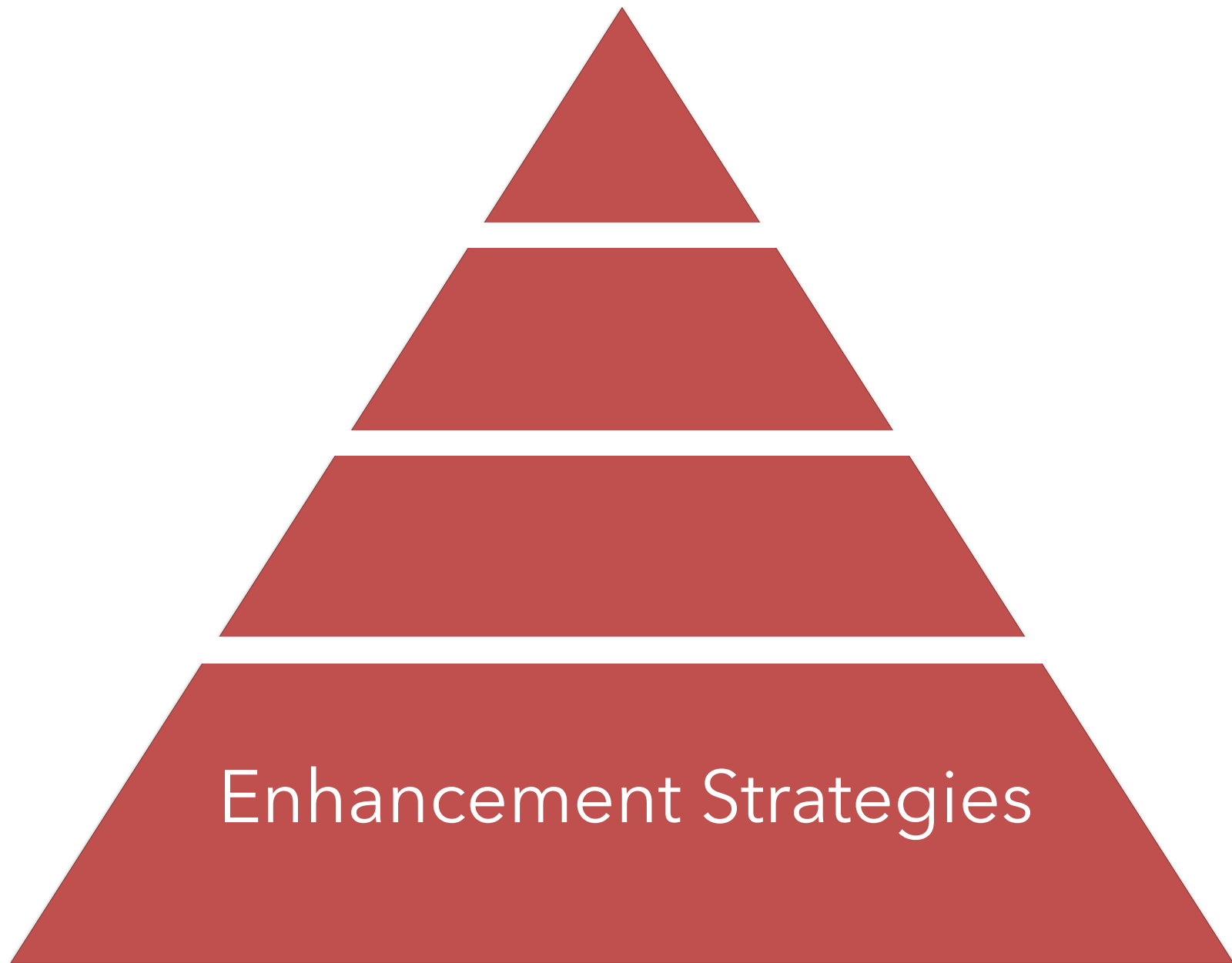




"Tune the world out
and your client in."

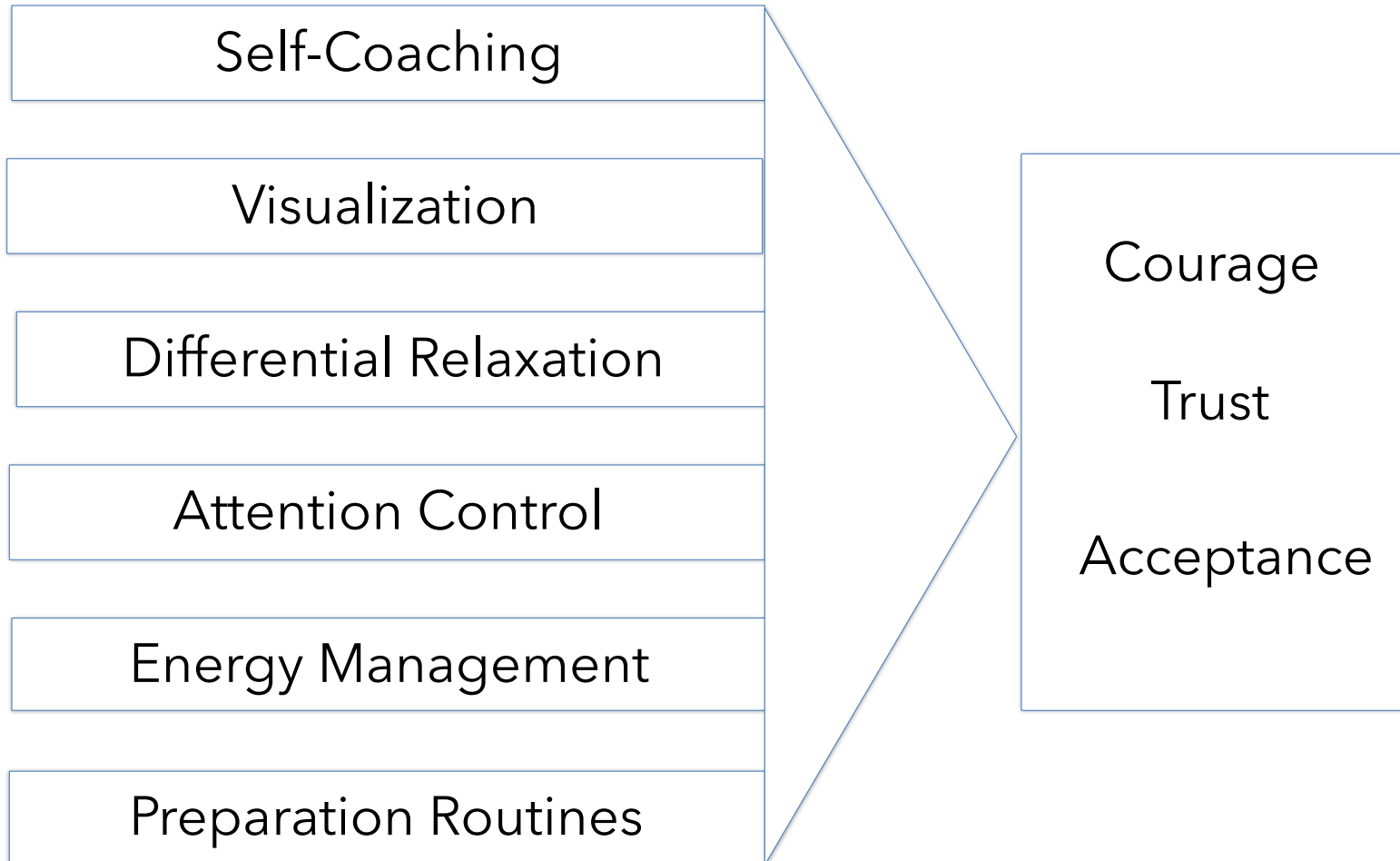
"Hold eye contact and
listen to how they feel."

- Ron Willingham, *"Integrity Selling"*



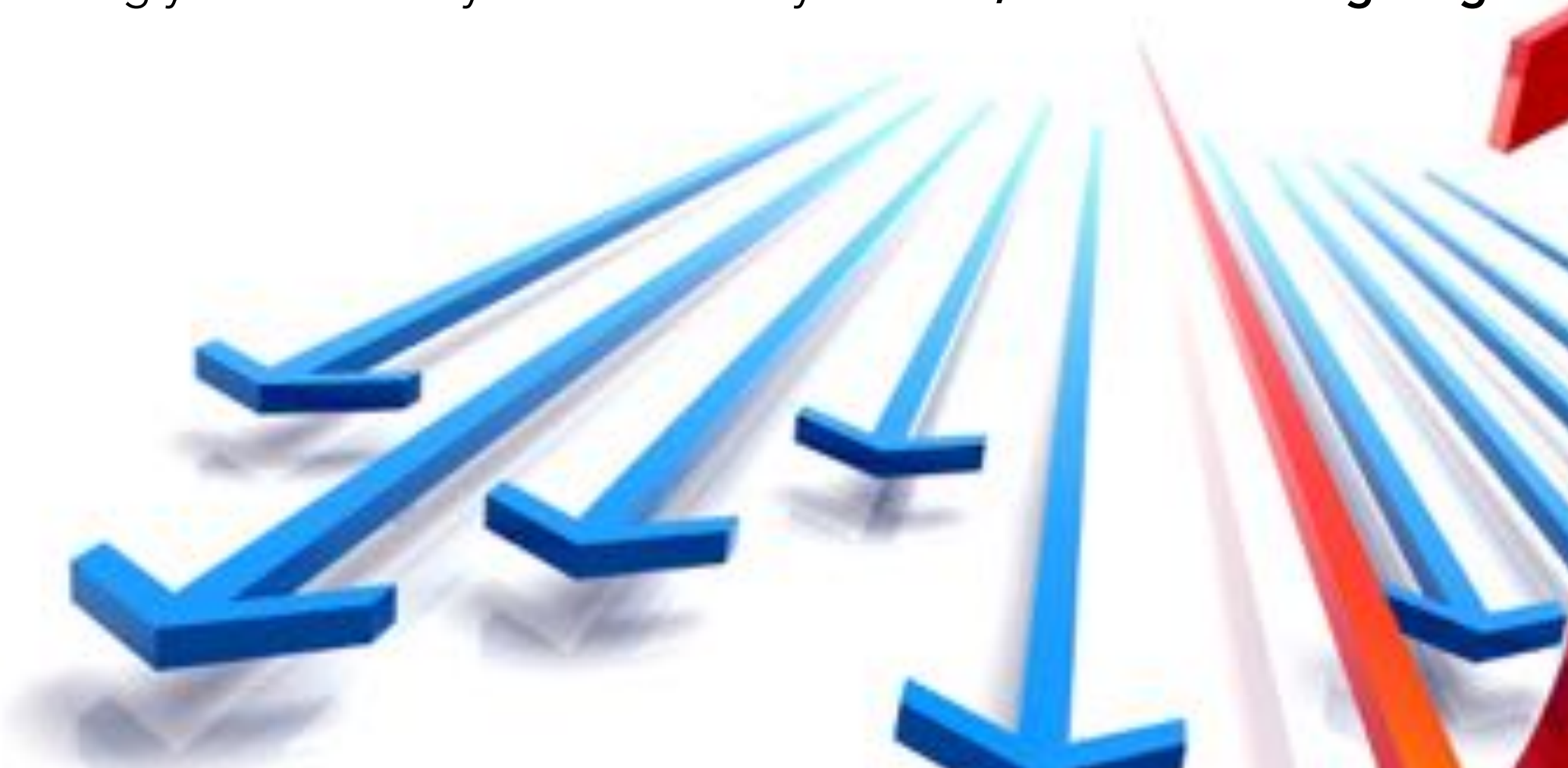
Enhancement Strategies

Enhancement Strategies



Self-Coaching

Giving yourself what you need to stay **Positive, Focused** and **Fighting**



Self-Coaching Strategies

- Monitor self-coaching
- Use values-based affirmations
- Reframe your Gremlin fears

Proactive Affirmations

- *"I can do this."*
- *"I am responsible for the energy I bring to this call ."*
- *"I am choosing discomfort over resentment."*
- *"I will Let myself be truly seen."*
- *"What I have is good enough, I don't need to do anything special."*
- *"I create value for others, and enjoy higher rewards."*
- *"I will not be afraid; I will not be discouraged, for the Lord my God will be with me wherever you go."*

Gremlin Reframing

- *"What am I afraid of?"*
- *"What is the worst thing that can happen?"*
- *"For what am I grateful?"*
- *"How can I make this an adventure?"*
- *"How is this an opportunity?"*
- *"What do I have to lose??"*



Visualization

Creating vivid performance enhancing images

Visualization Strategies

- Use mental rehearsal to program subconscious
- Write a performance script

Performance Script

a sensory rich description of playing great



The background of the slide is a deep blue color with a pattern of concentric, slightly blurred ripples emanating from the center, resembling water droplets on a calm surface. The ripples are more pronounced in the upper half of the image and fade into the solid blue background towards the bottom.

Differential Relaxation

Detecting and releasing tension

Relaxation Strategies

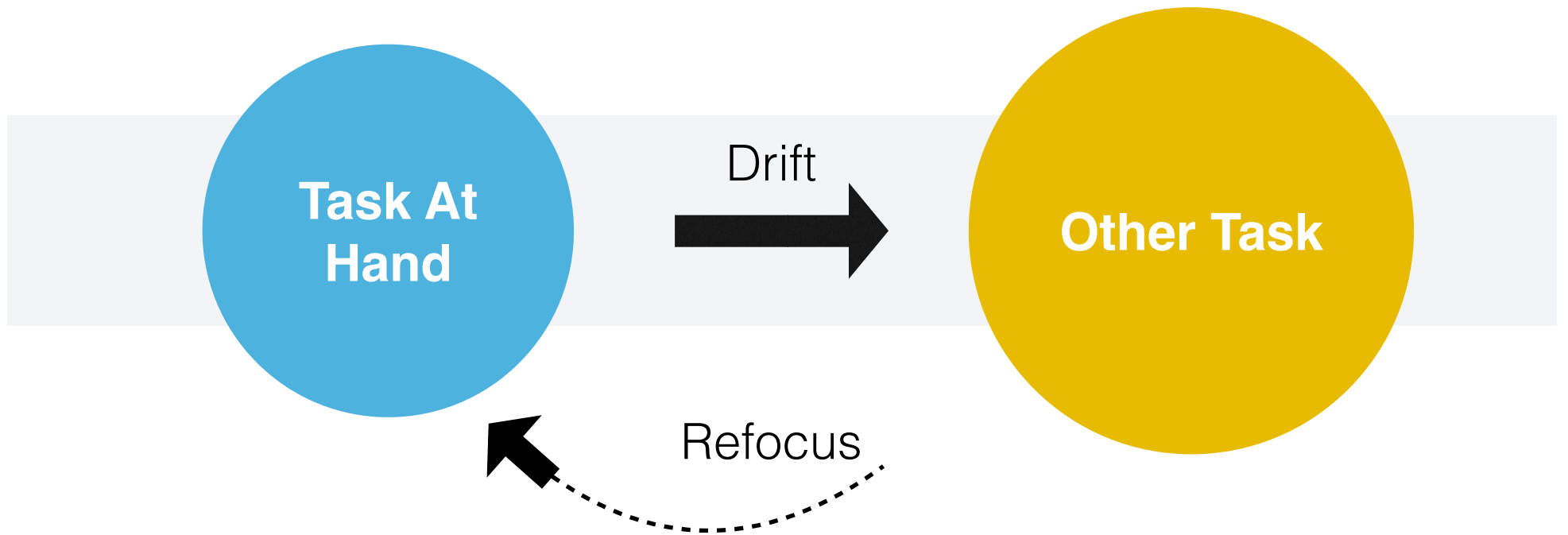
- Deep breathing
- Progressive relaxation
- Targeted relaxation



Attention Control

Focusing and
refocusing on task
relevant cues

Refocusing Attention



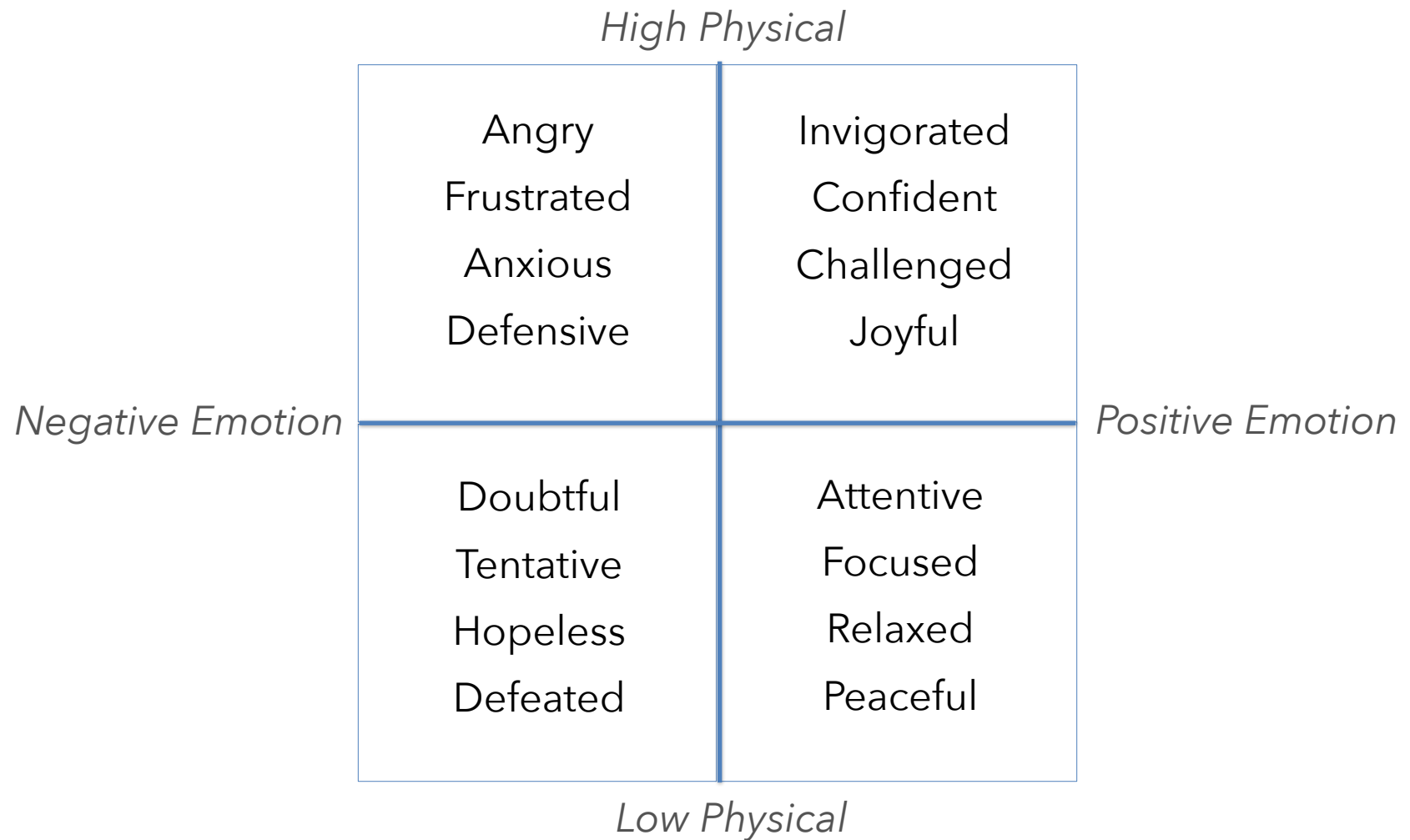


Energy Management

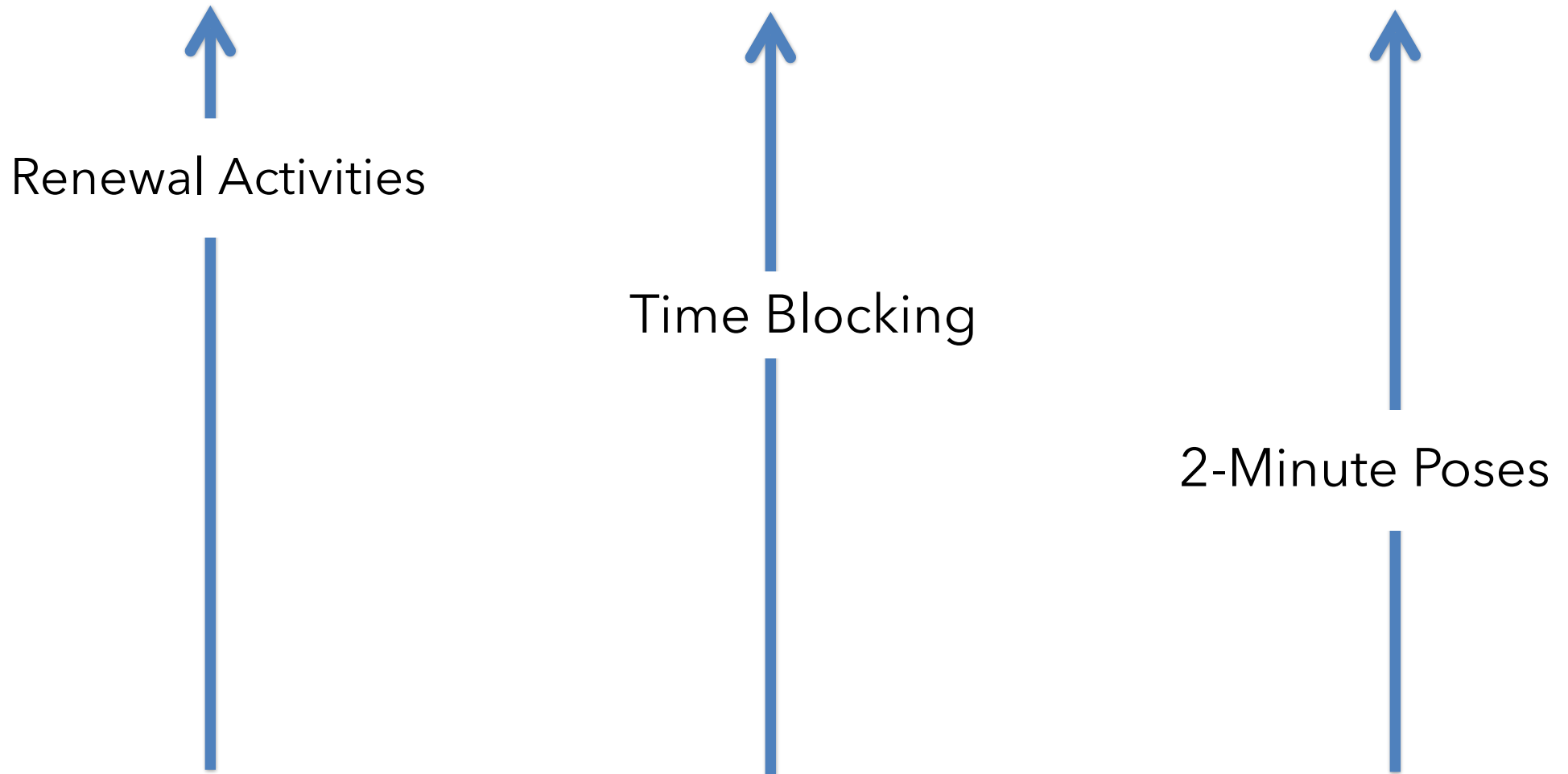
Creating positive emotion on demand



Energy Quadrants



Energy Management Strategies



2-minute Power Poses



A male sprinter is captured in a starting crouch on a red running track. He is wearing a blue and yellow athletic uniform with the number 5 on his leg. His body is low to the ground, and his arms are extended forward, ready for the start of a race. The background is a blurred green field.

Preparation Routines

Mentally and emotionally preparing to engage in the present task

Sales Call Routine

RESPOND



REFOCUS



READY



RELEASE

Give yourself what you need to stay positive, focused and fighting.

Mentally and emotionally prepare for THIS call.

Muster the courage to be open, present and trusting.

Let go of conscious control over correctness. Trust what you already have inside you.

Improving Mental Skills





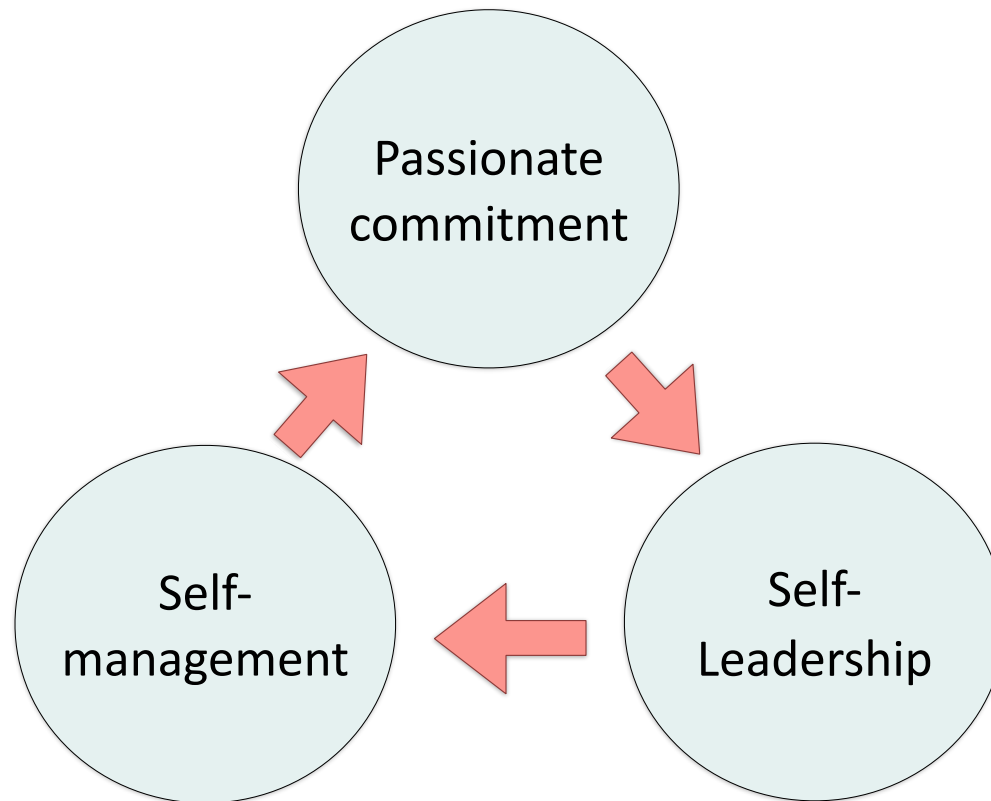
High-Performance Journals

STAYING IN THE GAME

Leading and managing
yourself in a high-
performance culture



THE HIGH-PERFORMANCE LOOP





PASSIONATE COMMITMENT

... to helping others

The background of the slide features a dark, navy blue field. In the lower-left quadrant, there are several flowing, wavy lines of a lighter blue color, resembling light trails or smoke. These lines curve and sweep across the bottom of the frame, adding a sense of motion and depth to the otherwise static background.

PASSION LOOKS LIKE
DISCIPLINE FROM THE OUTSIDE

... But feels very different on the inside



Passion to be a person
of integrity





Integrity gives you
credibility

Credibility gives you
influence

The image features two large, leafy green trees standing on a grassy field. Below the ground line, their extensive root systems are exposed, showing a complex network of brown roots spreading out in the dark soil. The background is a clear blue sky with light clouds. A semi-transparent white rectangular box is centered over the image, containing the text "Interpersonal Integrity".

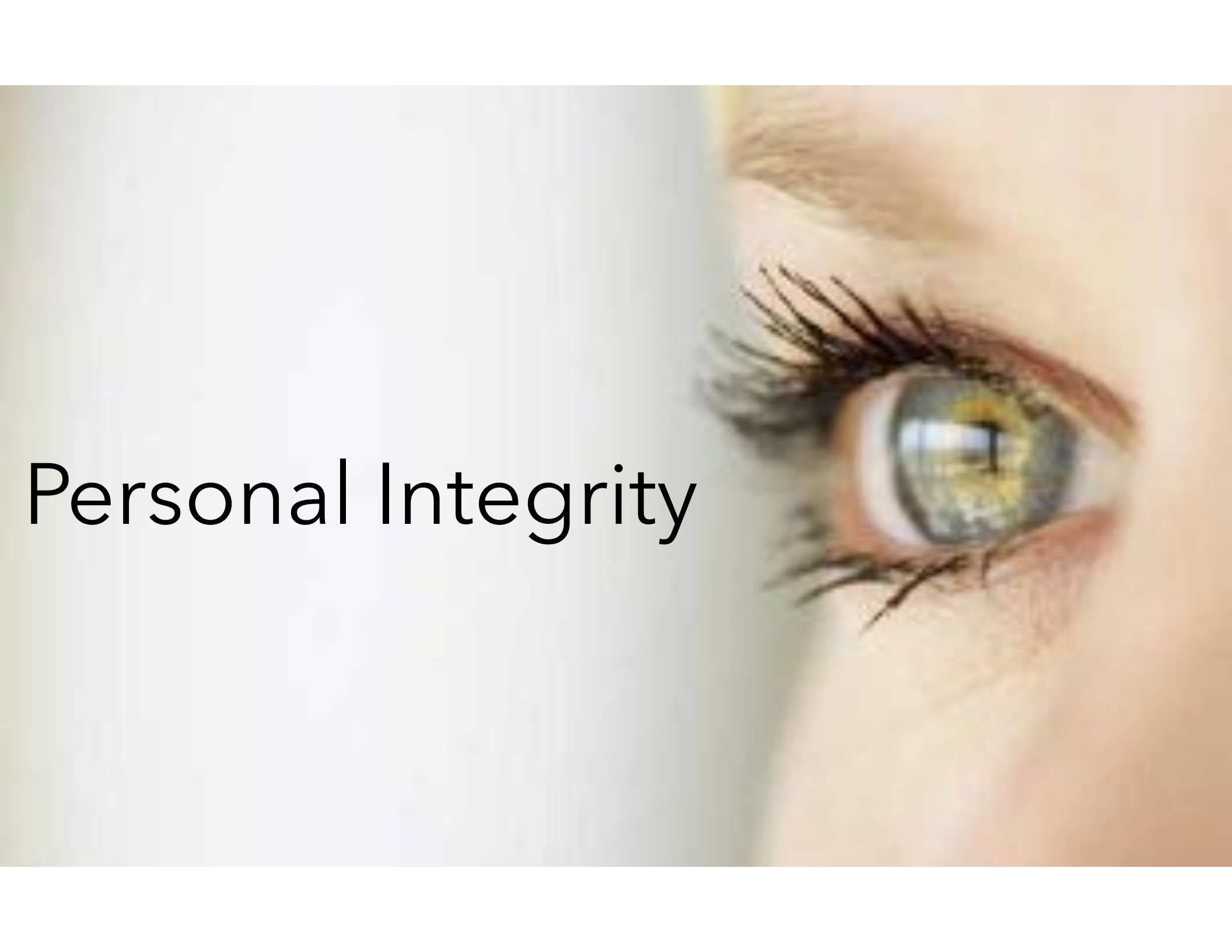
Interpersonal Integrity

Authentic

Ethical

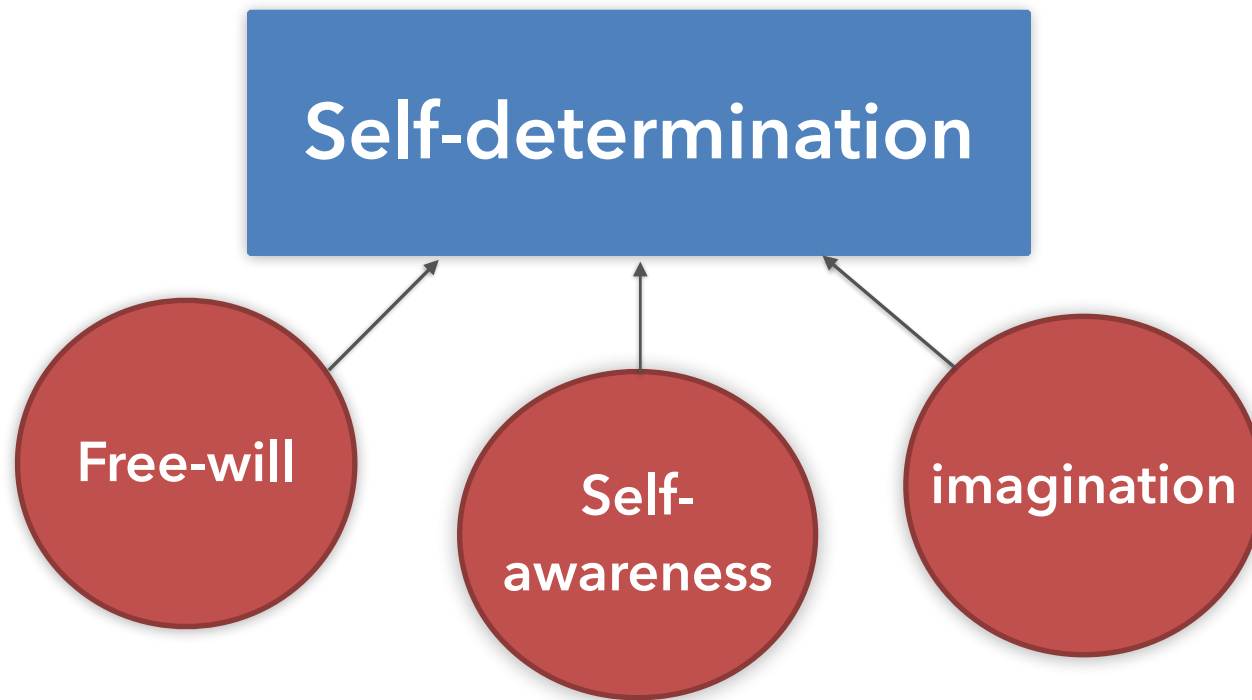
Reliable

TRUST



Personal Integrity

SELF-LEADERSHIP



Self-Leadership Strategies

- Clarify core values
- Develop strategic elements of vision
- Draft personal vision



What are your core values?

Strategic Elements Vision

- How do you want to be?
- Where do you want to go?
- What do you want to do?

Personal Vision

I am a loving husband and a loving father who is mentally, emotionally and physically available. I am a healthy and fit person who engages in regular exercise.

I do my work with authenticity and integrity. I am a positive coach who challenges clients to focus on the processes leading to their success.

I am fighting the good fight to overcome challenges and embrace changes along my journey.

SELF-MANAGEMENT

*The leading predictor
of positive outcomes in life*



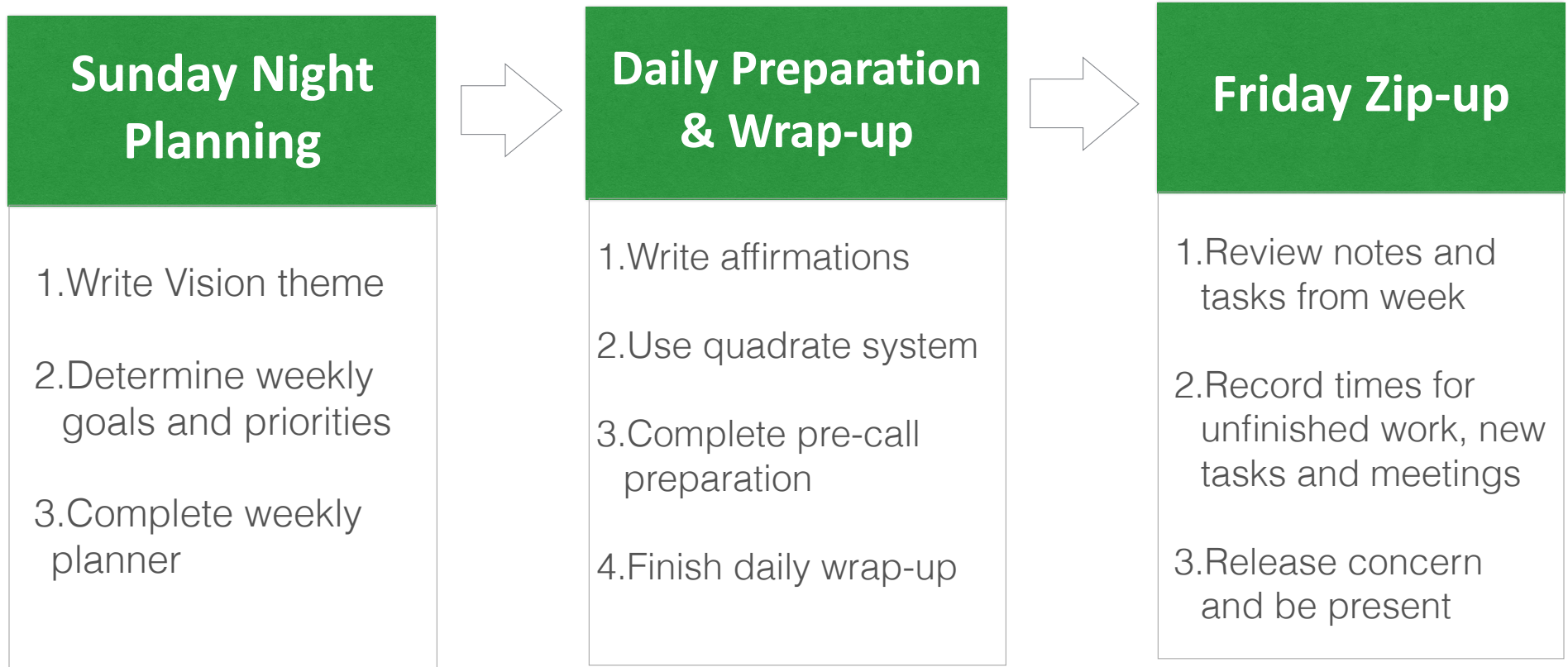
EXECUTING AROUND PRIORITIES



SELF-MANAGEMENT ROUTINES

1. Sunday night planning
2. Daily preparation and wrap-up
3. Friday weekly zip-up

HIGH-PERFORMANCE JOURNAL



Sunday Night Planning

- Vision Theme
- Weekly Goals & Priorities
- Week-at-a-Glance Planner

Daily Preparation & Wrap-up

- Quadrant system
- Notes
- Pre-call preparation
- Today's evaluation

Friday Zip-up

- Review...Record...Release
- Quadrants
- Things to enjoy this weekend

If not

N **O** **W**

When?

Follow-up Coaching

- *Dates and times sheet*
- *Procedures*
- *Questions*



Be More Positive, Focused and Fighting



Bill Moore, Performance Consulting