

IT'S TIME TO SELL



Cultivating the SALES MIND-SET

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WORKBOOK ACCOMPANIMENT

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Chapter 1 Summary and Reflective Questions: Self-Motivation

The foundation for success in sales begins with self-motivation.

Self-motivation is a concoction of energy, enthusiasm, creativity, and persistence.

Everyone has moments of self-motivation, but is it sustainable?

How do you obtain this perfect and sustainable level of self-motivation?
You need to fall in love with a vision for your life.

A vision is a clear picture in your mind's eye of you being, doing, and having what you desire.

Chapter 1 Notes:

Chapter 2 Summary and Reflective Questions: Desire

How do you get over—or reframe—your past?
Start with a burning desire for something more.

What past event has had a large effect on your life?
When you dissect the event, can you see that how you interpreted the event has had a large effect on you?

What do you desire to be, do, or have?

Chapter 2 Notes:

Chapter 3 Summary and Reflective Questions: Success

Success is not about having everything that you want.

The world is in a constant state of advancement. It is impossible for anyone to stand still, because time is moving forward so we are always either growing or dying.

Success is the progressive realization of a worthy ideal.

What do you consider success?

Where do you want to be in three and/or five years in the following areas: finances, family, health, happiness, and sales?

Chapter 3 Notes:

Chapter 4 Summary and Reflective Questions: Gratitude

Gratitude is an attitude that sets off a chain reaction of positive energy. You can only take from the world what you put into it.

Gratitude helps you change the thoughts of “I can’t do this. I can’t have this. I can’t be this,” because gratitude says, “Well, you did that. You got that. And you became that.”

What are ten things for which you are currently grateful in the following areas: finances, family, health, happiness, and sales?

Chapter 4 Notes:

Chapter 5 Summary and Reflective Questions: Attitude

An attitude is a way of thinking or feeling, about someone or something, that is reflected in our behavior.

The law of cause and effect dictates that the results we experience in our lives align very well with the energy and contribution we put out. We get what we expect. And that means that the main determinant of success in our lives is attitude.

What was your attitude when you woke up this morning?

How do people react to you when you greet them?

As a sales professional, do you push with an attitude of need or do you pull with an attitude of expectancy?

Chapter 5 Notes:

Chapter 6 Summary and Reflective Questions: Paradigms

A paradigm is a collection of habits in a particular area of our lives.

Successful people are not controlled by their paradigms.

What do your current results tell you about your paradigms about money, family, health, happiness, and sales?

Chapter 6 Notes:

Chapter 7 Summary and Reflective Questions: Setting the X

We all have a vision.

Is your vision a negative one? Do you focus on what you are not getting out of life?

Is your vision a neutral one? Do you focus on maintaining your existing life?

Or do you have a positive vision, one in which you are constantly growing and working toward what you want to do, be, and have?

Chapter 7 Notes:

Chapter 8 Summary and Reflective Questions: A Vision Shift

Imagine that you are sitting in an easy chair and looking at a large-screen TV airing a film of your life. What do you see yourself doing in your ideal life from the time you wake up to the time you go to sleep?

Write this out in one to two pages, and put it in the present tense. Write it as though it is happening now.

Commit to constantly improving your vision.

Chapter 8 Notes:

Chapter 9 Summary and Reflective Questions: Relaxation

Have you ever noticed that some of your best ideas come to you while you are on vacation, in the shower, or in the middle of night? This is because your mind is at ease during these times.

Will you dedicate time each day to relaxing so your new vision will take root? When will you do this?

Chapter 9 Notes:

Chapter 10 Summary and Reflective Questions: Self-Doubt

When self-doubt hits you, identify it. Don't let it push you away from your vision.

Remind yourself that your present results are indicators of your past vision and that the only way to break the cycle is to stay true to yourself and the new vision you have for your life.

You are now poised to move on to a more satisfying, purpose-driven life.

If you become caught by something from your past, repeat this statement to yourself: "You make mistakes; mistakes don't make you."

Chapter 10 Notes:

Chapter 11 Summary and Reflective Questions: Affirmations

Affirmations are framed as purpose-driven. They are about you being true to a vision that is based on your values and your gifts.

Affirmations may sound a little strange at first, but they are the most powerful way for you to transplant new and necessary beliefs and habits into your subconscious mind so that you can achieve your newly defined vision.

What are five affirmations that reflect your new vision?

Chapter 11 Notes:
