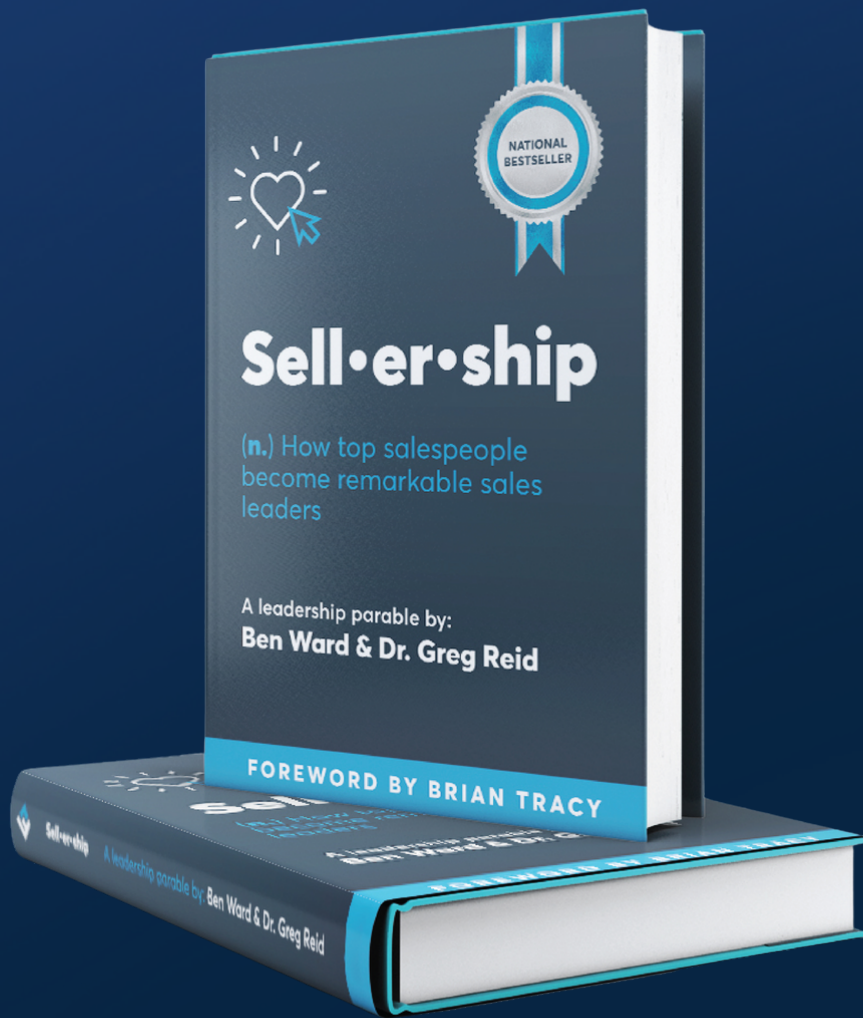


Sell•er•ship

Resource guide



Welcome!

I'm excited to provide you with this workbook as a companion guide to my book "Sellership". I created this tool to help you identify and apply your favorite tools to help you become a highly impactful leader.

I will be with you as a guide along the way to help you get the most out of the principles, strategies and tools being taught. The more vulnerable you are with yourself as you record your thoughts in the following pages, the better your outcome will be.

You can print this and mark it up, or save it to your desktop and type straight on it. I invite you to take responsibility for what you get out of this investment of your time. If there are questions you wished were asked here, don't be afraid to write them in and answer them, and make this your own!

I know these principles, strategies and tools taught in Sellership can make a significant impact in your life– they have mine, as well as thousands of others!

BenWard



"Think of me like your safari guide, I've navigated the sales and leadership jungle for more than two decades. I've been there, and I've come back for you"

TRANSITION INTO LEADERSHIP

Have you ever had a leader that made an lasting positive impact on you?

Who is this person? Write their name here:

As you think of this impactful leader, what made them so influential? Write out everything that comes to your mind on why they had such a big impact on you:

What can you apply from this leader that would make a difference in how you lead? Brainstorm a list and circle one thing you commit to working on, and start applying today.

If this person is still alive, I challenge you to reach out them right now (phone call, text, email, message them on social media or any other way) to tell them thank you, and share a specific reason they impacted you.

Do this now and check here when done!

Who is one person on your team you are struggling to connect with and lead? This might be someone you?

3 Question Leadership Self Assessment:

1. How can I be helpful to this person?

2. How am I a problem for this person?

3. If I were to put myself in their shoes, what comes to my mind that i could do for them?

What is your biggest take away from this chapter?

What is one action item you commit to as a result of studying chapter one?

THE WINDOW AND THE MIRROR

When things go right, great leaders look out the window for who they can give credit to, and when things go wrong, they look in the mirror to accept responsibility.

When you think about your team, where do you see an opportunity with the window and the mirror?

Window: I challenge you to 'look out the window' right now to give credit to someone for their great work! Who is someone on your team you can praise for great work right now?

Name:

Praise for:

I challenge you to get your windex out and clean your windows, so that you can look for opportunities to give credit to people on your team.

Mirror: Where's an opportunity to look in a mirror right now to take responsibility for something that's gone wrong? Maybe a missed goal, a struggling relationship, or _____

Opportunity:

What I'm going to do about it:

The I Trio

I challenge you to delete the word 'I' from your vocabulary. Anytime you are going to use the word 'I' for any reason, even if feels weird not to use it, I challenge you to fill it with another word that's not one of what I call the 'I trio'—Me, myself, and I. Do this for the next seven days, and by this time next week, it will become a habit—a habit that I'm confident will serve you well for the rest of your life.

I _____(insert your name) commit to deleting the I trio for the next _____(insert # days here).

Sign your name to it!

Name:

Your Signature:

Date:

Who is your accountability partner to help hold you accountability to this?

PRO TIPS

Leaders don't create followers; they create more leaders!

"If you take the time it takes, it takes less time"

-Papa Hyde, Wyoming Cowboy

Clear is kind

"It takes all day to rescue, but only 5 minutes to challenge"

-Mark Stidham, CEO LuLaRoe

'I like it when people come back and tell me what I can do to improve; it's the kindest thing they can do for me.'

-Lillian Gish, American actress

THE FOUR "INGS"

There is a four stage cycle to achieve high performance in almost any area of life - a great marriage, becoming highly skilled at a trade, building a high performing team, and so on... These stages are called:

FormING, StormING, NormING, PerformING

The idea originated in 1965 with American psychologist Bruce Tuckman, who proposed a model of group development.

Each phase describes the different group dynamics that team leaders can expect to encounter as a team works its way through any project. By working through the different phases, there's a high probability of successful outcomes.

FormING

The first stage is Forming. This is the orientation phase, in a marriage it's the honeymoon phase. In business, or sports, or other areas it's when a team is formed, and there's excitement for the results the team can create. There's usually great hope as each member of the team orients themselves to the others on the team to achieve a specific goal. They begin to establish relationships within the group. It's typically a time of great positivity.

Forming leads to the next phase, which is Storming.

StormING

This phase often brings out many of the negative aspects that will need to be overcome in order to achieve success. Often in storming expectations are not met. If left unresolved, this is a point where the team is most likely to fall apart.

To get out of the storming phase you have to keep going despite temporary setbacks and defeat. The question is are you going to quit and walk away or are you going to keep pushing through to overcome the struggles you're fighting? You will have to dig deep to see how hard you're willing to work to turn it around. But if you do what you need to do and 'Keep Bugging On,' as Winston Churchill puts it, the storming stage eventually leads to norming.

NormING

The third phase of the cycle is Norming. A corner is turned, team members buy into the process and begin to work together effectively. They develop trust with each other. The team achieves better cohesion as people find ways to work together, despite their differences.

PerformING

The team begins to excel. Having put the needs of the group ahead of personal needs, the team begins to focus on a shared goal and find ways to solve any problems that come up. Typically, this means that the structure of the team is fixed, but the roles of each member are flexible.

The fourth ING is performing—a stage when you're at your best. You've got it down, and you know precisely what to do and how to do it. It's kind of like your matrix moment, if you've seen the movie Matrix, it's when time feels like it slows down and everything clicks. You know exactly what to do and how to do it. It's like magic.

It's at this stage that salespeople often find themselves becoming leaders who teach others what they've learned. In a relationship there is great fulfillment and enjoyment. In sports you are dominating the oppononets, in business you are making huge impact and often earning great money.

It's a cycle, and usually repeats itself over and over as we grow and develop in our lives.

Identify which stage you are at in the cycle within a few areas in your life?
Professionally for yourself? _____

What is one action step you can take today to move towards, or stay in high performance in this area?

As a leader with your team? _____

What is one action step you can take today to move towards, or stay in high performance in this area?

A personal relationship? _____

What is one action step you can take today to move towards, or stay in high performance in this area?

CHECK BEFORE YOU CORRECT

Learning how to give effective correction is one of the 7 most valuable skills every sales leader needs to master to become a highly impactful leader.

- 1. Check yourself - your ego & intent
- 2. Check their Vital 3
- 3. Check for clear expectations

Who is someone you need to correct?

Why is correction necessary? What's the situation?

Check #1. Ego & Intent

Is your correction motivated by a sincere desire to be helpful to them? Just to double check, could it possibly be motivated by an attempt to stroke your own ego or pride? (I challenge you to dig deep and look in the mirror transparently on this) Write your thoughts here:

Check #2. Check Their Vital 3 Quick Scan

Mind - Where's their head at? (How are they SHOWING UP right now?)

Heart - Where's their heart at? (Do I know their WHY, DREAMS, GOALS?)

Feet - What are their feet doing? (What are their ACTIONS? How are they spending their TIME? What are their current RESULTS?)

We have two Ears and One Mouth for a reason. We should listen twice as much as we talk

LISTEN & SILENT have the same letters

Check #3. Check Expectations

Have you set clear expectations with them? Y N

What is their understanding of what you expect of them?

What have you done to make sure they are crystal clear on what you expect?

understand clearly what is expected of them?

Pro Tips:

Launching into correction without checking yourself will likely blow up your ability to positively influence and inspire this person you lead. It's like pulling a pin on a grenade and throwing it at your own feet. Avoid this at all costs.

When you pull the pin on the grenade recklessly as a leader, I've found the following result:

- Increased Drama on the team
- Loss of Productivity
- Artificial harmony (where we pretend to be nice to each other)
- Gossip, backbiting and siloed conversations
- A hostile work environment of cynicism, mistrust, paranoia & danger

If any of these 3 are left unchecked, I highly advise not approaching this person in correction mode but rather in teaching and growing mode. There is a slight but BIG difference. Giving correction without these checks will not likely work out favorably for you or for them.

I challenge to you to check before you correct!

Check yourself

Check their mind heart feet (the vital few)

Check the expectations you have set with them

Reference this checklist regularly, using it in your day to day life with your team, family and anyone that you lead. And then hold on tight as your leadership and influence rockets to the next level!

THE 2 L'S OF SELLAN

Lollipops and Lemonade

2 of the most important keys to high performance in sales
Apply this yourself and teach this to your team

LOLLIPOPS

Drew Dudley first introduced the lollipop principle. In a TED Talk, Dudley tells a true story of an interaction he had at college with a girl who was waiting in line with her parents to register for classes as a freshman. She was filled with apprehension and doubts. She was at the point of turning to her parents and calling off her plans of attending school right when Dudley showed up.

Dudley was passing out lollipops to people at the school to spread awareness about a charity he was supporting. When he approached a nervous girl, he turned to the guy in front and said, 'You need to give a lollipop to the beautiful woman next to you.' The guy's face turned a deep shade of red, and he took the lollipop and begrudgingly held it out for the young woman to take.

The girl had an overwhelming sense that everything was going to be okay. Four years later, the now graduated woman told Dudley how greatly he had impacted her life that day. To heighten the sweetness of the story, she is now married to the guy who handed her that lollipop.

This interaction was a life-altering one for this young woman. She made the decision to continue with college because of a moment that lasted less than a minute. Knowing how much of an impact his gesture had, Dudley was so inspired that he has now made it his life's mission to tell this story, his 'lollipop moment.'

Creating lollipop moments is all about being a day maker for people. When our focus is on being day makers, it changes how we show up for the people around us. It opens us up to be more alive and interested in them, which leads to greater productivity, higher fulfillment in our work, and as a result, more sales.

Have you ever had a lollipop moment? Write about it here: (What happened? Who was involved?)

Pro Tips

Focus on being a Day Maker! Have lollipop breath, not commission breath.

If there is a sales killer, it's having commission on your breath. I know commissions are important to you ... and they should be. But your commissions are not important to potential customers and they never will be. I challenge you to not make the mistake of pushing a product to get a commission.

"Help as many people get what they want, you will; get what you want!" -
Timeless advice

Think about it like this: what do you do if you smell someone with bad breath? You back away, right? Nobody likes stinky commission breath, and if they get a whiff of it, they'll back away from the sale just as quickly as you can say commission. If you make it about helping real people solve real problems, you will receive the commission you need to be able to achieve whatever you are pursuing

LEMONADE

Consider that you are invited to a friend's house for lunch. On the table you see a large pitcher of freshly squeezed lemonade from which your host fills her glass. But she offers you none. Finally, you ask, "could I have a glass of lemonade?"

She replies, "Oh, I am sorry. I was afraid you might not like lemonade, and didn't want to offend you by offering you something you didn't want."

Now, that sounds absurd, but it is not too different from the way we hesitate to offer up something far more valuable than lemonade...

Was I offered lemonade? Y N

Did I accept it or Decline it? Accept Decline

Was I offended or upset by being offered lemonade? Y N

Dis this wreck my day? Y N

When you stop focusing on selling and start focusing on serving then you're not afraid to talk! Make it about them and not you! **DON'T BE AFRAID TO OFFER LEMONADE!**

THE 7 MOST IMPORTANT WORDS

SELLAN

The word 'SALES' comes from the Old English word 'SELLAN,' which means 'to give. What gives sales a bad reputation is the focus of the give. The sales person focuses on giving themselves a commission, so they do whatever they can to make a sale regardless if it is a good fit for the customer. Often salespeople are perceived as pushy, or dishonest to do whatever it takes to make a sale.

"Let's take a close look into what makes 'Sellan' so powerful and how it is the secret sauce for highly impactful professional sales.

What makes a true professional is a relentless focus on the intended meaning of the word sales, SELLAN. This can be summed up by what I call the 7 most important words in sales:

It's not about you, it's about them!

It takes self- discipline and awareness to keep pulling these words into the forefront of your thoughts, but applied consistently over time, your mind will naturally follow the principle, and it will prevent you from making the mistake that undermines most sales—thinking, even for a passing moment, that it is about you or that it ever was. When these seven words become part of your waking consciousness, you'll have developed the mindset and skills of a master sales professional.

I challenge you to repeat these seven words in your mind throughout the day, every day. Write them in a prominent place where you will see them throughout the day, every day. Put them on a sticky note by your computer, send yourself texts or notifications or set alarms on your phone to serve as reminders of these words during your day, in fact, I would write them on your bathroom mirror in red lipstick! The more places you see this, the more it will be ingrained in your thought processes, and the more you will approach every encounter, every potential customer, and every sale with this philosophy: it's not about you, it's about them!

Take action and write this in at least 3 places right now!



Where have I written this (name the places here)

"Success leaves a trail, let it be a trail of service." - Ben

As you adopt and apply the 7 most important words in your life, you will see how far it will take you. Sellan, the 2 L's, Lollipops and Lemonade, the seven most important words all have one thing in common, and that is that it is not about you—it's all about them.

FIRETRUCKS AND BABY MONSTERS

Value Scales

This is a simple idea you can apply to push past rejection and generate more sales. Here's how it works—let's say you have a balance scale and on one side is the value, and on the other side is the cost. If the value outweighs the cost, the customer's answer is almost always going to be yes!

On the other hand, if the cost outweighs the value and tips the scale in the opposite direction, the answer is almost always no.



Nobody is going to buy something if they don't believe it is worth the price tag. Why would they? If you're getting too many no's, there's a reason, and it might be because your value scales are tipped too far to the no side.

The good news is you can do something about it. Chapter 7 of Sellership is all about how to increase the value so the scales are tipped toward the yes side.

Write out everything you can think of to help you increase value with your customers? (for lots of ideas to help you with ideas, see chapter 7 from Sellership, pages 83-98)

Fire Trucks

When my 3 year old son McKay was playing in our toy room with a red fire truck. His friend Liam came over to play with him, and when Liam walked in and saw McKay playing, which toy do you think McKay didn't want to give up? You guessed it, that firetruck.

So I saw the two kids fighting over the firetruck. McKay told Liam, here, play with this car set. Here's a Tyrannosaurus Rex. McKay was trying to give Liam all the other toys, but wasn't letting go of that firetruck.

Now take that scenario and replace firetrucks with objections. Customers give us all the objections they have for not buying, but they won't easily give us their real objection—their firetruck. Most of the time, objections people give out easily are just smokescreens to try and get rid of us because they don't know us. Like us or trust us. Customers don't want you to know what their real objection is, so they throw out a smokescreen.

Your number one key skill to overcoming objections is learning how to draw out their true concerns and learn their real objection.

What are the most common objections that you hear?

"People who buy, object twice as much" -Brian Tracy

You want to anticipate that your prospects are going to have objections. Of course they are. Anticipation is the competitive edge in life and in sales. When an objection comes out, you want it to roll off of you like a duck, when a duck puts his head in the water and it comes out of water and the water that rolls off a Duck's back is just super graceful.

Baby Monsters

Don't feed baby monsters!

Smokescreen objections are like baby monsters, you don't want to give them energy by feeding them.

The first time an objection comes out, assume its a smokescreen and move the sale along respectfully while flushing out smoke screens. Here's how:

The first time an objection comes out of a potential customer's mouth this is what you do...

They say "I'm not interested"

You say, "Yeah, of course not." - And keep moving forward.

Write any other ideas to flush out smokescreen:

They say "I don't have the money"

You say, "that's not a problem". - And keep moving forward.

Write any other ideas to flush out smokescreen:

They say "I don't have time"

You say, "ya, no problem." - And keep moving forward.

Write any other ideas to flush out smokescreen:

Keep in mind a new potential customer is likely going to throw out all sorts of things to you, and most of them are not real. Your real job is to get to the truth. Your biggest opportunity is to get their firetruck. Listen, the truth will lead to the right people saying yes, and the wrong people saying, no. This is how you win with every single potential client you meet with, whether they buy from you or they do not.

Role play with someone what to say when these objections are thrown at you? DON'T SKIP THIS! It's a critical skill to help you to serve more people!

I have role played each of my most common objections to help me flush out smokescreens and keep the sale moving forward

EFFECTIVE COACHING & TEACHING

Have you ever tried to coach someone you lead, and it just didn't work?

You gave them your best advice to help them become successful, and the result was they ignored what you had to say, or they end up resenting you for you trying to help them out?

You are not alone. This is what happens when any one of these 4 essential ingredients are missing. In chapter 8 of Sellership I walk you through a game changing framework for successful coaching and teaching. By applying these 4 secrets you will be able to gain influence with the people you lead, so they will want to follow you as you lead them to success.

The first key is to: (Page 103)

"Adopt this mentality... before I say follow me, I find you." -Ben Ward

How do you do successfully Align with people? Well, it's pretty simple, and you already know this, but let me remind you. You listen to them. Ok, got it, right? The magic is knowing what do you listen for?

The second key is to: (Page 104)

You've got to know when and how to _____ the people you lead?

How will you know how to _____ them if you haven't _____? (the first key)

The third key is to: (Page 105)

Pro Tips

Apply the golden question: Do I have your permission to challenge you?
Getting permission to challenge someone is a game changer. They become more receptive and less likely to resist what you have to say."

"It takes all day to rescue someone you lead, but it takes only 5 minutes to Challenge them!" Mark Stidham, CEO LuLaRoe

The fourth key is to: (Page 106)

Don't be a hoverboss. Allow them to make mistakes.
Make it a mantra on your team: WE MAKE NEW MISTAKES!

What's your most valuable take away from this chapter?

THE 4 LAWS OF LEADERSHIP

I challenge you to reach chapter 9 before attempting to fill out this portion of the workbook. You will receive all the context you need in the book to understand the 4 laws, and this section will help you apply them in your own life.

The 4 Laws

Law #1: THEY HAVE TO KNOW you have their best interest at heart.

Law #2: THEY HAVE TO KNOW you trust them.

Law #2: THEY HAVE TO KNOW you have confidence in them.

Laws #4 THEY HAVE TO BELIEVE you would take a bullet for them.

If they don't know these 4 things about you, you have a GREAT opportunity as a leader!

Which of the 4 laws do you feel you're naturally the best at? Why?

Which of the 4 laws do you have to work the hardest at? Why?

Which of the 4 laws do you think the people you lead would say you're the best at? Why?

Do I struggle trusting anyone on my team? What am I committed to do about this?

The Doug Johnson Leadership Principle! The 4 laws in Action

A lesson I learned from a mentor of mine, Doug Johnson. He gave me a gift when I was 15 years old. I was walking down a hallway at my church and there was somebody on the other side of the hallway. I didn't know who it was. And I heard somebody talking and then I heard a voice saying "That Ben Ward... (then I froze in my tracks when I heard someone talking about me)

"That Ben Ward... I would invest in stock in Ben Ward.!

And I was like... WOW. I mean, here I am just a punk 15 year old kid. I was trying to figure out who I was and to hear from another person that believed in me. I didn't know it was Doug, but then I listened and recognized, that's Doug Johnson!

And I walked the other way. He didn't even know that I heard him.

What started happening was when I was in Doug Johnson's presence, I became a better person. When Doug would show up to my baseball games, I would play better. I would hit better. I would make less errors.

It's it's like what the ancient philosopher Gertu says... "If you if you treat a man as he is, he'll stay as he is. But if you treat him as if he were what he could and ought to be, he'll become what he could and ought to become."

Doug Johnson gave me that gift. He gave me the gift of believing in me, and in turn helped me believe in myself. He gave me the gift of Genshai. This is an Ancient Hindi word. That's come to mean so much to me. It means "To never treat another person in a manner that would make them feel small—including yourself."

He treated me big. He didn't treat me small, and in his presence, how did I show up? I showed up big. (This is the backstory of why I dedicated the book "Sellership" to Doug Johnson)

I challenge you to give the gift Doug Johnson gave me to one person you lead today, by finding a meaningful way to show them how much confidence you have in them. (The repeat over and over again as a leader)

Do you accept this challenge? Yes No _____

Who will you focus on today?

What are you going to do to give this gift to them today? _____

THE MENTEE BECOME THE MENTOR

One of the biggest opportunities you have as a leader is to duplicate yourself.

I'm not talking about creating a bunch of YOU running around. You want each person you lead getting the type of results you've been able to get. You want them operating at their natural best. One of your most important roles is inspiring the greatest version of themselves and guide them to achieve the success you've been able to get.

Let's dive into 1 of the 3 keys to duplicate yourself.

The first key comes from an ancient Hindi, word called **GENSHAI**

From my years leading sales teams, it's the best word I've ever heard that sums up what it takes to become a great leader; someone that others **want** to follow.

It means:

Don't you love that!? Talk about a concept that has the power to inspire people to become their best, and change lives for the better. Have you ever had a leader that makes you feel small when you're around them?

On the flip side, have you ever had a leader that makes you feel like you are powerful when you're around them?

I love this quote from Bono that opens up one of my favorite leadership books, "Multipliers"

"It's been said after meeting with the great prime minister William Gladstone, you left thinking he was the smartest person in the world, but after meeting with his rival Benjamin Israeli, you left thinking you are the smartest person."

Genshai is a way of being and a way of seeing others, respecting and honoring them for who they are, and caring enough about them to not leave them where they're at.

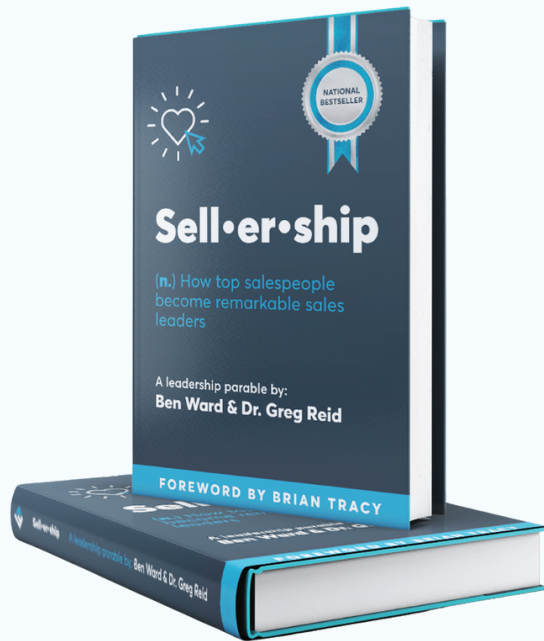
It's not the things you say or what you do that will make the biggest difference. It's not even how you say them or how you do it. It's not in the technique. It's not learning a tactic to use on people. It's in the way you make others feel about themselves because of how you actually feel about them, and how you see them. Do they matter to you?

One of the best ways to reinforce what you learn is to teach others about it. I challenge you to teach one person a principle you learned from the book today and share one of your favorite tools to help them become a better leader! Return and Report here below to close out this workbook! (You are a finisher, sprint to the finish. Don't quit short of the goal line.)

Who did I teach?

Which principle or tool did I share?

BenWard



ADDITIONAL RESOURCES

Continue learning from Ben. Connect with him on LinkedIn, Instagram, Facebook and Twitter. Subscribe to his YouTube channel, his newsletter and read his other books.



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