

CREATING A WINNING SALES CULTURE: Elevating Frontline Experiences

VIEWER GUIDE

_____ is defined as the ability to change or affect someone's behavior or decision.

Understanding buyer psychology involves knowing their _____ and _____.

A _____ mindset views failure as judgement, while a _____ mindset sees it as feedback.

Our brains are constantly changing based on _____, _____ and _____.

Effective verbal communication involves _____ and _____.

Nonverbal communication includes _____ and _____.

Enhancing _____ and _____ skills helps in making better sales decisions.

The _____ effect means items early in a list are remembered better, while the _____ effect refers to better recall of items at the end.

Emotion should be incorporated _____ the sales pitch, not just the _____.

The Six **Whys** of Sales

Why change?

Why now?

Why your solution?

Why you and your credit union?

Why your product or service?

Why spend the money?



Buyers are driven by a desire for _____ and a _____ of loss.

_____ is the ability to understand and influence buyer emotions.

_____ means being genuine and genuine in interactions.

Owning mistakes builds _____ with clients.

Displaying _____ in finding answers is more valued than already having them.

Asking _____ can reveal deeper insights and motivations.

_____ involves paying close attention to the buyer's needs and responses.

Questions can be used to _____ the buyer's attention and keep the conversation going.

Assess yourself on each of the following verticals. Explain yourself in the comments/examples section.

Competency	Rating (1 = Needs Improvement 5 = Excellent)	Comments/Examples
Influence and Persuasion		
Understanding Buyer Psychology		
Mindset and Resilience		
Communication Skills		
Use of Technology and Tools		
Building Relationships and Trust		

What are the most common motivations you have observed in your members/prospects?
How do you tailor your sales approach to align with these motivations?

How do you uncover hidden motivations that members/prospects might not explicitly communicate?

What are some powerful questions you can use to uncover the member's/prospect's needs and motivations? How do these questions help you steer the sales conversation?

