



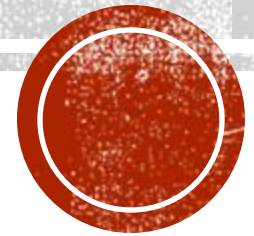
# SALES

***STUDENTS ACHIEVING LEADERSHIP EXCELLENCE IN SALES***



# Champion Selling

## ***“WHAT TRULY MATTERS”***



Tony Ezell, President & Founder  
Surgical Health Solutions, Inc.

# OBJECTIVES FOR TODAY

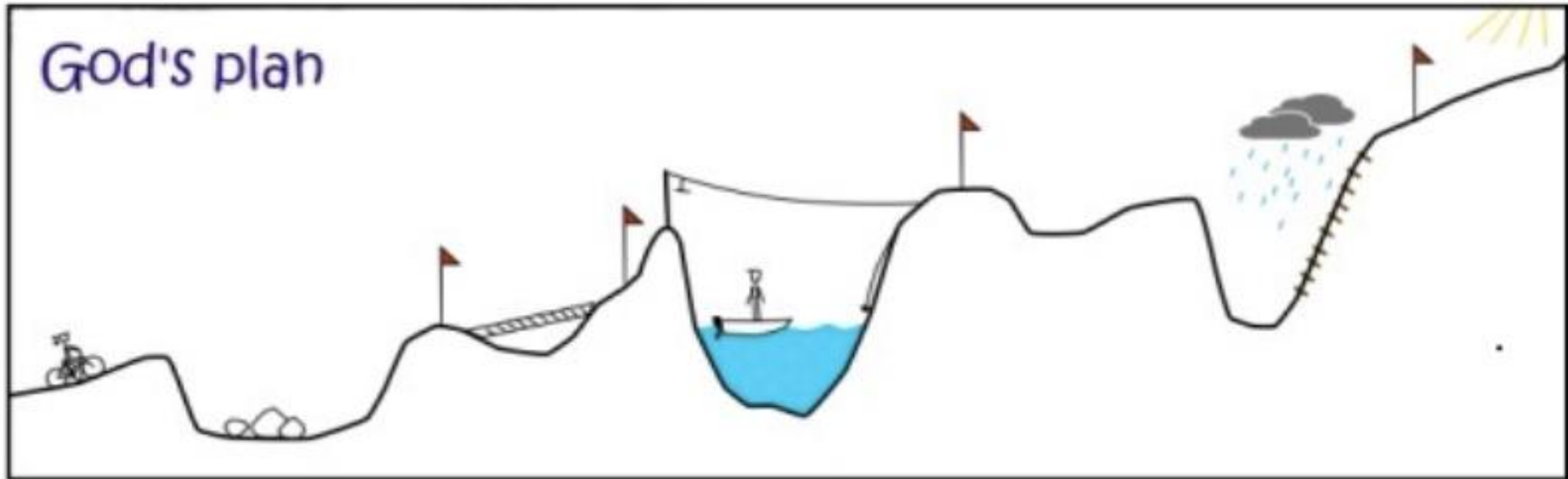
1. Create a common understanding of “selling” and the key separators for success
2. Help increase your understanding of how to position yourself for a great job and begin your sales career NOW!



Your plan



God's plan



# OBJECTIVE #1

Create a common  
understanding of “selling”  
and the key separators  
for success



# WHAT IS SELLING?

*Creating*  
***CHANGE!***



# CREATING A COMMON FRAMEWORK

Why do people purchase products?

Why do people buy what they buy?



# BUYING SURVEY (OVER 10,000 PEOPLE)

- Reasons why people recently purchased a specific product?
  - Price
  - Service
  - Confidence
  - Quality
  - Selection



*#1 : Confidence in Product & in the Person they are doing business with*

*Reference: American Retailers Association*





# 3 CRITICAL VARIABLES FOR SALES SUCCESS

*Development  
Of  
Confidence*

Ability to  
Transfer Confidence

*Demonstration  
Of  
Character*



# DEVELOPMENT OF CONFIDENCE

*Development  
Of  
Confidence*

## What is the source of Confidence?

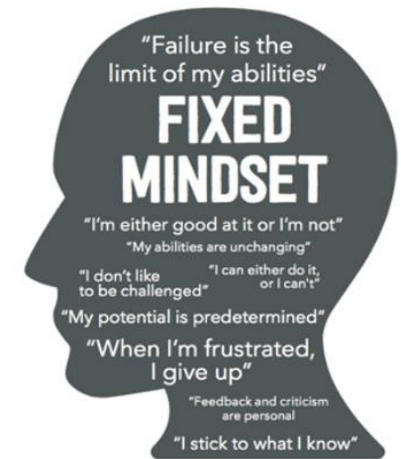
1. Knowledge

- **Product**
- **Features**
- **Benefits**
- **Competition**
- **Objections**
- **Market**
- **Customer**

2. Experience

**Positive vs Negative**

**GROWTH MINDSET**   **FIXED MINDSET**



**"Effective communication is 20% what you know and 80% how you feel about what you know."**

**- Jim Rohn**



# TRANSFERENCE OR SELLING SKILLS

Ability to  
Transfer Confidence

## SELLING SKILLS

Ability to Influence,  
Build Trust, Persuade,  
Communicate, Listen,  
Handle Objections, and  
Create the “Want”



# DEMONSTRATION OF CHARACTER

*“Outstanding character does not guarantee success, however a lack of it leads to certain failure” - Unknown*

What are the critical “**character**”istics that determine sales success?

1. Hard Work & Discipline
2. Initiative
3. Attitude & Enthusiasm
4. Genuine Curiosity
5. Competitive & Goal Focused
6. Relationship Savvy
7. Tenacity
8. Customer Crazy
9. Integrity

*Demonstration  
Of  
Character*



# 3 CRITICAL VARIABLES FOR SALES SUCCESS

*Development  
Of  
Confidence*

- **Knowledge**
  - **Product**
  - **Features**
  - **Benefits**
  - **Competition**
  - **Objections**
  - **Market**
  - **Customer**
- **Experience**
  - **growth mindset**

Ability to  
Transfer Confidence

## **SELLING SKILLS**

Ability to Influence,  
Build Trust, Persuade,  
Communicate, Listen,  
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Create the “Want”

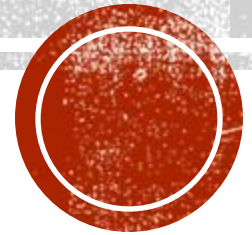
*Demonstration  
Of  
Character*

1. **Hard Work & Discipline**
2. **Initiative**
3. **Attitude & Enthusiasm**
4. **Genuine Curiosity**
5. **Competitive & Goal Focused**
6. **Relationship Savvy**
7. **Tenacity**
8. **Customer Crazy**
9. **Integrity**



# Selling is...

***“CREATING CHANGE THROUGH  
THE TRANSFERENCE OF  
CONFIDENCE & CHARACTER”***



## OBJECTIVE #2

Help you position yourself for  
a great job and begin your  
sales career NOW!



# 5 KEYS TO FOCUS ON RIGHT NOW!

## 1. Experience

Get some real experience selling something. Maximize your summers.

Get In The Arena!!!

- ❖ Copiers
- ❖ Memberships
- ❖ Real estate
- ❖ Retail
- ❖ Insurance
- ❖ Financial services
- ❖ Medical Devices
- ❖ Pharmacy





# 5 KEYS TO FOCUS ON RIGHT NOW!

## 2. Network! Network! Network!

- ✓ Career Fairs
- ✓ Wal-Mart
- ✓ Alumni Groups
- ✓ Walton School
- ✓ Fraternities and Sororities
- ✓ Professors



# 5 KEYS TO FOCUS ON RIGHT NOW!

## 3. Get Your S---- Together

- ✓ Business cards
- ✓ Linked In profile
- ✓ Personal “thank you” cards
- ✓ Course work
- ✓ SALES RSO
- ✓ Resume



# 5 KEYS TO FOCUS ON RIGHT NOW!

## 4. Do You Have What It Takes?

### **G-Force Interview Guide**

- GRIT
- GET IT
- GIVER
- GUTS
- GOLD



**Overall Fit**

How did we get your name? Walk me through your resume highlights.

Tell me about the reasons you are leaving your current job/company/career?

What are the key skills and capabilities that you must do very well to be successful in your current job?

What are the ideals that are needed in your new job/company/career that you consider motivators?

Please present to me documentation that demonstrates your performance over the last three to five years.

- Walk me through your annual performance reviews. Must have copies to document performance.
- What promotions, awards and contests have you won? What was the criteria for achievement?

Tell me what specifically you did to prepare for this interview? Who did you contact? Why here?

**GRIT**

Describe a recent situation where you went above and beyond to win over a difficult customer/account. (Seek multiple examples)

What were the different activities/events that you had scheduled in the past 30 days that you felt were important to impact performance in your job?

What's the least favorite part about your current job? What do you consider to be the "grind?" How did you deal with the "grind?"

Tell me about an important challenge and the obstacles you overcame to conquer it.

What was your first job? How did you pay for school?



What specific examples can you provide to demonstrate that you are a hard worker?

Give an example of a long-term goal and how you accomplished it?

Give me an example of a setback you have suffered and what you did to overcome it?

**GET IT**

Give me a recent example of how your listening skills have impacted your interaction with another teammate or colleague?

Describe a time when you were treated unfairly and how you handled it?

Who is your #1 customer? Describe them in detail. #2 customer?

Describe the different levels of relationships with your customers. Who are your "level one" customers and how can you demonstrate that they are level one?

Describe in detail your most favorite and least favorite boss/manager and the attributes of both.

Give me an example of how you went above and beyond to help your team or teammate?

Tell me about your weaknesses? (key...do they readily admit?)

Tell me about a recent time when you had to apologize for a mistake?

Describe a recent time when you demonstrated empathy to a teammate?



Describe how you have shown interest in other team members?

Give me an example of how you have adjusted your communication style to connect with someone with a different personality or communication style.

#### **GIVER**

Tell me about a recent time when you did more than required in your job?

Tell me about the “mission” of your team and how you contributed to helping accomplish the mission.

Tell me about a recent time when you volunteered for “extra” work?

Tell me about a time when you recognized a fellow teammate or co-worker for their contribution or success?

#### **GUTS**

Tell me about a recent time when you took an unpopular stand or position and what was the result?

Tell me about a recent time when you demonstrated courage?

Tell me about a time when doing the right thing required personal cost or sacrifice?



### **GOLD - Selling Competency**

What is #1 product that you are responsible for? Please take a moment to gather your thoughts and prepare to sell this product in a situation of your choice. (Rate their performance)

How often do you present formally? Breakfast, Lunch, Dinner...

What was/is your plan to increase business with your top customers this year?

Walk me through your sales model/cycle. If you had to mentor a brand-new representative and teach them how to be successful in your role, what would you tell them? Be specific.

Identify a recent BUSY day. Qualify it by number of hours worked along with the number of conflicting priorities and describe the day in detail. What system do you use for organization?

Go through earning history. What makes you worth \_\_\_\_% or \$\_\_\_\_ more than you are currently earning?

### **References**

Who would you be willing to share as a reference? (Get 3 cell numbers)

### **Questions**

We have time for questions. What can we answer for you? (Did they ask for the job?)

### **Optional**

Have candidate prepare 2-3 minute presentation on why they want to work here and would be the best candidate; why they would be a great fit and a top performer.

### **The G-Force Characteristics:**

(review notes and rate the following; must be exceptional in all areas)

1. **Gritty** (Work Ethic, Drive, Commitment, Energy, Discipline, Goal Focus, Competitive)
2. **Get It** (Relationship Orientation, Likability, Listening, Budweiser Test)
3. **Giver** (Service Oriented, Others Focused, Servant Heart, "My Pleasure" attitude)
4. **Guts** (Courage, Integrity)
5. **Gold** (Value demonstrated over time) \*Sales Performance if applying for sales position



# 5 KEYS TO FOCUS ON RIGHT NOW!

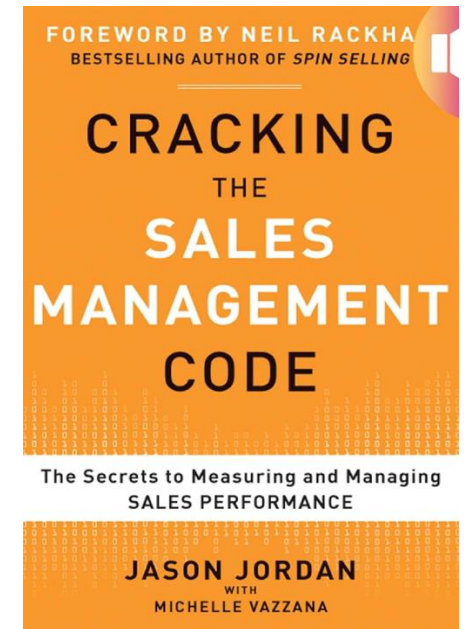
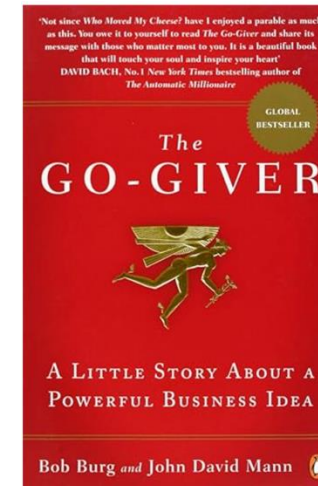
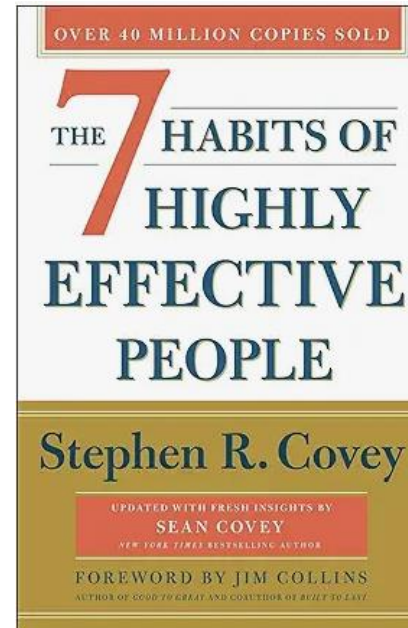
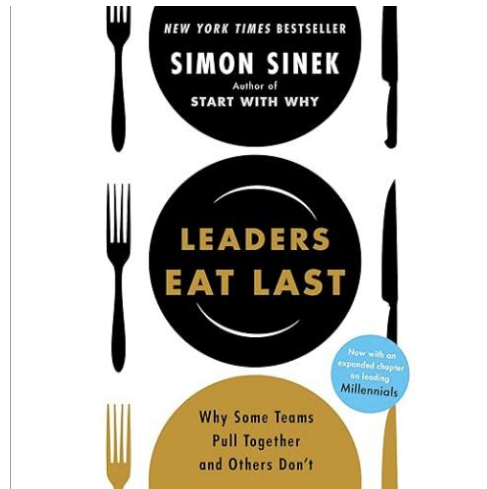
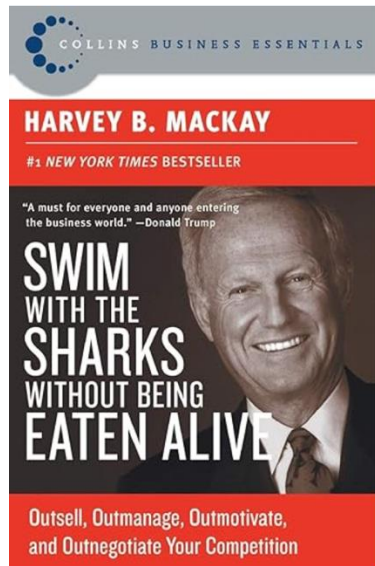
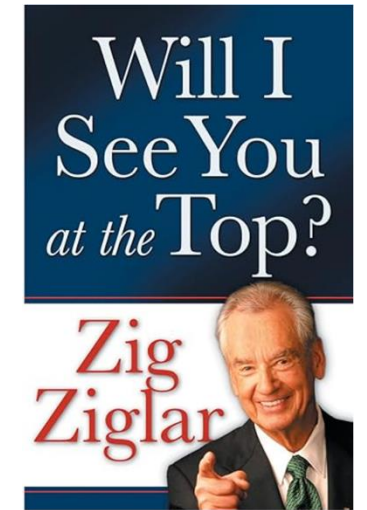
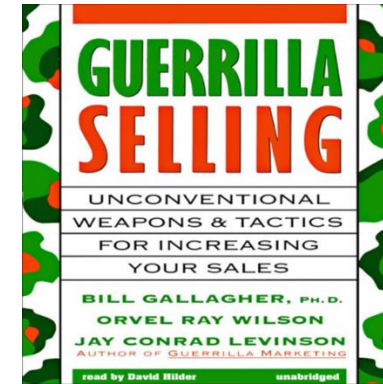
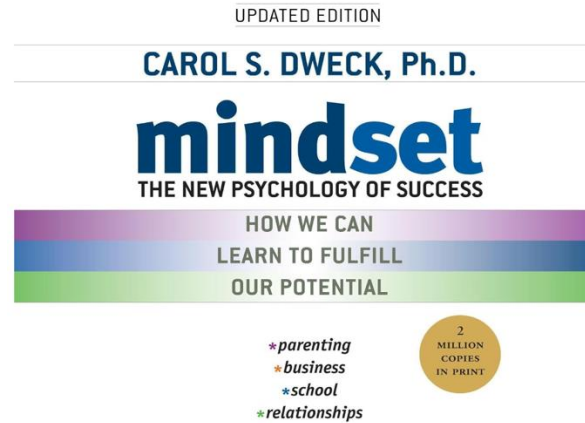
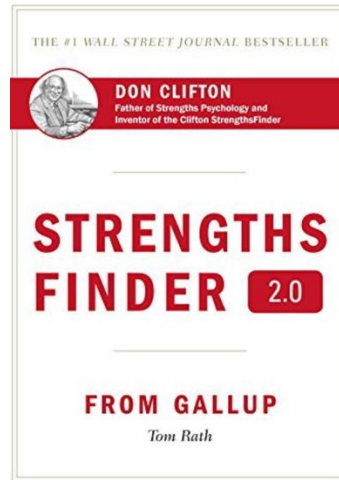
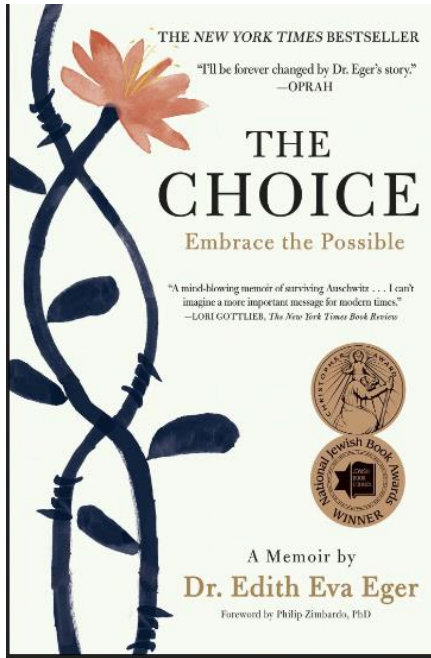
## 5. Get Serious About Leading Yourself

- DISC, Strengths Finders 2.0, Myers Briggs, etc...
- System for organization and life management
  - Bullet Journal, Franklin-Covey, ClickUp, Notion, MyLifeOrganized
- Be a Student of The Game – Learn with a Growth Mindset
  - Read great sales books, YouTube channels, Podcasts, S.A.L.E.S., etc...





# TONY'S TOP 10



# In the words of Albert Schweitzer:

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“I don’t know  
what your destiny will be,  
but one thing I do know:  
the only ones among you  
who will be truly happy  
are the ones who have  
sought and found how to serve.”



# FINAL THOUGHTS...

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*"It is not the critic who counts; Not the man who points out how the strong man stumbles or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs, who comes up short again and again, who knows great enthusiasms, the great devotions, who spends himself in a worthy cause, who at best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat."*

-Theodore Roosevelt

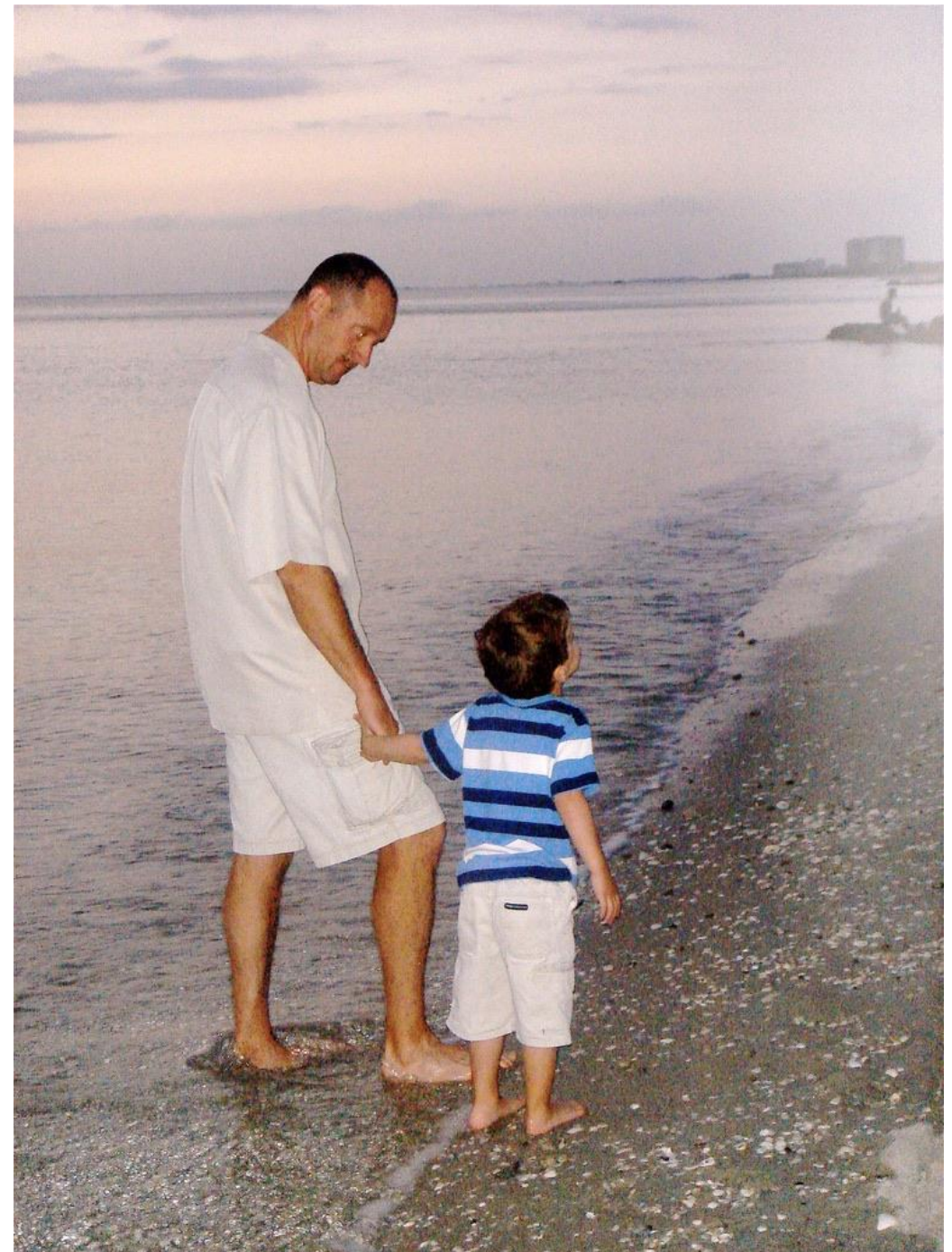




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**THANK YOU**  
**U of A S.A.L.E.S!**



**WPS**

