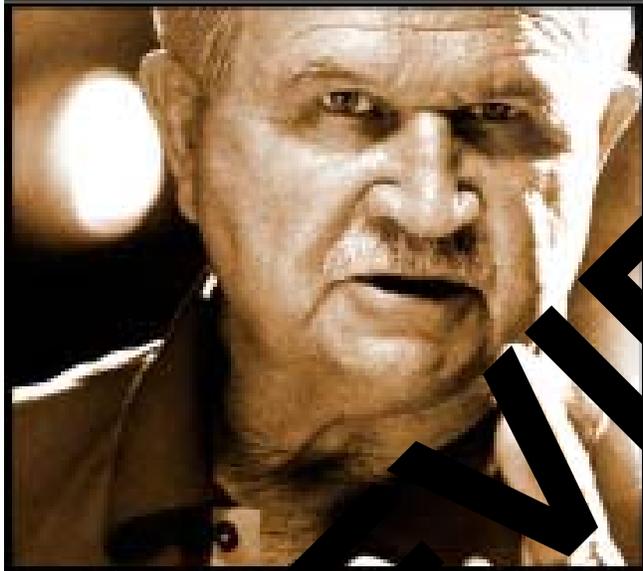


# VICTOR PRIME

**WORKSHOPS FOR SUCCESS**



**SALES MOTIVATION AND RESULTS TODAY  
(S.M.A.R.T.)**

**THE COMPETITIVE EDGE TRAINING SERIES**

participant guidebook

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*“If you don’t have customers, you won’t have a business.*

*You have to treat people with respect, and give them a product or service that is worth the money they paid for it.*

*As the head coach of the New York Jets, MY customers are the FANS.*

**– Coach Rex Ryan**

*“Without purpose, goals, ambitions, and dreams are worthless paper they’re written on. We don’t see business plans that matter. How carefully written. Since a bunch of words forming a perfectly good blank sheet of paper.”*

**– Peter J. Patsula**  
**Author of**  
**Successful Business Planning**  
**in 30 Days**

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## ABOUT US



### WHO WE ARE

Looking to inspire a handful of executives? How about hundreds of managers, or thousands of sales and customer relations representatives? VictorPrime brings you training that is more effective than any before. VictorPrime is the only provider of authority-driven performance enhancement from the world's top leaders. For the first time, everyone in your company will have access to training and motivation that excites them.

Your company will experience immediate and long-term results with VictorPrime's thought-provoking training and content. After completing the training program, each of your team members will have developed a personalized, focused action plan, along with the motivational means required for execution.

The *Teamwork Across Generations* edition of VictorPrime features football's most successful and respected coaches via compelling content that will help you drive performance across your entire company.

Learn more at [www.VictorPrime.com](http://www.VictorPrime.com)

### THE COACHES

World-renowned coach **MIKE DITKA** is one of only two men ever to win the Super Bowl as a player, as an assistant coach, and as a head coach. A fierce competitor, TV sports commentator, and businessman, "Iron Mike" demands total commitment from himself and those around him. Now, he will inspire 100% commitment from you and your team.

As head coach of the New York Jets and son of coaching legend Buddy Ryan, **REX HANCOCK** knows what it takes to get the job done. You've got to want it, you've got to "Give It All You Got." By building teamwork, earning loyalty, handling disappointment, and not employing excuses, Coach Hancock led the New York Jets to the AFC Championship game as a rookie coach with a rookie quarterback and a whole new way of doing business.

As head coach of the 2010 Super Bowl champions, the New Orleans Saints, **SEAN PAYTON** knows how to face great adversity and challenge — and win. Coach Payton not only led his team to success, but he also restored hope and glory to hurricane-ravaged New Orleans.

For seven decades, legendary Florida State football coach **BOBBY BOWDEN** led his teams to championship victories. The man knows how to motivate players and teams. As an inspirational speaker, Coach Bowden has reached hundreds of thousands of people seeking a higher level of greatness. Now you and your team have the opportunity to experience the best.



*“You work hard, you put in the effort, and you WILL get the results you want. Nothin’ else to it.*

*You have to work hard, you have to put in the hours. Because someone somewhere is going to work hard, too. You gotta outwork ‘em“*

**– Coach Bobby Bowden**

*“People who get their work habits have to be reasonable people. They make themselves to be done. It comes to people who don’t work hard. It most commonly results to the state that comes when they can’t bring themselves to do the things they need to do (but don’t like to do or are unable to do).”*

**– Ray Dalio**, Founder of Bridgewater Associates, *Time* 100’s 100 Most Influential

### SALES MOTIVATION AND RESULTS TODAY (S.M.A.R.T.)

Welcome to the most exciting and engaging corporate training available.

Before beginning VictorPrime S.M.A.R.T training, read through this guide and ready yourself to start your team development.

The strength of VictorPrime S.M.A.R.T. is in our powerful and experienced leaders who, through video content, inspire you and your team members to excel to full capacity.

The compelling training and content of VictorPrime will help you unlock your potential and recognize you have what it takes to succeed.

### GET THE MOST FROM YOUR EXPERIENCE

This participant workbook may be used in a group setting with a facilitator or solely as a self-study module. After extensive research, VictorPrime’s S.M.A.R.T. series was specifically designed to help sales associates identify their strengths and motivate them to optimize and maximize their strengths.

View each video segment and complete exercises for each of the five sections.

Targeting motivation is a task every company today faces. The energy of the team, as well as each of its individual members, must be maximized in order to optimize operations and success. All of the activity questions encourage techniques, as well as groundbreaking new methods of inspiring you and your people.

### APPROACHING THE MATERIALS

While the videos are the foundation of the training program, the workbook and team exercises are the forum in which you and your group will jump-start your path to greater cooperation, understanding and unit cohesiveness.

Participants will benefit from paying close attention to the videos and by remaining openminded about the segment exercises. VictorPrime makes all of this simple, fun, engaging, and easy to accomplish.

Prepare yourself to:

- Discuss & Interact
- Have fun
- Learn & Improve
- Succeed



"One of the most important traits in the path to success is this: Tact.

I see this as the ability to recognize the moments in which it is important to listen.

That shows real confidence."

- Coach Sean Payton

"Doing the best in this moment puts you in the best place for the next moment."

- Oprah Winfrey

GET BEYOND MOTIVATION. GET RESULTS.

Clients are demanding more of you. Markets are in constant flux. Industry competition increases daily, forcing you to recalibrate and adjust.

Incumbent competitors try to outspend you. New entrants and substitute products try to under-price you. Sometimes even your own organization can feel like an obstacle.

The sales team is on the front line representing your organization in the battle for results. As a sales team member, **you** help significantly to set the tone of the entire organization. **You** keep clients happy. **You** save deals. **You** consistently solve problems.

And, **you** accomplish all of this while generating the revenue that keeps your entire organization alive.

In your critical role, can you better stay energized, focused, and remain on the winning side of your game?

The secret is recognizing and utilizing your greatest, most consistent, and most valued advantage available... **YOU!**

PREVIEW ONLY



In the classic book *Art of War*, ancient Chinese General and Strategist Sun Tsu explained that a warrior's greatest advantage is his or her own self.

To best use that advantage, Sun Tsu recommended that a warrior must know the self, know the terrain, and know the competition.

2) What are the two or three most important traits to you from Column A above?

<i>EXAMPLE</i>	<i>I am leading I am having fun I am producing</i>

3) Of these traits, circle the one over which you have the most control.

<i>EXAMPLE</i>	<i>I am leading I am having fun I am producing</i>

4) The answer you selected in question three is one of your many strengths. Place that answer in the box below. You may find yourself with an uncommon or unexpected answer, as in our example of *having fun*. If you find something unexpected, you may have discovered some insight into your own strengths.

<i>EXAMPLE</i>	<i>having fun</i>

5) You selected the above strength because you have great control over it. Describe why you have such control over this strength.

<b>I HAVE CONTROL OVER THIS STRENGTH BECAUSE...</b>	
<i>EXAMPLE</i>	<i>I have control over having fun because I can find ways to turn really tedious tasks into fun puzzles or challenges.</i>



VIDEO PART III: "PERSISTENCE"

PERSISTENCE – There will always be setbacks. Achieving success is about not letting those setbacks get in the way.

- **COACH RYAN** comments on the usefulness of criticism.
- **COACH BOWDEN** declares that a challenge is a proving ground where potential becomes reality.
- **COACH PEYTON** believes in the power of focus.
- **COACH DITKA** believes to focus on the present.

*"No one likes to be criticized. Sometimes it goes with the territory. Try to learn from it, no matter who it's coming from, or how it's presented.."*

**- Coach Rex Ryan**

*"Failure is the opportunity to begin again, more intelligently."*

**- Henry Ford**

*"I believe you must own your own life. You make your life. So when you have a perception and then you find the form that you want, you have to go out and work with those concepts and find it's up to me."*

**- Brad Pitt**

INSTRUCTIONS

1 Play Video Part III



2 After viewing Video Part III you should complete the exercises on the following pages.

IF STUDYING IN A GROUP:

- Complete Exercise 1
- Group Discussion about Exercise 1
- Team members and Facilitator should read some of the entries aloud

IF STUDYING INDEPENDENTLY:

- Complete Exercises 1 & 2
- Write Notes, Reflect & Share with Co-Workers Later

4) Examine impacts you've outlined in column B. Consider whether you see any trends or patterns.

Look at the following list of words. Circle any of the words that describe trends in your column B, Impact. You may also choose to add your own descriptive words

IN COLUMN B, <i>IMPACT</i> , I SEE THE FOLLOWING TRENDS...	
<b>Power</b> <b>Effectiveness</b> <b>Influence</b> <b>Genius</b> <b>Freedom</b> <b>Network</b> <b>Reputation</b> <b>Reward</b> <b>Income</b> <b>Satisfaction</b> <b>Territory</b> <b>Advancement</b> <b>Adaptability</b> <b>Reliability</b> <b>Inventiveness</b> <b>Creativity</b>	<b>Focus</b> <b>Dedication</b> <b>Flexibility</b> <b>Predictability</b> <b>Consistency</b> <b>Out-Of-Box Thinking</b> <b>Community</b> <b>Family</b> <b>Leadership</b> <b>Volunteerism</b> <b>Execution</b> <b>Research</b> <b>Diligence</b> <b>Fortrightness</b> <b>Giving Back</b> <b>Being Present</b>

5) Examine the words you circled. Which three words best describe your "secret sauce" that you bring to your clients?

MY PERSISTENCE RESULTS IN INCREASED...
<p><i>EXAMPLE</i></p> <p><i>Effectiveness, Inventiveness, Network</i></p>
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### MASTER ACTION PLAN

Congratulations! You've completed VictorPrime's *Sales, Motivation and Results Today!* Now you've primed yourself to further harness your sales power.

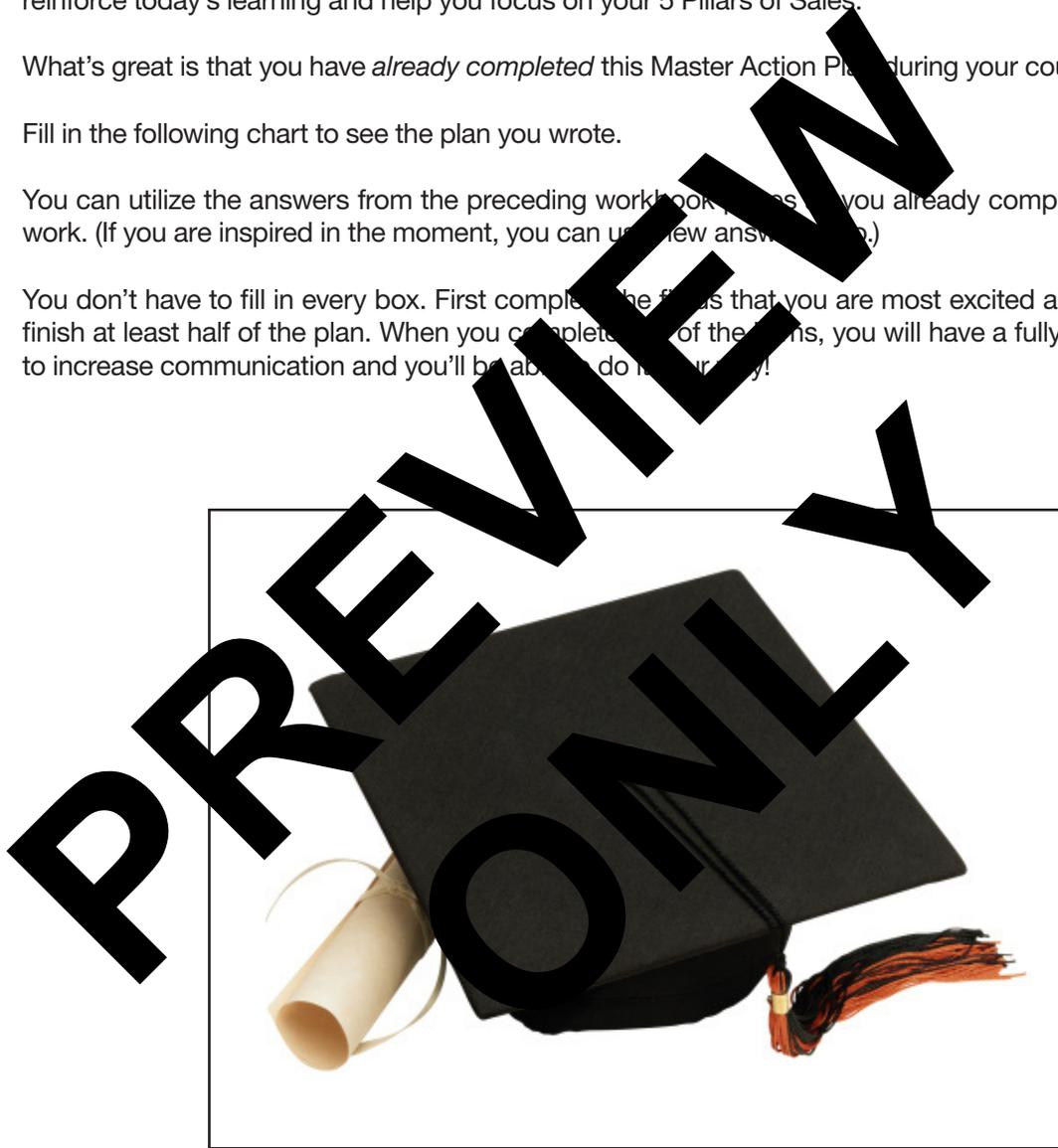
You will leave this training with an easy-to-follow one page M.A.P., or *Master Action Plan*. This M.A.P. will reinforce today's learning and help you focus on your 5 Pillars of Sales.

What's great is that you have *already completed* this Master Action Plan during your course work.

Fill in the following chart to see the plan you wrote.

You can utilize the answers from the preceding workbook pages (you already completed all the hard work. (If you are inspired in the moment, you can use new answers, too.)

You don't have to fill in every box. First complete the boxes that you are most excited about. Then try to finish at least half of the plan. When you complete half of the plan, you will have a fully executable plan to increase communication and you'll be able to do it *your way!*



CASE STUDY: TARGET CORPORATION

Target competes with reigning titan — Walmart — in one of the fiercest competitions of them all — big box retailing.

Target’s current number two spot in such a powerfully competitive industry is still an extraordinarily powerful and lucrative position.

- 97% of Americans recognize the Target brand
- Target earns more more than many huge companies including Microsoft, Dell, Johnson & Johnson and even Coca Cola
- Target makes charitable donations of 3 million dollars per week.



Target’s mascot, Bullseye, is as irreverent and friendly as the brand.

Target employs over 350,000 people at over 1,800 locations.

How does an organization like this stay sales-motivated all the way from all the C-suite through to the team members that populate the stockroom?

The answer: Target implements the 5 P’s extremely well as an organization.

Let’s review the 5 P’s using the Target Corporation as an example:

- Planning
- Power
- Persistence
- Perspective
- People

PREVIEW ONLY