

6-STEP MEMORYPOWER WORK-UP

This 6-Step Work-Up process is a valuable metric in defining the key content, sales strategies, practices, behaviors or knowledge that, when remembered well, will significantly boost sales, performance and accountability.

Use this to reassess three crucial areas of your business:

- Articulate the aligning beliefs and practices that define your business purpose and guide employee performance in driving customer loyalty and sales growth
- Verify the steps, procedures, or processes everyone in operations and sales must do consistently that directly translate into \$\$\$ and customer satisfaction
- Refresh the sales scripts, compelling stories, and competitive advantages that crisply answer the "WHY I should do business with you?" challenge

Then use the MemoryPower systems to train direct reports, executives, managers, salespeople and team members to remember it.

Whether launching a new sales initiative or company-wide strategic plan, drilling-down new processes or sales scripts, aligning teams, orienting new hires or refreshing training, insure that the desired knowledge and practices - key to personal development and business success - are remembered accurately and executed precisely ... every time!

List the top 5 strategic values, core principles or aligning words you use to measure your company's performance & success?

1

For example ... Sales:
Coordination
Timeliness
Team Commitment
Communication
Accuracy

... Front/Back Office:
Enthusiasm
Timeliness
Empathy
Accuracy
Follow Through

The Value of the 6-Step Work-Up

Individuals and companies have a curable memory problem that's costing sales, time, money, and customer relationships.

It could be as simple as not recalling a client's name or a personal detail at the right time, or not remembering essential sales scripts, objection-handling responses, or strategies that influence decisions and close sales.

It could be the failure to accurately follow common everyday procedures or training that's hurting operational efficiency and undermining team coordination and customer satisfaction.

It could be the result of poor differentiation between a company and its' competitors, fuzzy messaging of competitive advantages, the need to better articulate the "WHY YOU" message to your customers, or not telling the compelling stories or narratives that inspire employees and clients enthusiastically to your cause, product, service or value proposition.

What knowledge and performance gaps would you like to eliminate?

List 10 -15 actions, tasks, processes or procedures that, when done consistently and accurately by the sales team, produce better results and more sales?

2

List 10 -15 actions, tasks, processes or procedures that, when done consistently by the internal team, deliver better communication, customer service, sales or vendor support.

3

List your company's top three competitive advantages.

These differentiate you from your competition and answer the "Why Choose YOU?" challenge.

4

List your top 6 "selling" benefits and the 6 most common objections.
 Script the ideal response next to it that every employee should know precisely.

| <u>Benefit</u> | | <u>Phrase/Script</u> |
|------------------|---|----------------------|
| <h1>5</h1> | 1 | |
| | 2 | |
| | 3 | |
| | 4 | |
| | 5 | |
| | 6 | |
| <u>Objection</u> | | |
| | 1 | |
| | 2 | |
| | 3 | |
| | 4 | |
| | 5 | |
| | 6 | |

Stories or narratives about customer success, exceptional service, saving the day, solving a customer problem, etc., communicate powerfully and memorably the business value you bring to a relationship.

Chronicle your best stories (use the aligning words from pg 1 or the benefits listed above). Everyone who works for you is selling - from outside sales to the front/back office. Your stories quantify your value & inspire action. Everyone should know them.

| | | |
|------------|---|---|
| <h1>6</h1> | 1 | 2 |
| | 3 | 4 |