

Presence and the Sales Process Observation – Self

(Use this assessment in conjunction with chapters one and two of Selling with Presence)

Meeting With: _____ Location: _____ Date: _____

1. Opening

During the beginning moments of a sales interaction, the focus is on making personal connections by getting to know or reconnecting with the people at the meeting. It's also about creating the parameters and objectives of the meeting: the agenda and time, and the individual and collective desired outcomes. It includes:

- Creating a space for casual conversation to occur*
- Itemizing the agenda*
- Introducing the people*
- Giving the people on the buyer's side the opportunity to introduce themselves*
- Stating or reiterating the time contract*

Presence Characteristics, Traits, and Behaviors during the Opening Phase	Allows you to
<ul style="list-style-type: none"> ➤ comfort in your own skin ➤ awareness of self and others ➤ projection of a sense of ease, poise, or self-assurance, ➤ relaxed alertness ➤ communication of values and beliefs 	<ul style="list-style-type: none"> ➤ show vulnerability ➤ connect ➤ engage ➤ build meaningful relationships ➤ establish credibility

Great presence is in the eye of the beholder. However, our internal environment (thoughts, feelings, physiology) create the experience for the other person as well. Deepening your self-awareness is the beginning place for increasing power over your presence. It is useful to become aware of what is working and not working for you on two dimensions: how you represent yourself externally behaviorally, and how you experience your internal environment.

How I showed up externally. Score yourself on how well you did the following:

- Engaged with and connected well with meeting attendees Not this time Somewhat Did it well
- Established credibility through my presence Not this time Somewhat Did it well
- Showed vulnerability Not this time Somewhat Did it well

Notes - capture some thought and ideas about things you will do the same and/or differently next time

What was going on for me internally? Notice what was happening in relation to:

- Breathing was relaxed Not this time Somewhat Did it well
- Inner critic was kept at bay Not this time Somewhat Did it well
- Emotions didn't get in my way Not this time Somewhat Did it well

Notes - capture some thought and ideas about things you will do the same and/or differently next time

