

Dental Consultant Master Academy
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Transcript - Week 23

How to Live By Your Noble Business Purpose

Hello, this is Debbie and welcome to this weeks training video.

Last week I introduced a way to develop your Noble Business Purpose. This week I will cover how to live by your Noble Business Purpose. We will cover why you want to keep your clients voice at front and center of your business. Next I will go over distractions and stumbling blocks that deter you from living your noble business purpose. I will also talk about keeping yourself from working in fear, what fear can do to your contracts and how it stops you from moving forward. We have a lot to cover so let's get started working on your business now!

Have you ever experienced frustration with getting your great message across to a client and they just didn't seem to get it? I mean, you know that they know, they need what you offer but they just can't seem to say "YES."

As a business owner, you are responsible for keeping your clients needs, their voice at the front and center of your business. When you can make a proactive shift in the way you talk about your clients, you will begin to create a new sales narrative for your business.

Let's now look at various distractions and stumbling blocks that can derail you for living your Noble Business Purpose (NBP). We will look at how fear can threaten your hard-won process and how to keep this at bay. We will explore innovative coaching techniques that will help you keep your NBP alive in the hearts and minds of your colleagues, team and clients.

Your NBP is a powerful tool that you, the leader of your team, can use to keep your business team in the right direction.

If you have ever found yourself short on money then you must know how scary it can feel when you don't have the client contracts to pay your bills. Your clients can feel the same way. Behind many negotiations is a deep-seated fear of losing the contract.

Who hasn't felt this dread? It starts in your gut and spreads like water through your veins, moving into your arms and legs. Your heart will begin to beat faster, your breathing becomes shallow, and you may even break out in a sweat.

This is not the right mindset for your client sales process. Some people actually believe that fear is a great motivator. Even when I started speaking at dental conferences my mother believed it was good for me to feel nervous about speaking to a group of professionals.

Fear works short-term. It can kick start someone into action, but it is not something that is sustainable as a source of motivation. Many people who are in a sales process and feel fearful will fly around with lots of activity, but then one of two things will happen; the person will either burn out or the person the activity propels him or her to a new level of success. Now the fear subsides and then the person closing the client sales goes back to doing what they have always done and they remain at a mid-level of performance.

Fear makes people frantic, when they need to remain focused.

Last week I talked about your brain and how your Noble Business Purpose (NBP) ignites your brain's frontal lobes, thereby giving your access to higher-level decision making, creativity, and thought processes.

Fear will do just the opposite. Fear ignites your amygdala, often called the lizard brain. This term is held over from our prehistoric ancestors. It has two responses: fight or flight.

Daniel Goleman, is known as the father of emotional intelligence, and he coined the phrase *amygdala hijack* to describe what happens when fear ignites your lizard brain.

Here is how Daniel Goleman describes this: (Found in Emotional Intelligence 10th Anniversary Edition: Why It Can Matter More Than IQ by Daniel Goleman (New York Bantam, 2006).

In the brain's architecture, the amygdala is posed something like an alarm company where operators stand ready to send out emergency calls to the fire department, police, and a neighbor whenever a home security system signals trouble.

When it should an alarm of, say, fear, it sends out urgent messages to every part of the brain: it triggers the secretion of the body's fight-or-flight hormones, mobilizes the centers for movement and activates the cardio vascular system the muscles and the gut.

The amygdala is the most primitive part of your brain. It doesn't have higher-level decision-making skills. It responds only to perceived threats. Unfortunately, the lizard brain isn't real bright. Since it can't distinguish between a threat to your life and a threat to your ego, it responds to both in the same way.

You will not make good decisions when you are afraid. You tend to focus only short-term, and you can't come to a place of confidence.

When you are attempting to close a client proposal, and you are feeling fear, you stop using your Noble Business Purpose. You stop trying to make a difference to your client.

Your job during the proposal stage and as a leader is to take fear off your plate. Your Noble Business Purpose can help with this. This is where you find your courage to hold back the flood of fear.

History is full of stories of men and women who overcame their fears and adversity for something bigger than themselves. We are stronger when we know that other people are counting on us.

In the moment of a battle during war it is not the fear of the drill sergeant that prompts a soldier to charge forward; it's the commitment to the team.

Thankfully, your career of selling to dentists doesn't carry the same risks as a war or battle. But selling to dentists, or whom ever you are selling your services and products to, does require courage.

When you reduce fear, you enable yourself and your team that surrounds you, to act in a bold and courageous manner, no matter how dire the circumstances. Therefore, your job as a leader is to keep the lizard brain at bay.

You can't completely eliminate fear, but you can give yourself and your team, the skills to overcome it. Just like the military, you help your team conquer fear by providing extensive training and having them commit to the team.

Training will enable your people, your team, to act in the face of uncertainty. Reminding yourself and your team that you are part of something bigger than yourselves and increases everyone's commitment to the team purpose.

Recently, at a dental meeting, the lady who was in charge of the set-up team led the team by giving orders and yelling at people who didn't quite understand what they were to be doing. The next day only half of her team showed up to help with the set-up and preparation for day two of the conference.

I don't advocate screaming at your team but if you are clear about the bigger purpose, true believers don't resent high standards; they appreciate them.

Fear is a given--- in business and in life. But there is a big difference between being afraid of your boss and being afraid of letting your team down. When you are afraid of your boss, you go into protection mode. When you are afraid of letting your team down, you give it your all. I know the difference because I have been in both situations.

I want you to imagine a salesperson standing at the front of a room giving a presentation with both the boss and potential client watching. Prior to this sales call, the boss had reamed this sales person on his team about their performance so far this month. What do you think is going on in this salesperson's head as they make the presentation to their boss and potential clients?

Instead of being 100 percent focused on their prospective client, this salesperson is wondering: "What does my boss think?" And when you are in a position of closing sales and you are afraid you do not listen well. When you experience fear in a sales presentation with a potential client, you are thinking short-term and care more about future business. You will possibly get defensive if you hear any objections, you are not able to think strategically, you are less likely to ask deep questions and some people who are in the fear mode will become aggressive which will be a turn off.

It will never matter how badly you need the money from a client contract because when you show up determined to make a difference, you will close more business than when you just focus on the money and fear.

Everyone is afraid at some point in their life. Maybe you are afraid that you will be found out, lose your job or worst of all that your life doesn't matter.

Fear is one of the prominent emotions in business today. But fear is not helpful. You can not make good decisions when you are afraid. Your personal short-term interests trump everything else. You don't care if the client benefits; you just want the sale today.

People who are only focused on closing the sale don't show up with passion. They show up with only angst. Fear-based people who are selling, are not as effective as those who sell with a NBP, because they are feeling frantic, thinking only short-term, covering their mistakes, resisting the unknown, and slaking off when fear abates.

When you are focused on your NBP you are focused, you are looking at long-term strategies, you are client-oriented, you can manage the unknown and you will work harder in the face of adversity.

When you are worried about yourself, you go into protection mode. But when the people you care about are counting on you, you pull it out of your gut to go the extra mile.

I am sure you have heard this before, and it is the truth. Courage isn't the absence of fear. It's the ability to act in the face of fear.

Selling with your Noble Business Purpose is about putting yourself in the service of something bigger and better than just yourself. It's about making a difference to your clients, to your family, and ultimately the world.

Your actions and your beliefs have power. Don't underestimate the power of one person to change the trajectory of a business or organization.

Every situation does call for a hero. In your case, the hero is probably you.

I will continue on next week with your NBP mind-set.

Your action steps this week are to think about a situation where you felt fear. Write this down. Was this as a child or was it something recently? Maybe it was fear about an important event in your life. What did you do to overcome this fear?

Write about it and then think about a situation with a client and how you may have dealt with a fear in either a contract situation, maybe your 1st meeting with them or something that happened while consulting with them. How did you react to that feeling of fear?

Now write about a current fear you may have experienced with a potential or current client. How can you change the outcome of a decision for your client when you put the focus on them and not your fear?

Write about the first and second fear and what would be different if you put the other person 1st and focus on the end result by doing what is in that other persons best interest. What is the different outcome now?

Everyone, have a great week. This is Debbie Signing off. Bye everyone.

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