Dental Consultant Master Academy

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Transcript - Week 24
Your Noble Business Mindset

Hello, this is Debbie and welcome to this week's Dental Consultant Master Academy Video. Today I want to talk about your Noble Business Mindset. I know that we have talked about your mindset before but this is your mindset for selling your consulting services to dental professionals.

What I will cover in today's video are your intellectual eye, your mindset as a person who will sell and the difference between an average and an outstanding mindset. So let's get started working on your business!

Have you ever been with someone and you knew ahead of time, the exact words that they were going to say or maybe someone is scowling or sighing heavily and you may know they are not happy, but, if someone is smiling you will most likely know they are happy.

We are constantly reading each others moods, intentions and mindsets. Sometimes we do this unconsciously, but most of the time, it done subconsciously.

Your clients can also read people too. They are constantly evaluating others and especially you – when you are in a sales-type of conversation with them.

There is a book that is called Silent Messages by Albert Mehrabian. This book is about the implicit communications of emotions and attitudes. Mehrabian found that the believability of someone's message was influenced 7 percent by content, 38 percent by voice tone and tempo – or the way words are said and 55 percent by body language and facial expressions.

This means that when a potential client of yours is deciding whether or not you are credible, only 7 percent of the assessment comes from your content or the words that you are saying. The other 93 percent is likely to be based on your tone, tempo, facial expressions, and body language. Your clients don't just evaluate the content of your message; but they decide whether or not your message—your information is believable.

Here is an example of what I mean: If you are giving a presentation for potential clients and your verbal message is "I want to help you improve your dental practice." But if you nonverbal message is tense, anxious and you are pushing a contract over to them, and the dental professional you are presenting your information to feels like you are about to pounce on them, which message do you think your potential client will respond to?

Will they respond to the verbal or nonverbal message?

Mehrabian's and other similar studies validate what we already know to be true; your internal talk is what matters.

You can approach this information in two ways as a leader who is attracting and interacting with potential clients. You can spend a lot of time and money teaching yourself how to alter your tone, tempo, facial expressions and body language or you can address the root cause, which is your mindset.

Millions of dollars are spent on teaching and training sales people skills and behaviors in an attempt to sell more but what really pays off is studying your mindset.

Your mindset is what sets the stage for everything you will do. Your mindset is what will drive your behaviors. It is the centerpiece for the actions you will take. The way you think about a situation determines your approach and directs your actions.

You can say all the right words, but if your mindset is one of greed, fear, or angst, your potential client will know. You internal dialogue is constantly leaking out whether you are aware of it or not.

When you sell with your Noble Business Purpose, you will not need to worry about your body language or tone because your internal thoughts leak out; this is what has a positive impact on your future clients.

Your behavior is not enough. If you want to truly understand what makes someone a top performer and close more contracts, you will need to drill down beneath your behavior to identify the mindset that drives it.

What I have learned about my colleagues who are top performers as consultants, the ones who seem to close many contracts each year, is that they are selling by their noble business purpose. I have also identified five distinct differences between the way average people approach their jobs and the mindset of my colleagues whom I consider top performers.

The average person who sells something focuses on their company. They do have a sales or business plan and I know that they really do want to be successful. They have products and systems to sell and they do like what they do.

But the top dental consultants—or the ones that I know do more than $50,000 USD in sales annually, focus on their mindset and their clients they will serve. The have a plan but they also remain flexible with their plan. They also want success for everyone. Abundance is in their thoughts. They are focused on their client as #1 and next is their focus on products and systems. AND most of all, they love what they do!

Now think about the top sales people you have met and think about my two lists just mentioned. Can you see evidence of mindset?

Now think about this from a client's perspective. Which group of people would you rather have calling on you? If 93 percent of your client's assessment is based on what your potential client reads into your tone, tempo, facial expressions and body language, which mindsets do you think your clients will prefer?

The differences may seem subtle but they really aren't. These differences are what play out in every level of your time with a potential client.

The differences in approach translate into five distinct and teachable Noble Business Purpose mindsets that you can use with yourself and your team. If NBP is the linchpin—the game changer that shifts your focus – then these five mindsets are the next layer to sealing the deal with your future clients.

Let me list these five mindsets in more detail here. Mindset #1 is that you hold two goals in mind. Approach your future client interactions with the client's goals as your main focus. Keep their goals as your priority.

When you are focused on your Noble Business Purpose you are focused on your own goals AND those of your future client. Of course you know that you need to ask questions in the beginning --discovery phase with your potential clients but if you listen closely to the types of questions a person who has a noble business purpose asks their questions are there to uncover the needs of their client.

When you come from your Noble Business Purpose you are going to ask questions from a place of genuine interest and your clients can feel this difference. This is because you consider the other person's agenda just as important as yours. You will ask more in depth questions, such as "What are the biggest challenges you face today?" and "How do you think the changes in the economy will affect you in the next year?"

With your NBP you exhibit higher-level thinking because you don't succumb to the either/or mindset that means you forget about the clients goals. You will hold a space for both agendas and seamlessly assimilate both sets of goals into larger, more robust solutions. The ability to hold on to two agendas at the same time takes some skill. Fortunately, it's a thought process that you can learn.

Instead of uncovering surface needs within the small context of their services, when you come from your NBP you will uncover bigger-picture challenges within the context of your clients entire situation. This is why you will be able to close higher priced contracts and hold onto business a lot longer.

I have a drawing of how to make this mindset work for you. You can see here I have a visual of how this will help you elevate your thinking. This triangle is easy to understand. Your goals—your truth, will make up one side of the triangle. Your potential client's agenda –their truth is on the other side.
Your purpose as a person selling is to get to the apex, where you can actualize your Noble Business Purpose. Achieving this goal is built upon your agenda—that is your thinking "Oh my services and products are great and you should buy and/or use them!" It also includes your client's agenda—what they are thinking and what they know, for

example “We have business ideas and a great office or business!” Both of these are great and they need you to pay attention to them equally.

The purpose of this visual serves a few purposes. It provides sales with a common touchstone. It forces you to use a different part of your brain - -visual processing. This is what opens up more creative thoughts. Looking at this diagram also makes things easy to remember for you and it’s a tangible for reframing your thinking.

This triangle enables you to visually demonstrate a universal truth; putting your goals on pause to uncover the client’s goals. This actually makes you feel more powerful not less in control. Think about this - -- Who’s is smarter—you-- the person getting them to buy your services and/or products and the one who cares about the best solution for both of you? Or is the smarter one the person selling to a potential client, who only cares about his or her agenda? I know that you have the answer to this question!

This visual model provides you with a powerful way to solve the “my agenda vs. their agenda.” This is a model that can be used at every stage of the sales cycle to help reframe your thoughts. You can go to your action sheet and keep it available to illustrate concepts to yourself and if you have a team –it can also be helpful for them.

Be able to hold these two goals in your mind at the same time (Your goal and your client’s goal) because this is a foundational mindset which the other four mindsets are built upon.

Mindset #2 is about confidence. This means that you will ultimately close the contract but that you are not attached to having it play out a certain way. This means that you are open and free to deal with new information and challenges that may appear with your potential client.

Have you ever witnessed a sales person ignore a customers cues and miss important information because they were so eager to close the sale?

When you come from your NBP you are confident. You automatically know that you can and will close the deal. You will not be attached to this sales process going a specific way. When you are not focused on your NBP you will most likely try to close the client too early. You should be able to sit without any uncertainty and be more sophisticated in all of your sales approaches. This is what allows potential clients to feel heard and understood. It also changes the fact that you are able to gather more concrete information and you can make a more compelling case.

When you come from your NBP you will discover certain obstacles early on and get through these obstacles easier. This allows for a shorter sales cycle. You will actually close the sale faster because you are not overly attached to making the sale in the first 30 seconds.

Before you sit down with a potential client always do a pre-call survey. A few weeks ago I gave you an example of a Practice Profile that I use. This is a questionnaire that you will want to customize for your potential clients to gather necessary information.

Once you have this information, when you do meet with a potential client to review their challenges, spend at least half of your interaction, preferably the first part of the meeting, exploring your client's situation and their office environment. The more comfortable you can be wading through the waters of uncertainty, the more skilled you will become at identifying bigger-picture themes and pulling out relevant issues.

Mindset #3 is to begin with your client or potential client goals in mind. It will not be a thought process of "I have this program and I want to sell it."

When you organize your conversations and presentations around your clients environment and their goals, not your product and or consulting solutions, but when you come from your NBP you will begin your conversations with your clients goals, the problems will come first and then creating, talking about solutions you can offer will come second.

Open your conversations with a summary of the most pressing challenges facing your client. Now you can explain how your product and or services will address their challenges.

To reinforce your NBP explain to potential clients, the problems you have solved for other clients and the goals you have helped others achieve.

Mindset #4 is your definition of success. When you have a mindset with your Noble Business Purpose in mind, you will hold yourself accountable for having a positive impact on others. People are not there for you to accomplish your goals but rather you want to impact those who surround you.

When you have a desire to impact others in a positive way, you will not talk about the receptionist that answers the phone as a *gatekeeper*. Instead you will come from the position of "How can I help you get a raise or promotion?" Or "How can I help you look good to your employer?"

When you come from this mindset you will know the goals and challenges of the other players on the team of your potential client.

Creating success of others is the way you create success for yourself. The more you do it, the more it circles back to you.

It is easy to forget this universal truth in the rush-rush of business. This is where your leadership needs to come into play. One of the essential roles of a leader is to provide context or the back-story that helps people understand how things will fit together.

Periodically, share stories about the impact you have had on individual players of the teams you will work with. This will create an environment where people will have a vested interest in their team's success.

Mindset #5 is eliminating any barriers. You will have love and no fear. Do not spend any time worrying about whether or not things will go your way. You are probably hearing this and thinking "Well, of course I want what is best for my client!" But I most remind you to listen deep inside of your mind and your soul. Are you worried about losing that potential client contract?

You must be completely passionate about your clients. This is about your thought process. It is a methodology of thoughts that you must learn. These five mindsets are powerful mental models that you can use to reinforce your NBP thinking with your future sales. They affect every aspect of sales behavior, and they will help you improve your skills for closing more contracts.

As a business owner you have a choice: you can show up with love, or you can allow yourself to be held back by fear.

Showing up in love is about bringing your best self into every situation. It is the difference between the teacher who is just putting in the hours and the one who is truly on fire to help students learn. One is showing up with love; the other is distracted by unspoken fears and worries.

Here is a technique to get you in the right frame of mind before you complete your sales cycle, sit down with your client in person or possibly you have a SKYPE or phone call to close the contract. This technique incorporates your NBP mindset. Once you learn this, it takes less than 10 seconds to complete.

Here are the three steps. Number 1 is to breathe. This helps to get oxygen to your brain and more blood flowing through your body. Number 2 is to think. This means that you will think about your agenda as well as your potential client's agenda. Think "I have an agenda, and I am flexible. These two thoughts put you in the right mindset for successful interactions. Number 3 is to feel. Envision something or someone you love. This ignites a positive chemical reaction in your brain. You produce more serotonin, which makes you more positive, creative and open.

Use this technique to center yourself before you walk into your meeting or get on your call. This will remind you of your larger purpose and help you bring your best self into any situation.

Before I do a program or work with a client I envision love. You can bring photos with you of your family or just sit in a quiet time with yourself before you begin your client interactions. Perhaps you may want to just sit and think about your client. Imagine a strong start with them as you just sit in the quietness of your Self. You will begin to notice less resistance to new ideas, and people are able to embrace the concepts you bring more quickly. One positive thought can equal a positive outcome.

You can also find other places to use this technique because it is not only clients that are reading your mindset.

When you show up with love this means you are willing to put your heart on the line for others. It means getting a little misty-eyed when you talk about the people you love and care about.

Loving your clients and your colleague's works just like it does with your family. You can't expect to get love back unless you are willing to put some love into the other person.

Your internal dialogue affects your external presentation. The five NBP mindsets ensure that you and your team –if you have a team—are setting yourselves up for success.

As the leader of your team- your business, you play a powerful role in shaping your team's mindset and beliefs. When you establish new mental models for your team, you start to see a shift in everyone's behavior that surrounds you.

It takes guts to show up with love. It means that you have to talk about emotions and bring caring into your workplace- -and this may mean a workplace that doesn't always value love and passion. But this is precisely why you need this mindset.

As a leader you set the tone. You get to decide whether you are the kind of person who brings his or her heart and soul to work – or simply someone who checks their spirit at the door and only goes through the motions of doing a J O B.

Honestly, you have already made this decision! After all, you would not be in this 50 week course if you didn't care! So I want you to take a deep breath and decide how you will show up with love. It will be the most powerful statement as a leader that you can make.

Your action steps this week are to write down your noble business purpose and then pick a client, write down their goals and the goals of your sales contract.
Next complete the triangle planning tool for this client. Then answer the client truth questions and reverse engineer your call plan. This is what will happen when you meet with your client to present your findings and solutions.

That is all for this week. I want to wish all of you a fantastic week. Until I see you next week, this is Debbie signing off!