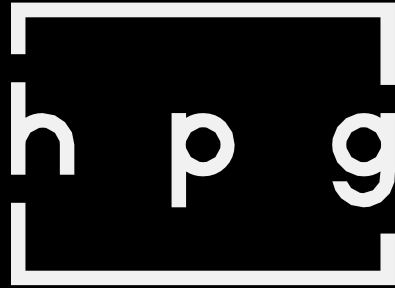


The logo features the text 'PPAI EXPO CONFERENCE' centered within a circular graphic. The graphic consists of two concentric rings: an outer dark blue ring and an inner light green ring. The rings are broken at the top and bottom, creating a partial circle effect. The text is in a bold, sans-serif font. 'PPAI' is in dark blue, 'EXPO' is in dark blue with a green arrow pointing right from the 'E', and 'CONFERENCE' is in dark blue.

PPAI
EXPO
CONFERENCE



Sales Resilience Blueprint

JQ



Jenna Quaranta,
Director of Sales Training & Development



Our Mindset:



Let's all live with the desire to leave this industry Better than we found



ROUTE 91

HARVEST

Sales Resilience Blueprint



3 guarantees for this session:

1. The true understanding of the Importance of Resilience in sales + Practical Strategies for Building Resilience
2. Strategies to shift your perspective in sales & life
3. Tactical strategies to scale your sales in 2024

Section 1: Understanding Resilience

Let's Kick Things Off!



Raise your hand if you've faced rejection in the past week.

How resilience can be a critical asset in the sales field



1. Handling Rejection

Resilience helps salespeople bounce back from rejection, learn from it, and persist in their efforts.

2. Adaptability to Change

Resilience enables sales professionals to quickly adapt to evolving market conditions and embrace new strategies and technologies.

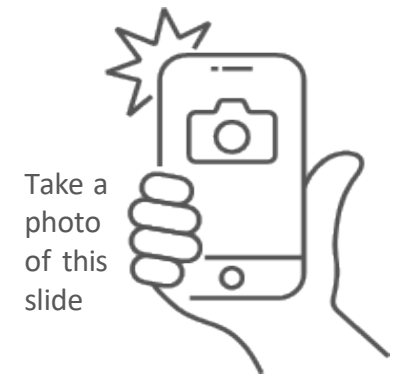
3. Managing Stress

Resilience allows salespeople to cope with high-stress situations, make rational decisions, and prevent burnout while maintaining a positive attitude.

Resilience is:



- Resilience is the mental, physical, emotional and behavioral ability to face and cope with adversity, adapt to change, recover, learn and grow from setbacks
- Resilience is the ability to withstand adversity and bounce back from difficult life events.
- JQ's Path to Resilience: Encounter Challenge > Adapt > Recover > Process + Learn > Grow > Thrive > Stay Alive



Inspiring Resilience



- **Resilience and Personal Growth**

Because of my resilience in the face of adversity, I was allowed to take control of my life. Through self-reflection and determination, I embarked on a journey of personal growth, healing, and mental strength.

- **Sales Success Through Proactive Efforts**

Despite the trauma, I channeled my energy into my sales career. By actively prospecting and dedicating myself to continuous improvement, not only regained my footing but also saw substantial growth in my sales performance.

- **Holistic Life Transformation**

By focusing on personal health, nurturing relationships, and professional success, I achieved a well-rounded and fulfilling life, demonstrating the power of resilience and determination.



Section 2: The Power of Perspective

Big Energy Moment:



In the spirit of shifting perspectives, who's down to share a moment when a change in mindset transformed a challenge into a sales triumph.

What's the significance of perspective in overcoming adversity?



1. Mental Resilience

A positive perspective can bolster mental resilience, helping individuals navigate challenges with a more optimistic outlook, which, in turn, enhances their ability to overcome adversity.

2. Problem Solving

Perspective allows for a more comprehensive understanding of adversity, enabling individuals to identify solutions and opportunities that might not be apparent from a negative viewpoint.

3. Growth and Learning

Viewing adversity as an opportunity for growth and learning can empower individuals to extract valuable lessons from difficult experiences, ultimately leading to personal development and strength.

5 ways I shifted my perspective after the Route 91 mass shooting tragedy:



1. Prioritizing WHAT + WHO Matters

I began prioritizing loved ones and personal well-being over minor inconveniences.

2. Embracing the Present

Adversity taught me to appreciate the present moment and find gratitude in small joys.

3. Life's Fragility

I recognized the fragility of life, prompting a deeper appreciation for every day.

4. Positive Impact

My perspective shifted towards making a positive impact in the world.

5. Growth and Healing

This change empowered my personal growth, healing, and newfound purpose in life.



Take a
photo
of this
slide

3 action steps to encourage YOU to reframe challenges as opportunities for growth

1. Self-Reflection

Reflect on past challenges and identify what you have learned or gained from those experiences.

2. Positive Language

Replace phrases like "problems" or "obstacles" with "opportunities" or "challenges."
Shift your mindset towards growth and problem-solving.

3. Goal Setting

Setting SMART goals will give the confidence to see obstacles as steppingstones toward personal and professional development. (For fun: write down 3 things you spend too much time doing in your workday!)

By following these 3 steps, you might begin to view challenges through a different lens, recognizing them as opportunities for growth and transformation.



Take a photo of this slide



Section 3: Building Resilience in Sales

Quick Poll:



How many of you have a go-to self-care routine that fuels your sales hustle?

Adaptability: the importance of adapting to changing circumstances



- **Resilience and Relevance**

Those who can adjust to changing circumstances remain relevant and competitive, ensuring long-term success in dynamic environments.

- **Survival and Growth**

Adapting to change is not just about survival; it's also about thriving. Businesses and individuals who adapt effectively can seize new opportunities and grow even in challenging times.

3 strategies for developing resilience in the sales profession



1. Continuous Learning

Stay updated with industry trends, sales techniques, and product knowledge. The more you know – the more you grow, the better equipped you are to adapt and overcome challenges.

2. Embrace Rejection (Who's dating?) Raise your hand...this is for you too

See rejection as a learning opportunity, not a failure. Analyze each rejection to refine your approach and grow as a salesperson.

3. Self-Care Routine

Prioritize your physical and mental health. Regular exercise, stress management, and work-life balance are crucial for maintaining resilience in a high-pressure sales environment.



Take a photo of this slide

Self-Care Strategies for Sales Success



3 benefits of maintaining mental and emotional well-being for sales reps:

1. Sustained Performance

Prioritizing self-care is not a luxury but a necessity. It enables sales professionals to maintain consistent high performance by managing stress, preventing burnout, and staying mentally sharp.

2. Effective Decision-Making

A healthy mental and emotional state enhances decision-making capabilities. Salespeople who prioritize self-care are better equipped to make rational and strategic choices, even in high-pressure situations.

3. Building Resilience

Self-care practices like mindfulness, relaxation, and work-life balance build emotional resilience. This resilience helps sales professionals bounce back from setbacks, maintain a positive attitude, and persevere through challenges in the sales field.

Section 4: “Staying Alive” in Sales

Big Energy Moment:



Who's prospecting? Who's had a recent prospecting win that made you do a happy dance?

5 actionable tips for staying competitive and thriving in the sales field.



1. Maximize Time Efficiency

Prioritize tasks and avoid wasting time on non-essential activities. Efficiently prospect and research your lead to ensure every moment counts. (If it doesn't align with your end goal – bounce!)

2. Revitalize Client Connections

Reengage with existing clients by asking insightful questions, hard questions and being more direct in your communication. Strengthen customer relationships to boost loyalty and referrals.

3. Prioritize Self-Care

Take care of your physical and mental well-being. Watch your diet, as nutrition impacts your brain and mood. Remember, life is short, move your body, lift weights, take care of your self.

4. Focus on Continuous Learning

Avoid stagnation by continuously acquiring new skills and knowledge. Stay open to personal and professional growth opportunities to remain competitive in the sales field.

5. Avoid Overthinking, Take Action

Trust your instincts, make decisions, and take action. In sales, swift problem-solving and proactive steps often lead to success.



Q1 PROSPECTING CHALLENGE START DATE 1/23/24



Tuesday Referral Mission:

Objective: Secure introductions for business expansion.

Execution: Every Tuesday, identify 2 -3 individuals in your network.

Directive: Request introductions, leveraging your relationships.

"I'm looking to scale my business in the new year...knowing what I do, is there anyone in your life you feel I should be connected with?"

"I'm looking to scale my relationship with your company in the new year...is there anyone else sourcing branded goods on your team I should be introduced to?"

Now What?:

- **Objective:** Initiate contact with the acquired referrals.
- **Execution:** Every Monday, launch targeted outreach to the referred individuals.
- **Directive:** Introduce yourself, ask to earn time on their calendar, and establish a foundation for future collaboration.



STAY ALIVE in Q1:

Monday: New Business Day

Tuesday feeds Monday: Hunting Day/Introduction ask day



Summary: We Made it

Summary



1. Understanding Resilience (Section 1)

Resilience in the sales field involves handling rejection, adapting to change, and managing stress. Personal growth and success can emerge from adversity, demonstrating the power of resilience.

2. The Power of Perspective (Section 2)

The significance of perspective in overcoming adversity is crucial. A positive outlook enhances mental resilience, problem-solving, and personal growth. Your own shift in perspective highlights the importance of embracing the present and finding gratitude.

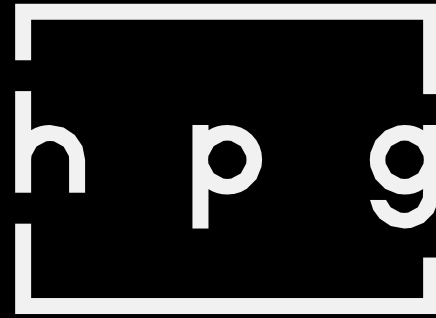
3. Building Resilience in Sales (Section 3)

Strategies for developing resilience in sales include continuous learning, embracing rejection, and self-care. Adaptability and maintaining mental and emotional well-being are essential for thriving in the dynamic sales environment.



Jenna Quaranta,
Director of Sales Training & Development





Thank you



The logo features the text 'PPAI EXPO CONFERENCE' centered within a circular graphic. The graphic consists of two concentric rings: an outer dark blue ring and an inner light green ring. The rings are broken into segments, with the dark blue segments being larger and the light green segments being smaller, creating a dynamic, circular pattern around the text.

PPAI
EXPO
CONFERENCE