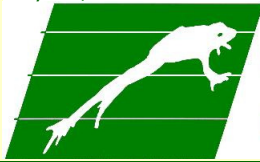
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May 17, 2010



Calaveras
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The Coach's Corner

Leapfrog Ahead Of Your Competition!

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Coach's Quote Of The Week:



"The most important single central fact about

Dear Mark,

The presentation for the Memphis Chapter of the "International Decorative Artisans League" turned out great. I sometimes forget that such extremely creative artists also need to be tough business people.

I had spent a lot of time practicing for the presentation, using video and outside input to make sure it came across well. Soon thereafter, I had a session with a client, discussing her approach to sales.

She was not using a structured approach or script, just a seat-of-the-pants approach. Without a framework, it was hard for her to improve her performance, and she kept falling into "traps" that cut short her sales calls.

Guess what we will be working on for the next couple of sessions.... structure, scripts, and role playing - with role playing taking center stage. It is hard to overemphasize the importance of practice in all aspects of business!

I hope you enjoy reading the "Role-play" article below, check out our website and gain some understanding as to how Calaveras Business Coaching can help re-energize you and your business, help move it forward, and make it fun again.

Mark van Stolk
Licensed Professional Business Coach

www.Calaveras-Coaching.com

Role Playing - Crucial To Success!

a free market is that no exchange takes place unless both parties benefit."
--Milton Friedman

Featured Service:

The "KEEP YOUR PIPELINE FULL" Workshop

Saturday, June 12th, from 10am to 2:30pm, Location To Be Announced (Germantown)

Come to the workshop and leave with a detailed plan, tailored to YOU, that will ELIMINATE the "Sell/Do Seesaw"!

What will you walk away with at the end of the workshop?

1. Define Your Target Market - Who is your best prospect, and where do they hang out?

2. Find Out Why They Really Buy- Buyers react

There seems to be a rather serious disconnect between how people approach their sports/hobby activities and how they approach their work-activities - specifically with respect to practice.

As a business coach, I often ask clients to consider the time they spent practicing to play a sport or a musical instrument to the time they actually spent performing. They are almost always in agreement that they spend ten times (10x) more time practicing than actually performing. Yet when crossing the line to business (work), the performance is usually everything and there is little or no time spent on practice.

Some may say, "That's just the way it is." I say that businesses would be more successful if they spent at least some time practicing (role playing). Two examples to consider:

Scenario #1: Presented with a lease increase by his landlord a client was enraged by the timing (poor economy) and the amount of the increase. It was clear that any negotiation would have to be practiced and scripted in order for the client to keep his composure and avoid an assault charge.

By employing a want vs. need worksheet and role playing the meeting with the landlord, the client was prepared for the meeting. The meeting went as scripted, the landlord was receptive to the approach, the well thought out presentation and the client remained calm and in control. The client was successful in getting what he needed.

Scenario #2: An opportunity to be the supplier for one of the larger businesses in the state left the client and his salesperson feeling a little overwhelmed. The true win was just being considered and having the opportunity to present to the decision maker. The salesperson was just young and inexperienced enough not to take "no" as an answer. The meeting was set and the feelings of being overwhelmed turned to panic.

The salesperson requested that I spend additional time with her role playing the presentation, bring up as many situations as possible. After we had completed our role playing she spent additional time with the owner doing role playing, since he would be accompanying her on the sales call. He was clearly out of his comfort zone, still not sure about this "role playing".

As it turns out the preparation gave the perspective client the impression that they were well prepared to handle such a large account and confidence that she made the right selection.

*only to "Benefits"
- are you selling
"Features"?*

**3. Refine Your
Message To Get
Their Attention-**
*What can you say
that will make
them read the
rest of your
message?*

**4. Select Your
Strategies For
Getting The
Word Out-** *Are
you relying on
only 2-3
strategies - and
passive ones at
that?*

**5. Schedule
Your Actions-**
*Dig your well
before you are
thirsty - don't wait
until your
previous project is
done!*

**6. Commit To An
Action Plan-**
*There is no plan in
the world that will
help you if you
don't ACT!*

**7. Make Yourself
Accountable-**
*Take away the
last reason to
procrastinate!*

*Call Coach Mark
van Stolk at
901-753-3753 or
[click here](#) for more
details*

If training is a key element of success in your business and role playing is not being used to the extent that it could be, make the commitment and take the chance. Role playing adds power to training, builds confidence and makes true professionals. Professional business coaches can assist you in training and becoming comfortable with role playing.

Article: PBCA Library



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Calaveras Business Coaching, LLC. | 1910 Glenbuck | Germantown | TN | 38138