



The Critical 12 Seconds

Leader's Guide

Preparation

- Set up a computer, internet connection and video projector (with sound) for the video portion of the lesson
- Make copies of the participant's guide handout and distribute after playing the video for the group

Discussion

- **ASK:** Based on Jeff's video, who can tell me the two components of 'The Critical Seconds'? How long are both components? (*Looking for "five seconds before the customer walks in" and "seven seconds after they walk in"*)
- **ASK:** What happens in the first five seconds? (*Looking for "mental preparation"*) And what happens in the second seven seconds? (*Looking for "positive energy" and "customer decides if they like you"*)
- **ASK:** Why is this first impression so important to the relationship? How does it make your job easier if you do it right?

Exercise and Practice

- Instruct participants to complete the two sections found in the Participant Guide:
 - Describe your current "pre-shot" routine when you know a customer is walking into your sales office
 - Next, brainstorm on a few *new* actions you can take during the *five seconds leading up to a customer's entrance* into your office. Be sure to answer the question, "*How can I make a decision to be completely positive (even if the customer isn't)?*"
- Discuss their answers as a group and highlight good responses
- Instruct the team to practice their new "pre-shot" routine throughout the week and to be prepared to discuss at next week's meeting.