

SALES LEADERSHIP TOOLKIT

THE MASTERY ACCELERATOR™

The Mastery Accelerator™ is predicated upon the idea that you must constantly raise the discomfort bar if you are to constantly improve your performance.

The premise is simple but profound: If it does not challenge you, it does not change you.

Here's how it works...

10x Practice a very limited and specific skill (overcoming a single objection, or explaining just one feature, for example) out loud and **into a voice recorder ten consecutive times**. Listen after each recording and make notes. Listen for word choice, pace, enthusiasm, relaxed tones, etc. Do it ten times, even if you feel like you have it down. You want to turn the technique into muscle memory. After ten times, you should be comfortable with the technique...which means you need to get uncomfortable all over again.

5x Practice the same technique with a peer, five times. Find someone who will be brutally honest with you and who will coach you for performance improvement. This will be uncomfortable at first, but far less so after having practiced repeatedly alone. Get better each time, and continue to build your muscle memory. After five times it will be much more comfortable.

3x Ratchet up the discomfort: practice three times with your sales manager. Now you're into the fine-tuning, so pay close attention. You are honing in on perfection! You're getting insanely comfortable with the technique.

1x Demonstrate your perfected skill in front of the entire sales team. You can do this...you've put in the necessary repetition. You've moved from the panic zone to the learning zone to the comfort zone. By now you should be on autopilot. Here's my question: How ready are you to now take your perfected technique and use it with an actual prospect? How high is your confidence level? How bold will you be when others are uncomfortable? How ready are you to master this presentation?

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Practice This EXACT Skill...	Repeat This Many Times...	Keep Count
	<div style="border: 1px solid orange; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 5px;">10x</div> <p>Practice a very limited and specific skill (overcoming a single objection, or explaining just one feature, for example) out loud and into a voice recorder ten consecutive times. Listen after each recording and make notes.</p>	10. <input type="checkbox"/> 5. <input type="checkbox"/> 9. <input type="checkbox"/> 4. <input type="checkbox"/> 8. <input type="checkbox"/> 3. <input type="checkbox"/> 7. <input type="checkbox"/> 2. <input type="checkbox"/> 6. <input type="checkbox"/> 1. <input type="checkbox"/>
	<div style="border: 1px solid lightgreen; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 5px;">5x</div> <p>Practice the same technique with a peer, five times. Find someone who will be brutally honest with you and who will coach you for performance improvement.</p>	5. <input type="checkbox"/> 4. <input type="checkbox"/> 3. <input type="checkbox"/> 2. <input type="checkbox"/> 1. <input type="checkbox"/>
	<div style="border: 1px solid purple; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 5px;">3x</div> <p>Ratchet up the discomfort: practice three times with your sales manager. Now you're into the fine-tuning, so pay close attention. You are honing in on perfection!</p>	3. <input type="checkbox"/> 2. <input type="checkbox"/> 1. <input type="checkbox"/>
	<div style="border: 1px solid lightblue; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 5px;">1x</div> <p>Demonstrate your perfected skill in front of the entire sales team. You can do this...you've put in the necessary repetition. You've moved from the panic zone to the learning zone to the comfort zone.</p>	1. <input type="checkbox"/>

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	<p>5x Practice the same technique with a peer, five times. Find someone who will be brutally honest with you and who will coach you for performance improvement.</p>	5. <input type="checkbox"/> 4. <input type="checkbox"/> 3. <input type="checkbox"/> 2. <input type="checkbox"/> 1. <input type="checkbox"/>
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