

CHANGING --- YOUR MINDSET

***EFFECTIVE FUNDRAISING
BEGINS WITH YOU***

TO START, LET'S PLAY A LITTLE GAME...

BSAINXLEATNTEARS

BSAINXLEATNTEARS

B S A I N BANANAS A RS

LET'S DO ONE MORE...

NEW DOOR
ONE WORD

Elevate Sales

PRESSURE

PUSHY

ANNOYING

MANIPULATIVE

**PERCEPTION OF
SELLING**

SELF-SERVING

DOESN'T LISTEN

OUT TO GET YOU

HELPING

CONSULTING

SERVICE

RELATIONSHIPS

**PERCEPTION OF
SERVING**

CARING

LISTENING

EMPATHETIC

SELLING IS SERVING



**BUILDING
RELATIONSHIP**



KEY #1

A thick, solid green horizontal line that tapers at both ends, positioned directly beneath the "KEY #1" text.

BUILD TRUST USING THE POWER OF RAPPORT

5 S's TO A BUILDING RAPPORT



\$

\$

\$

\$

\$

SMILE

S

S

S

S













“If you want to make a good first impression, smile at people. What does it cost to smile? Nothing. What does it cost not to smile? Everything...”

- GUY KAWASAKI



SMILE

STAND

S

S

S

SMILE

STAND

SPACE

S

S

SMILE

STAND

SPACE

SOFTLY

S

SMILE

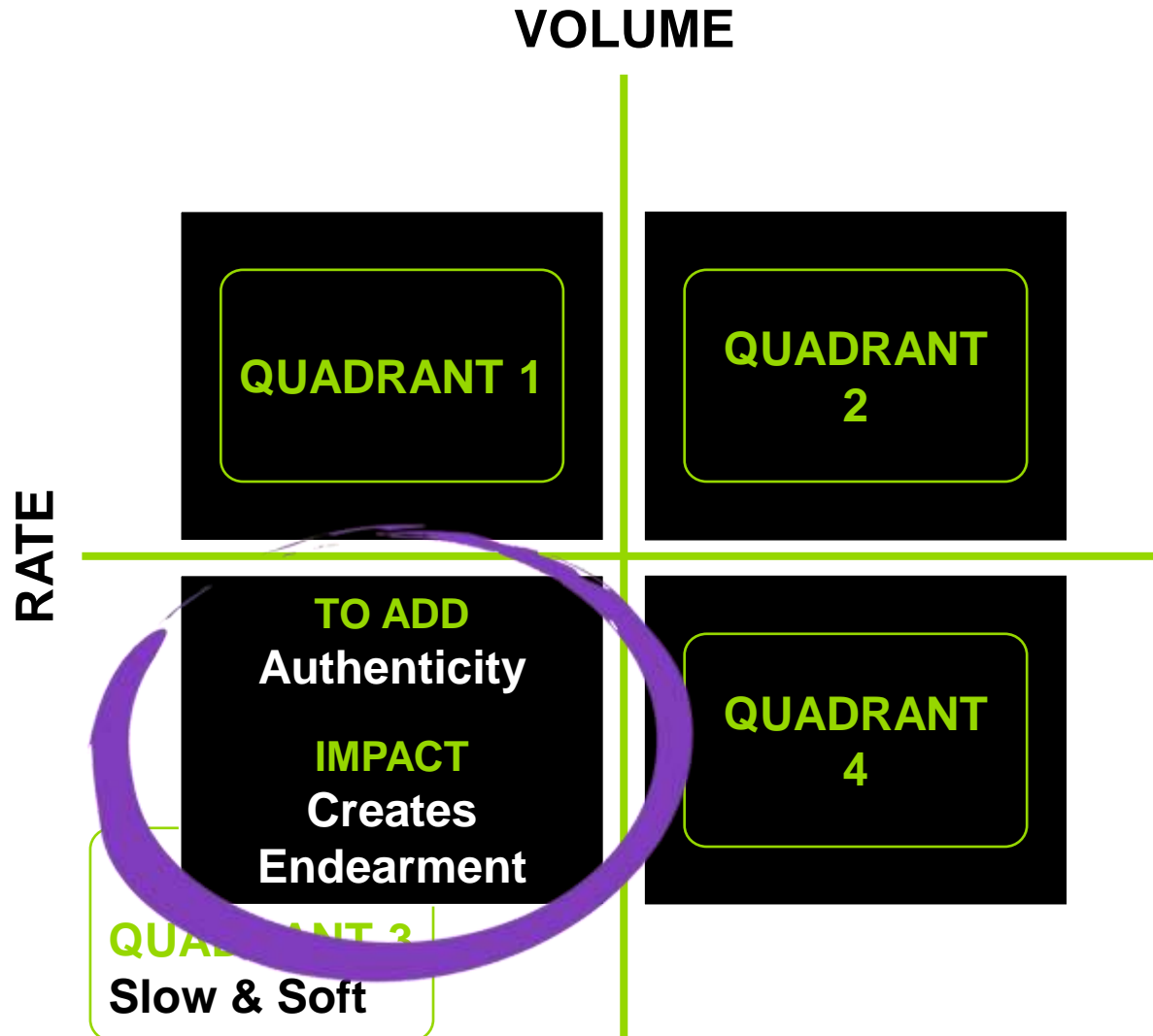
STAND

SPACE

SOFTLY

SLOWLY

THE 3rd QUADRANT OF VOCAL VARIETY





KEY #2

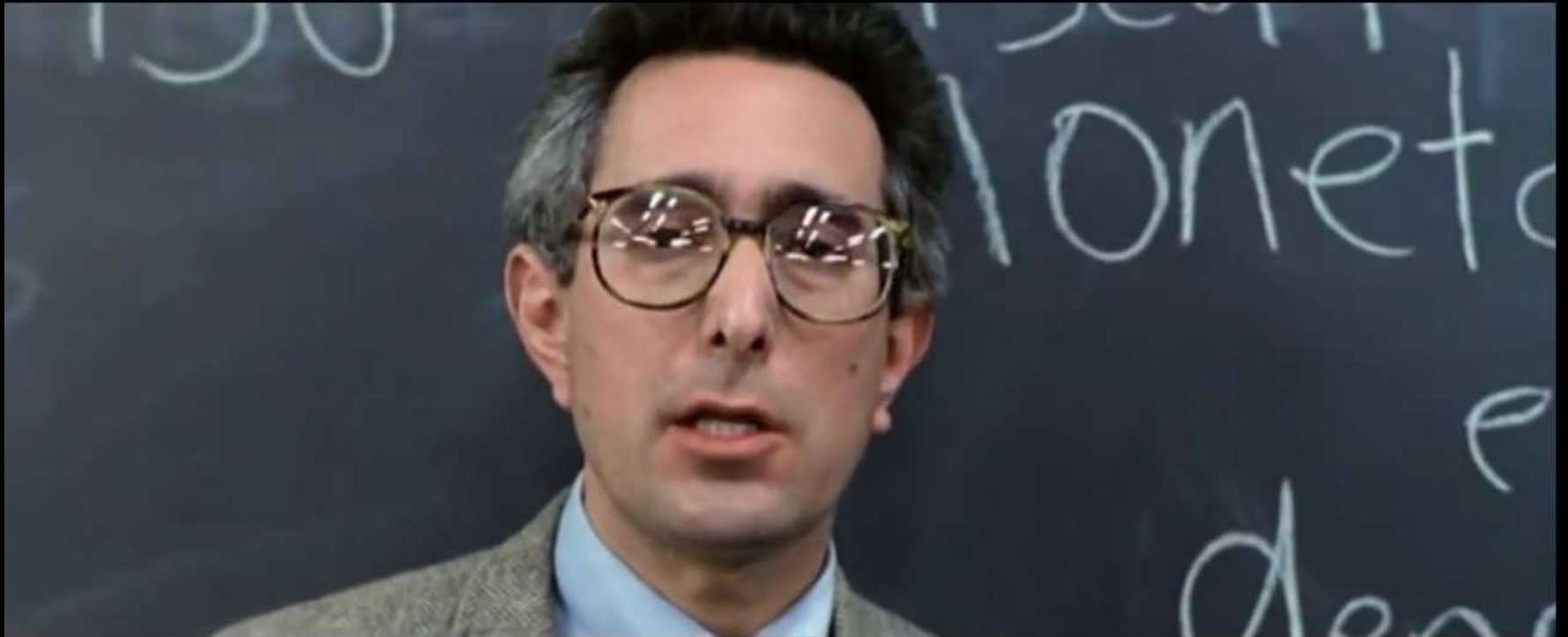
A thick, solid green horizontal line that tapers at both ends, positioned directly beneath the "KEY #2" text.

EVOKE EMOTION THROUGH STORY-TELLING

STORYTELLING PRINCIPLES



**DETAILS TELL
STORIES SELL**



HEAR THE DIFFERENCE



STORYTELLING PRINCIPLES



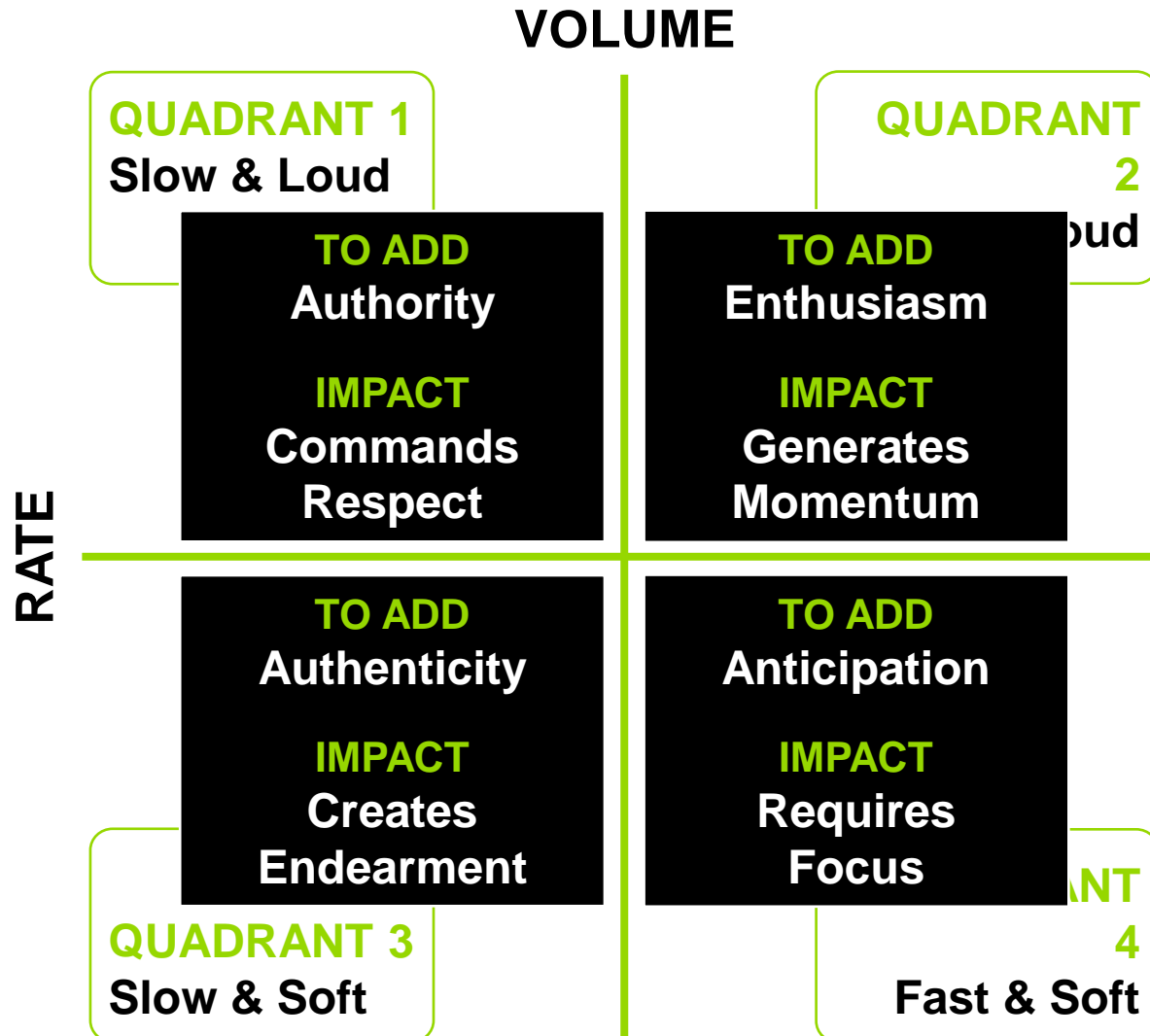
**STORIES SHOULD
BE SHORT,
ENTHUSIASTIC, &
TAILORED TO THE
PROSPECT'S NEEDS
& BUYING STYLE**

STORYTELLING PRINCIPLES



**SELLING IS ABOUT
MOVING PEOPLE
EMOTIONALLY;
STORYTELLING
SKILLS ARE THE
VEHICLE**

THE 4 QUADRANTS OF VOCAL VARIETY

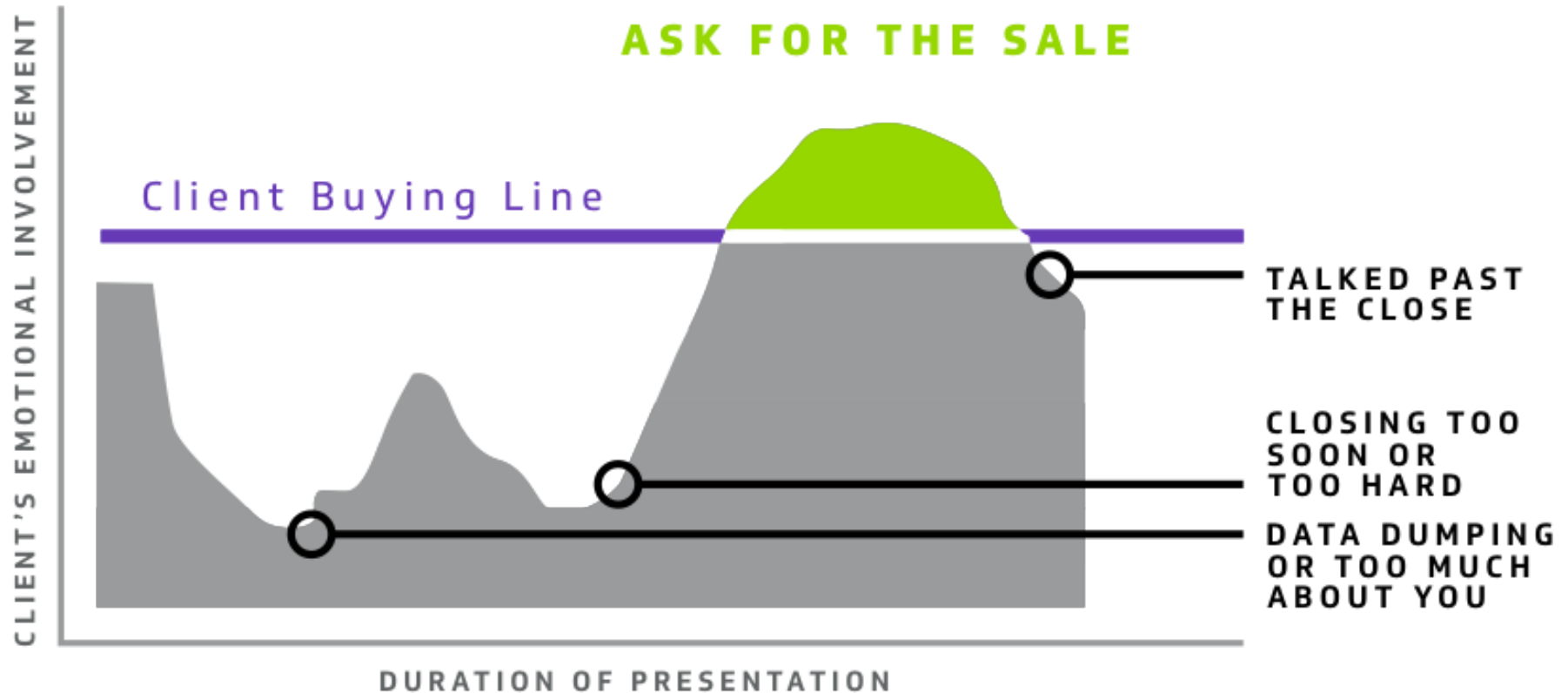


KEY #3

A thick, solid green horizontal line that tapers at both ends, positioned directly beneath the "KEY #3" text.

CLOSE WITH CONFIDENCE

UNDERSTANDING BUYING LINES





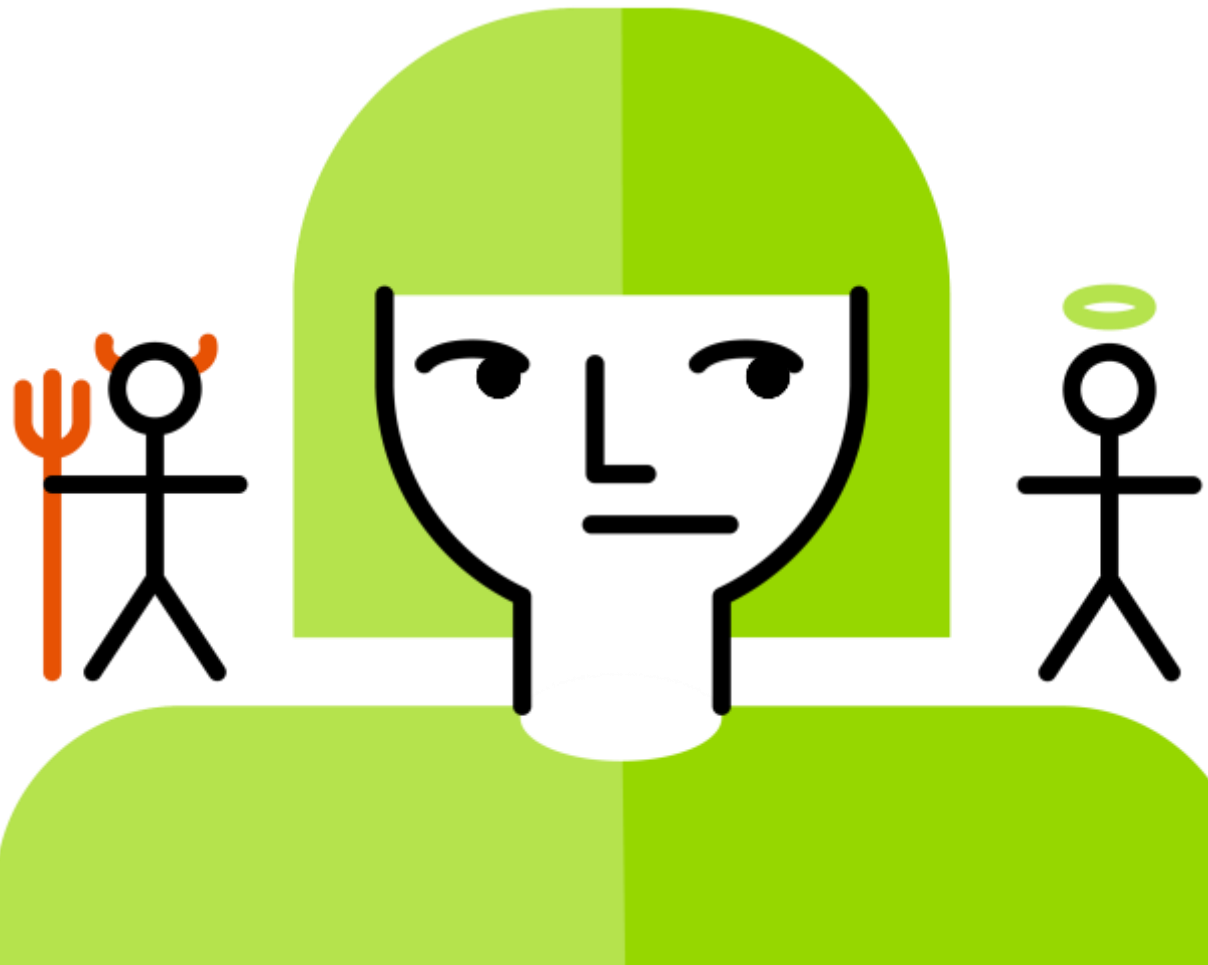
COAST SILK



EFFECTIVE FUNDRAISING BEGINS WITH YOU

Find An Excuse Or Find A Way

Find a Way, NOT an Excuse



WHAT DO YOU BELIEVE?



THANK YOU!

www.southwesternconsulting.com

Adam Outland
Partner, Southwestern Consulting™

SOUTHWESTERNCONSULTING.COM

Elevate Sales

Elevate Sales