

DITCH THE PITCH Sales Practice Program

Juice PLUS⁺

Turn every presentation into a
conversation that matters

NMD Class 1

Steve Yastrow

steve@yastrow.com

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**YASTROW
& COMPANY**

**At Juice Plus+, _____
are the main driver of our _____**

The Plus+ Conversation Principle



The Plus+ Conversation: A Conversation that Matters to Your Customer or Team Member



A monologue is not an effective way to get people to believe in you or Juice Plus+

To create compelling beliefs, engage people in conversations that matter to them



Ditch the Pitch!

Turn every _____ into
a _____ that matters.

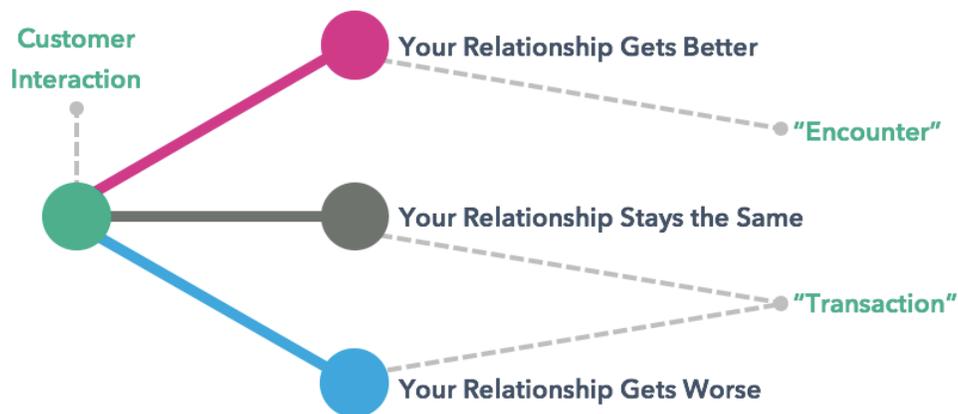
"The most eager speaking at one another does not make a conversation."
- Martin Buber, Dialogue (1932)

Creating "We" Relationships:

When customers and team members see you as
their trusting, collaborative partner

The Relationship-Building Encounter

Every time you interact with a customer or team member, three things can happen:



Relationships

Which customer/team member interactions have the potential to be "encounters" if handled well? Which customer/team member interactions have the potential to be "transactions" if not handled well?

Improvise! The Key to Conversations That Matter

Human beings were born to improvise

"Improvisation is the art of not knowing what you're going to do or say next and being completely okay with that."

—Mick Napier

Founder, Annoyance Theater &
Author of *Improvise*



Think About It

You are already an awesome improviser. You improvise all the time! In what everyday situations do you regularly improvise?

The Effects of Plus+ Conversations

The Plus+ Conversation

If you could turn just three of your daily conversations into Plus+ Conversations, what would be the effect on your business?

**At Juice Plus+, conversations
are the main driver of our success**

Consider

Plus+ Conversations with:

- Future customers
- Current customers
- Future team members
- High-producing team members/leaders
- Team members with significant untapped potential

Ditch the Pitch Habits

Figure Out What's Going On

The first thing you have to do when you enter a conversation or situation with a Juice Plus+ customer or team member is to figure out “what’s going on here?” Each conversation is influenced by new factors. You will be most successful when you *Figure Out What’s Going On*.

Habit 1	
Habit 2	

Go with the Flow

A conversation only moves forward when both participants agree to it. To create fresh, spontaneous Plus+ Conversations, you must *Go with the Flow*.

Habit 3	
Habit 4	

Let a Shared Story Emerge

The mantra of Juice Plus+ customers: “If you want me to think **you’re** different, show me that you know what makes **me** different.” The goal is to motivate your customers and team members to believe you are a critical part of achieving their results.

Habit 5	
Habit 6	

Figure Out What's Going On

The first thing you have to do when you enter a conversation or situation with a customer or team member is to figure out "what's going on here?"

Habit 1

Think Input Before Output

In your own words, what does *Think Input Before Output* mean? How could this habit positively affect the Juice Plus+ sales process?

PRACTICE

Be alert

Say less to notice more

Turn down your analytic brain

Exercise

At the start of a meeting with a prospective Juice Plus+ customer, what could you learn in 60 seconds of intense listening that could help you better understand how to persuade them to become a customer?

Self-Assess

In my conversations with customers and team members...

- The customer **always** does more than 50% of the talking
- The customer **usually** does more than 50% of the talking
- The customer **sometimes** does more than 50% of the talking
- The customer **never** does more than 50% of the talking

Check the option that most applies to you

Figure Out What's Going On

Each conversation is influenced by new factors. You will be most successful when you continually *Figure Out What's Going On*.

Habit 2

Size Up the Scene

In your own words, what does *Size Up the Scene* mean? How could this habit positively affect the Juice Plus+ sales process?

PRACTICE

Know who you are with

Understand the context of your conversation

Listen for the game

"All truths are easy to understand once they are discovered; the point is to discover them." - Galileo Galilei

Exercise

To *know who you are with*, you first must identify defining personal characteristics (“spices”) of the person you are speaking with. What are examples of these “spices” that help you understand what makes individual Juice Plus+ customers and team members unique?

Discuss

Share examples of things you have learned that are going on “behind the scenes” when speaking with a Juice Plus+ customer or team member. How might this help you understand what’s really going on, and how these factors could affect their decision making?

Go with the Flow

A conversation only moves forward when both participants agree to it.

Habit 3

Create a Series of "Yeses"

In your own words, what does *Create a Series of "Yeses"* mean? How could this habit positively affect the Juice Plus+ sales process?

PRACTICE

Say, "Yes, and..."

Work with what you are given

Ensure your customer keeps saying yes

"Even if it's a bit edgy, a bit out of your comfort zone, saying 'yes' means that you will do something new, meet someone new and make a difference."

- Eric Schmidt, former executive chairman of Google

Exercise	There is always something to say "Yes" to.
<p>Give an example of an instance during a conversation with a customer or team member when your answer to one of their questions could be "no."</p> <p>How do you avoid saying the word "no" in a way that won't break the conversational momentum?</p>	

Practice	What are some "yes or no" questions you might ask in a customer conversation? How could you rephrase them?	
	"Yes or No" Questions	Open-Ended Questions

Go with the Flow

To create fresh spontaneous persuasive conversations,
you must *Go with the Flow*.

Habit 4

Explore and Heighten

In your own words, what does *Explore and Heighten* mean? How could this habit positively affect the Juice Plus+ sales process?

PRACTICE

Find your customer's path

Get rid of your but

Make accidents work

Exercise

Discover what your customer really cares about

What are some customer or team member hot-buttons, which you could discover while exploring, that could affect a customer or team member's commitment to Juice Plus+?

What are the higher-level reasons that would motivate a customer or team member to become committed to Juice Plus+?

Discuss

How can understanding a customer's or team member's issues at a higher level differentiate Juice Plus+ from other options they have?

Discuss

How can you Explore and Heighten in a three-way call?

Let a Shared Story Emerge

The mantra of Juice Plus+ customers and team members:
“If you want me to think **you’re** different, show me that you know
what makes **me** different.”

Habit 5

Focus the Conversation on Your Customer

In your own words, what does *Focus the Conversation on Your Customer* mean? How could this habit positively affect the Juice Plus+ sales process?

PRACTICE

Make 95% of the conversation about your customer

Obey the one-paragraph rule

Weave your stories together

Exercise	How do you explain a complicated topic to a Juice Plus+ customer, never speaking more than one paragraph at a time?

Practice		Weave your stories together
Example Customer Situations	Elements of the Juice Plus+ story	

Let a Shared Story Emerge

The goal is to motivate our customers to believe we are a critical part of achieving their results.

Habit 6

Don't Rush the Story

In your own words, what does *Don't Rush the Story* mean? How could this habit positively affect the Juice Plus+ sales process?

PRACTICE

Don't load the slingshot

Leave things in your pocket

Create callbacks

Discuss	What signals from your customer or team member can tell you that they may be ready to hear new information about Juice Plus+?

Exercise	Leave Things in Your Pocket
"These are a few of my favorite things:"	

"One of the best rules in conversation is never to say a thing which any of the company can reasonably wish had been left unsaid."

- Jonathan Swift

How well are you currently practicing these habits?

Consider:

- Which Ditch the Pitch Habit is currently your strongest?

- Which Ditch the Pitch Habit has the most room for improvement?

The Ditch the Pitch Habits

Habit #1: Think Input Before Output

Habit #2: Size Up the Scene

Habit #3: Create a Series of "Yeses"

Habit #4: Explore and Heighten

Habit #5: Focus the Conversation on Your Customer

Habit #6: Don't Rush the Story

Putting the Habits into Practice

What's your personal action plan for improving your Ditch the Pitch Habits and creating more Plus+ Conversations?

Action Plan

What specific steps can you take to create more Plus+ Conversations - engaging *conversations that matter* - with your customers and team members?

Action Plan

How will you know if you are succeeding?

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