

Level up your sales skills and master the Art of influencing today!

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This concise e-book has been created to support and guide you in your journey towards achieving greater success. Coaching is essential for everyone, and this e-book serves as my way of coaching you by reminding you of what you already know, helping you refocus on those important aspects, and equipping you with effective tools that can elevate your career and drive your results to new heights.

In the supplementary section, I have also incorporated certain frameworks that typically come before any type of coaching. These frameworks serve as the foundation for self-awareness and provide concepts that aid in the development of self-reflection.

In addition to this I wrote a personal introduction. With this you will have the opportunity to become more acquainted with me on a personal level and gain insights into my own journey and personal growth. These experiences have shaped my knowledge and expertise as a trainer and coach.

I am eager to hear about the influence this e-book has had on your sales career. Please share your experiences with me. Now, let's begin.

Yours sincerely,

Frederik

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Selling is the process of



Selling is the process of

- 1. Gaining the trust of a complete stranger (suspects, prospects);
- 2. Gaining excess to the core of their "hidden" motivations, needs, wants and desires your prospects has;
- 3. Becoming an expert, providing comprehensible fitting solutions (products and/or services) solving their specific ambitions, challenges, problems;
- 4. Explaining in simple terms, what the benefits for the prospect will be;
- 5. Helping the prospect to make a decision.



How are you influenced?



How are you influenced?

When it comes to the craft of exerting influence, the initial step is to comprehend how we are personally influenced. This understanding is essential in order to effectively influence others.

Therefore, it is of utmost importance to first grasp our own genuine needs and deconstruct them into their fundamental emotional components.

It has been observed that approximately 75% of one's success in sales can be attributed to their capacity to influence themselves.

Some questions to answer:

- 1. What is the significance of enthusiasm in the influencing process? Why is it crucial? How can you cultivate a state of enthusiasm?
- 2. In what manner does certainty play a role in the influencing process? How do you handle fluctuations in your own level of certainty throughout the different stages of the sales process?
- 3. In terms of knowledge, it is impossible to be well-versed in every subject that is relevant to your sales process. How do you manage when you encounter gaps in your knowledge during the sales process?
- 4. In the realm of experience, it is impossible to have firsthand knowledge of every unique challenge that an individual or organization may face. How do you continue to make progress despite lacking experience in certain areas of your sales process?





Transfer of emotions



Transfer of emotions

Sales revolves around the exchange of emotions. Sales is about possessing a strong sense of self confidence and certainty, possessing comprehensive knowledge about your prospects, including their aspirations, requirements, preferences, and cravings. Additionally, you are well-versed in your own offerings and have established a level of trust with your prospects. As a result, persuading them to engage in business with you becomes effortless.

It is crucial to cultivate the ability to effectively handle both your own state of mind and the state of your prospects. While there are undoubtedly numerous other facets to this esteemed profession and additional tasks to be accomplished throughout the sales process, we will now concentrate on several key elements of influencing the prospect.

Self-confidence and certainty are crucial attributes for success in sales, as they allow you to approach prospects with a positive mindset, build rapport, and effectively convey your product's value proposition. Here are some effective strategies to cultivate self-confidence and certainty in sales:



1. Set SMART Goals:

Establish clear, specific, measurable, achievable, relevant, and time-bound (SMART) goals for your sales performance. Achieving these goals, no matter how small, will boost your confidence and belief in your abilities.

2. Embrace Failure as a Learning Experience:

View setbacks and rejections in sales as opportunities for growth rather than personal failures. Reflect on what went wrong, identify areas for improvement, and use the experience to refine your approach.

3. Practice Positive Self-Talk:

Replace negative self-defeating thoughts with positive affirmations that reinforce your strengths and capabilities. Cultivate a growth mindset, believing that you can learn and improve with effort.



4. Seek Feedback and Mentorship:

Seek constructive feedback from experienced sales professionals or mentors to identify areas for improvement. Their insights can help you enhance your sales skills and confidence.

5. Challenge Yourself Regularly:

Step out of your comfort zone and take on new challenges in sales. Pushing yourself to conquer new experiences will boost your confidence and resilience.

6. Emphasize Your Skills and Achievements:

Reflect on your accomplishments and positive experiences in sales. Remind yourself of your past successes to build a sense of self-belief and confidence.

7. Visualize Success:

Take time to visualize yourself succeeding in sales interactions and achieving your goals. This mental rehearsal can enhance your focus, motivation, and confidence.



8. Dress for Success:

Project a confident image by dressing professionally and appropriately for your industry and target audience. Your appearance can influence your mindset and project a positive impression to prospects.

9. Learn About Your Prospects:

Conduct thorough research on your prospects, including their industry, challenges, needs, and aspirations. This knowledge will empower you to provide personalized solutions that resonate with their specific requirements.

10. Practice Active Listening:

Engage in active listening with your prospects, paying close attention to their words, nonverbal cues, and underlying concerns. Effective listening demonstrates empathy, building trust and rapport.

11. Anticipate Objections:

Prepare for potential objections and prepare well-structured responses that address their concerns and highlight the benefits of your product or service.

12. Deliver Compelling Value Proposition:

Clearly articulate the unique value proposition of your offering, explaining how it addresses the specific needs and aspirations of your prospects.

13. Emphasize Your Passion for Sales:

Express your genuine enthusiasm for the sales process and your belief in your product or service. Your passion can be contagious and inspire confidence in your prospects.

14. Seek Inspiration from Successful Salespeople:

Read biographies, watch interviews, or attend seminars of highly successful salespeople to gain insights into their mindset, strategies, and techniques.

15. Celebrate Your Successes:

Recognize and celebrate your accomplishments, no matter how small. Positive reinforcement will boost your confidence and motivation to continue achieving your goals.



So what makes prospects really buy?



So what makes prospects really buy?

To utilize the knowledge you have of your prospects, describe in your field of sales:

- 1. What makes your prospects buy your products and/or services?
- 2. What are their motives?
- 3. What are their needs, wants and desires?

Prospect buying behavior is a complex interplay of psychological factors, ranging from rational decision-making to emotional impulses. Understanding these underlying motives is crucial for effective sales strategies.

Introvert-Extravert perspectives:

Introverts and extroverts differ in their preferred ways of interacting with the world. Introverts tend to be more thoughtful, reserved, and introspective, while extroverts are more outgoing, sociable, and expressive. These personality traits can influence buying decisions in various ways:

- **Introverts:** Introverts may be drawn to products or services that offer solitude, quietude, or personalized experiences. They may appreciate minimal packaging, clear instructions, and a seamless user experience.
- **Extroverts:** Extroverts may gravitate towards products or services that enhance their social connections, self-expression, or sense of belonging. They may value vibrant designs, interactive features, and opportunities for social engagement.

Rational-Emotional Influences:

Most buying decisions are not entirely rational or emotional; they often involve a combination of both.

- **Rational Motives:** Rational motives involve the pursuit of tangible benefits and practical solutions. For instance, a customer might buy a new car for its fuel efficiency, spacious interior, or advanced safety features.
- **Emotional Motives:** Emotional motives tap into feelings, desires, and aspirations. A customer might buy a luxury handbag to express their status, a designer watch to symbolize their success, or a pair of stylish shoes to enhance their self-image.

Results-oriented vs. People-oriented approaches:

Some individuals are more focused on the outcomes or benefits they seek from a product or service, while others prioritize the relationships or connections they establish through it.

- **Results-oriented:** Results-oriented individuals are driven by the practical value and tangible outcomes they expect. They evaluate products based on their ability to solve problems, improve efficiency, or enhance their lives in a measurable way.
- **People-oriented:** People-oriented individuals are drawn to the social aspects of a product or service, valuing the interactions, experiences, and connections it facilitates. They may seek products or services that foster meaningful relationships, enhance social status, or align with their personal values.

Understanding these psychological perspectives can help salespeople tailor their approach to the specific needs and motivations of their prospects. By considering introvert-extrovert preferences, rational-emotional tendencies, and results-oriented vs. people-oriented orientations, they can create more compelling sales pitches that resonate with individual customers.

It is useful to know why some prospects don't buy certain products and/or services



"Sell them what they want, give them what they need"?



"Sell them what they want, give them what they need"?

As an expert in your field, you possess the knowledge of what a potential client desires. Once you have identified their needs, it is crucial to offer solutions and fulfill their wants. By combining the essential components and presenting them in simple terms, backed up by sufficient evidence, you will instill confidence in the client that your products or services will deliver the desired results.

Therefore, once you have determined their requirements, effectively demonstrating the necessity and motivation to purchase your offerings should be effortless.

Example: How to use the phrase "Sell them what they want, give them what they need"

Imagine you own a fitness center, and you want to attract new clients. You know that people want to lose weight, get in shape, and improve their overall health. However, you also know that these are just wants, not needs. What people actually need is a safe and effective place to exercise, guidance from experienced trainers, and support from a community of like-minded individuals.

So, how do you effectively sell your fitness center to potential clients while also addressing their needs?

Want:

"I want to lose weight and look good."

Need:

"I need a safe and effective workout program that will help me reach my fitness goals."

Solution:

"Our fitness center offers personal training sessions with certified trainers who can create a customized workout program for your individual needs and goals. We also have a variety of classes to choose from, so you can find something you enjoy and that fits your schedule."

Evidence:

"Our trainers have helped hundreds of clients achieve their fitness goals. We have a high success rate, and our clients are always satisfied with our services."

Motivation:

"Sign up for a personal training session today and take the first step towards your weight loss goals. You'll be amazed at how quickly you start to see results."

In this example, you are selling the want of "losing weight and looking good" by providing the need of "a safe and effective workout program." You are also providing evidence of your success to motivate the client to take action.

By understanding the wants and needs of your potential clients, you can create more compelling sales pitches that resonate with their interests and motivate them to take action. The phrase "Sell them what they want, give them what they need" is a powerful reminder that you should always focus on both the emotional and practical aspects of your sales strategy.



Pleasure & Pain



Pleasure & Pain

The secret of Influencing is to understand that there are two specific motivations in life most people are driven by:

The desire to **gain Pleasure** and the need **to avoid Pain**. And when you compare the scales of motivation behind these two, people have the tendency to do much more to avoid Pain then that they will do to gain Pleasure.

That's why it's paramount to understand that you have to make sure that in the sales process you find out, how Buying your product and services will contribute to their Pleasure and Not buying from you will cause specific consequences that will create a lot of Pain.

In order to find out what the Pain is, you need to investigate every aspect of the past, present and future that will cause specific tangible pain, to an extend that the prospect will become fully convinced that some things really need to change (and let the prospect tell you extensively why?).

Remember that your prospects are emotional beings. They will always find reasons and feelings (based on specific arguments, beliefs, values) to support or justify their decisions.

Example:

Imagine a homeowner who is considering purchasing a new security system for their home. They have experienced a few instances of break-ins in their neighborhood recently and are concerned about the safety of their family.

Pain:

The homeowner's primary pain is the fear of their home being burglarized. They are worried about the potential loss of property, the emotional trauma of a break-in, and the inconvenience of having to deal with the police and insurance companies.

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Pleasure:

The security system would alleviate the homeowner's pain by providing a sense of security and peace of mind. They would know that their home is protected from intruders, which would allow them to feel more relaxed and comfortable in their own home.

Prospect's emotional reasons:

The homeowner might justify their decision to purchase a security system by thinking about the safety of their family. They might imagine how relieved their spouse and children would be to know that their home is protected from danger. They might also think about how the security system could help them to sleep better at night, knowing that their home is secure.

Prospect's beliefs and values:

The homeowner might hold strong beliefs about the importance of protecting their family and their home. They might value a sense of security and peace of mind, and they might believe that a security system is a necessary investment to safeguard their most valuable possessions.

Prospect's tangible gains:

The homeowner could quantify the tangible benefits of the security system, such as the reduced risk of property loss, the increased value of their home, and the potential savings on insurance premiums.

Salesperson's approach:

A salesperson who understands the homeowner's pain and the potential pleasure they could gain would focus on highlighting the positive outcomes of purchasing the security system. They would use vivid language and emotional storytelling to help the homeowner visualize the benefits and feel the relief of having their home protected.

By understanding the homeowner's emotional motivations and tailoring their sales pitch accordingly, the salesperson can increase the likelihood of making a sale and helping the homeowner achieve their desired outcome.



Building Rapport



Building Rapport

One of the most profound building blocks in The Art of Influencing is to build Rapport with the prospect. Rapport is making an effort genuinely resonate / align with the world of your prospect and from there guiding them to places they haven't seen, heard, felt before. Either in the direction of the inevitable Pain they will have to endure when they don't buy or in the direction of the foreseeable Pleasure they will gain when they buy from you.

Some ways to build rapport:

- 1. Asking (deepening) questions;
- 2. Active listening;
- 3. Give them a referral;
- 4. Give them a topic you both are interested in (Sport, Hobby, Study, Vacation, F1);
- 5. Tell a personal story that fits the occasion;
- 6. Give them a chance to experience a solution;
- 7. Sometimes even the act of provoking can be the starting point of building rapport.

Example 1: Asking (deepening) questions

Level 1:

Salesperson: "What are some of the challenges you're facing in your current marketing strategy?" Prospect: "We're not generating enough leads from our website."

Salesperson: "That's a common challenge for many businesses. Can you tell me more about the specific steps you're taking to drive traffic to your website?"

Prospect: "We're using social media, pay-per-click advertising, and email marketing. But we're not seeing the results we were hoping for."

Level 2:

Salesperson: "What are some of the specific metrics you're tracking to measure the effectiveness of your marketing campaigns?"

Prospect: "We're tracking website traffic, page views, and conversions."

Salesperson: "What conversion rate are you aiming for, and how does that compare to your current results?"

Prospect: "We're aiming for a 5% conversion rate, but we're only seeing a 2% conversion rate."

Level 3:

Salesperson: "What are some of the specific roadblocks you're encountering that are preventing you from achieving a higher conversion rate?"

Prospect: "We're not sure we're targeting the right audience with our messaging. And we're not sure our website is user-friendly enough to convert visitors into leads."

Salesperson: "What research have you done to identify your target audience?" Prospect: "We've done some demographic research, but we haven't really delved into their psychographics or interests."

Level 4:

Salesperson: "What would you like to learn more about your target audience in order to tailor your messaging more effectively?"

Prospect: "We'd like to understand their motivations, goals, and pain points so we can speak to them in a way that resonates with them."

Salesperson: "What specific tools or resources could you use to gather more in-depth insights into your target audience?"

Prospect: "We've been thinking about using social media listening tools and surveys to learn more about their online behavior and preferences."

Level 5:

Salesperson: "How would you use this information to improve your website's user experience and increase conversions?"

Prospect: "We could create more personalized content that addresses their specific needs and interests. And we could make it easier for them to find the information they're looking for."

Salesperson: "What specific changes would you like to make to your website to make it more user-friendly and conversion-focused?"

Prospect: "We could improve the navigation, streamline the checkout process, and add more calls-to-action that guide visitors towards taking the desired action."

Conclusions:

- The prospect is not generating enough leads from their website because they are not targeting the right audience with their messaging and the website is not user-friendly enough to convert visitors into leads;
- The prospect would like to improve their website's user experience and increase conversions by creating more personalized content, improving navigation, streamlining the checkout process, and adding more calls-to-action.

In this example the salesperson has effectively used deepening questions to build rapport with the prospect and gain a deeper understanding of their challenges and goals. By asking specific questions about the prospect's marketing strategy, target audience, and website, the salesperson has been able to identify the specific roadblocks that are preventing the prospect from achieving their goals.

Example 2: Active listening

Active listening is a vital skill for building rapport and fostering trust with potential customers. It involves paying close attention to what the prospect is saying, both verbally and nonverbally, and demonstrating that you are genuinely interested in understanding their needs and perspectives.

Here are some examples of how to use active listening to build rapport:

- Make eye contact and maintain an open posture. This shows that you are engaged and interested in what the prospect has to say;
- Nod your head and use verbal cues to show that you are listening. This lets the prospect know that you are paying attention and that you are interested in what they have to say;
- Paraphrase what the prospect is saying to show that you understand them. This will help to ensure that you are on the same page and that the prospect feels heard and understood;
- Ask clarifying questions to get a better understanding of the prospect's needs and challenges. This shows that you are interested in learning more about their situation and that you want to help them find a solution;
- Reflect back the prospect's feelings to show that you empathize with them. This will help to build rapport and trust, and it will make the prospect feel more comfortable opening up to you.

Here is an example of how to use active listening to build rapport in a sales conversation:

Salesperson: "So, you're saying that you're having trouble generating leads from your website?" Prospect: "Yes, that's exactly right. We're putting a lot of effort into our marketing campaigns, but we're not seeing the results we were hoping for."

Salesperson: "That's frustrating. I know how important it is to generate leads so that you can grow your business. What specific steps have you taken to improve your website's visibility and attract more visitors?"

Prospect: "We've been using social media, pay-per-click advertising, and email marketing. We've also recently updated our website to make it more user-friendly and mobile-friendly."

Salesperson: "I see. So, you've been using a variety of marketing channels, but you're still not seeing the results you want. Can you tell me more about the specific metrics you're tracking to measure the effectiveness of your campaigns?"

Prospect: "We're tracking website traffic, page views, and conversions. We're also looking at our social media engagement and email open rates."

Salesperson: "That's great. It's important to have clear goals and track your progress so that you can make data-driven decisions about your marketing campaigns. What are your specific conversion goals for your website?"

Prospect: "We're aiming for a 5% conversion rate. But we're only seeing a 2% conversion rate."

Salesperson: "That's a significant gap. It sounds like there are some opportunities to improve your website's user experience and make it easier for visitors to convert into leads."



Example 3: Give them a referral

Salesperson: "I understand that you're looking for a new marketing agency to help you achieve your growth goals. I'm confident that our company can provide you with the services and expertise you need. In fact, I've had the pleasure of working with another business in your industry, [Company Name], and they have been very impressed with our results."

Prospect: "That's great to hear. I'm always interested in hearing about other businesses that have had success with your company."

Salesperson: "Yes, [Company Name] was able to increase their website traffic by 20%, improve their lead generation by 30%, and close more deals in a shorter amount of time. They were so pleased with our results that they decided to become a referral partner." Prospect: "That's impressive. I'd be interested in learning more about their experience."

Salesperson: "Of course. I'd be happy to connect you with [Company Name] so you can hear about their experience firsthand. They're a great company to work with, and I know they'd be happy to share their insights with you."

By offering to connect the prospect with a satisfied customer, the salesperson can demonstrate their commitment to providing excellent service and building long-lasting relationships. This can help to build rapport and trust with the prospect, making them more likely to consider working with the salesperson's company.



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Example 4: Give them a topic you both are interested in

Salesperson: "I noticed from your LinkedIn profile that you're a big fan of Formula 1. Who's your favorite driver?"

Prospect: "I'm a huge fan of Max Verstappen. He's an incredible driver who has been dominating the sport in recent years."

Salesperson: "I couldn't agree more. He's already won three world championships in the past three years, and he's shattered numerous records that had stood for decades." Prospect: "That's amazing! He's truly a generational talent."

Salesperson: "I agree. He's incredibly talented and driven, and he's not afraid to push the boundaries of what's possible."

Prospect: "That's what I love about him. He's always pushing himself to be the best, and he's never satisfied with mediocrity."

Salesperson: "I also admire his work ethic and dedication. He's always training and working hard to improve himself, both on and off the track."

Prospect: "That's definitely true. He's a true role model for aspiring drivers."

Salesperson: "What do you think his legacy will be?"

Prospect: "I think he'll go down as one of the greatest drivers of all time. He's already making history, and I'm excited to see what he accomplishes next."

Salesperson: "I agree. He's a true icon of the sport, and he's sure to inspire generations of drivers to come."

By discussing a shared interest in Formula 1, specifically Max Verstappen's incredible achievements, the salesperson has been able to build rapport with the prospect and establish a more personal connection.

They have also been able to connect with the prospect on a deeper level by discussing Verstappen's work ethic, dedication, and ambition, which are all qualities that resonate with many people. This will make it more likely that the prospect will view the salesperson as a trusted advisor and be open to hearing about the company's products or services.

Example 5: Tell a personal story that fits the occasion

Salesperson: "I once had a similar situation where I was trying to convince a prospect to buy a new software solution. They were hesitant because they were worried about the costs and the learning curve. I told them about my own experience with implementing a similar solution at my previous company. I explained how the software had helped us to improve efficiency, save money, and achieve our business goals. I also shared some of the challenges we faced during implementation and how we overcame them."

The prospect: "I am impressed by your knowledge and experience, and I am more willing to hear more about your solution."

This personal story fits the occasion because it demonstrates the salesperson's understanding of the prospect's concerns and their ability to provide solutions. The story also shows that the salesperson is a credible source of information, which can help to build trust with the prospect.

Moral of the story:

By sharing personal stories, salespeople can build rapport with prospects and demonstrate their knowledge, experience, and credibility. This can make it more likely that the prospect will be open to hearing about the salesperson's solution.

Example 6: Give them a chance to experience a solution

Salesperson: "I understand that you're currently using [current solution] to manage your [problem]. What are some of the challenges you're facing with this solution?" Prospect: "I'm finding that [current solution] is not very user-friendly, and it's difficult to get the data I need quickly and easily."

Salesperson: "I can see why that would be frustrating. Our solution, [new solution], is designed to be more user-friendly and to provide you with real-time data insights." Prospect: "That sounds interesting. Could I try out a demo of your solution?"

Salesperson: "Of course. I'd be happy to show you how [new solution] can help you solve the challenges you're facing with [current solution]."

By giving the prospect a chance to experience a solution, the salesperson can help them to see the benefits of the solution and to understand how it can address their specific needs. This can help to build rapport and trust, and it can make the prospect more likely to consider purchasing the solution.

Here are some additional tips for giving prospects a chance to experience a solution:

- Make sure the demo is tailored to the prospect's specific needs;
- Use visuals and storytelling to explain the benefits of the solution;
- Answer any questions the prospect has about the solution;
- Follow up after the demo to see if the prospect has any further questions or concerns.

Example 7: Sometimes even the act of provoking can be the starting point of building rapport

Salesperson: "I've noticed that you're using a competitor's product. What made you choose that product over ours?"

Prospect: "To be honest, I wasn't really familiar with your product until recently. I've been hearing a lot of good things about it, though."

Salesperson: "That's good to hear. What are your biggest concerns about switching to our product?"

Prospect: "I'm not sure if it will be compatible with all of my existing systems."

Salesperson: "That's a valid concern. Our product is designed to be compatible with a wide range of systems, but it's always a good idea to do your due diligence before making a switch." Prospect: "I appreciate your honesty. I'm still not sure if I'm ready to switch, but I'm definitely open to learning more about your product."

Salesperson: "I understand. I'm happy to answer any questions you have. And if you're still not sure after our conversation, there's no obligation to buy anything."

In this example, the salesperson is using provocation to challenge the prospect's decision to use a competitor's product. This can be a risky strategy, but if done carefully, it can be effective in building rapport. By challenging the prospect's beliefs, the salesperson is showing that they are confident in their own product and that they are not afraid to have a tough conversation. This can make the prospect respect the salesperson and more likely to trust them.

Here are some additional tips for using provocation to build rapport:

- Be respectful. Don't be rude or condescending;
- Be genuine. Don't provoke just for the sake of provoking. There should be a genuine reason for your challenge;
- Be prepared to defend your position. If the prospect challenges you back, be ready to explain why you believe your product is superior.

To complete this section on building rapport:

Consider the methods you, as a sales representative, typically employ to establish rapport with your potential customers or clients.

- What sales techniques do you find most effective in building rapport with potential customers?
- Which of the techniques mentioned above do you use to connect with prospects on a personal level?
- How do you employ these techniques to establish trust and credibility with potential clients?
- What specific examples of these techniques have you used in your sales interactions?
- Can you provide concrete examples of how you have used these techniques to successfully close deals?



The art of being yourself and becoming an open book to your prospects/clients

Becoming an open book to your prospect

In Sales it is of vital importance that what ever you say or do (verbally or non-verbally), fits with the expectations of your prospect. Becoming an open book to your prospect means that they feel that whatever you do comes from a genuine place, where they can experience your motives, your commitment, your honesty, your integrity, your ways of dealing with difficult situations, your consistency etc. Walk your talk (do not tell or explain, show them).

Example:

Imagine you're a salesperson representing a company that offers innovative software solutions for businesses. You're meeting with a potential client, a savvy entrepreneur who values transparency and authenticity.

Verbally:

As you engage in conversation, you avoid generic sales pitches and jargon. Instead, you focus on understanding the client's specific challenges and goals. You ask open-ended questions that delve into their business processes, pain points, and aspirations. Your tone is genuine and enthusiastic, reflecting your genuine interest in helping them succeed.

Non-verbally:

Your body language is open and relaxed, creating a welcoming and approachable atmosphere. You maintain eye contact, nod in understanding, and smile genuinely. Your facial expressions and gestures convey your empathy and attentiveness.

Walk the talk:

You demonstrate your commitment to delivering value by providing concrete examples of how your software has helped other clients achieve similar results. You share case studies and testimonials that showcase the tangible benefits your product can offer.

Transparency in difficult situations:

If the client raises concerns or questions, you address them proactively and honestly. You don't shy away from acknowledging potential challenges or limitations, but you also emphasize your commitment to overcoming them. Sales and "the Art of Influencing"

Consistency throughout the process:

Your communication style remains consistent throughout the sales process, from initial interactions to follow-ups and beyond. You maintain the same level of genuineness, empathy, and professionalism, building trust and rapport over time.

By embodying these qualities, you become an "open book" to your prospect, allowing them to see your true character and intentions. This fosters trust and credibility, making them more likely to partner with you and believe in the value you offer.



Being a Private Investigator (Sherlock Holmes) and the art of Questioning

Being a Private Investigator (Sherlock Holmes) and the art of questioning

Remember that Sales is a process where you need *to stay in control of the process* AND *in control of the emotional state of your prospect*. The skill of *asking the right questions at the right time*, gives you control over both the process and the emotional state of your prospect. As a private investigator effective questioning is a crucial skill to master as it allows you to guide the sales conversation, gain insights into the prospect's needs, establish trust, and build rapport. Here's a detailed breakdown of how effective questioning can enhance your sales efforts:

1. Guiding the sales conversation:

Questioning empowers you to steer the conversation towards topics that are relevant to the prospect's pain points, challenges, and aspirations. By asking open-ended questions, you encourage the prospect to elaborate on their experiences, concerns, and goals. This allows you to gain deeper insights into their specific needs and tailor your sales presentation accordingly.

- Open-ended question: "Tell me about your current marketing challenges."
- Closed-ended question: "Do you agree that your website is not generating enough leads?"

2. Uncovering hidden needs:

Inquisitive questioning can uncover the "hidden" needs or desires that the prospect may not be openly expressing. By exploring their current situation, challenges, and goals, you can identify underlying pain points or aspirations that your product or service can address. This deep understanding of the prospect's needs is key to formulating a compelling value proposition that resonates with them.

- Open-ended question: "What are your biggest frustrations with your current CRM system?"
- Probing question: "What have been the most significant challenges you've faced in managing customer relationships?"

3. Building trust and rapport:

Questioning demonstrates your genuine interest in understanding the prospect's unique situation. It shows that you are not just trying to push your product or service but are genuinely invested in helping them solve their problems. By showing empathy and understanding, you build trust and rapport, creating a more positive and receptive environment for the sales process.

- Sympathetic question: "How has this issue impacted your business operations?"
- Empathetic question: "What concerns do you have about implementing a new sales process?"

4. Establishing expertise:

Effective questioning positions you as an expert in your field. As you demonstrate your ability to analyze the prospect's situation, identify their needs, and provide relevant solutions, you establish yourself as a trusted advisor. This credibility can significantly influence the prospect's perception of your product or service and their willingness to engage with you further.

- Question about experience: "How long have you been specializing in helping businesses with social media marketing?"
- Question about expertise: "What are some of the most common challenges you see businesses face in this area?"

5. Quantifying benefits:

By asking specific questions about the prospect's pain points and aspirations, you can quantify the potential benefits of your product or service. This helps the prospect visualize the tangible outcomes they can achieve by working with you. Quantifying benefits makes your value proposition more compelling and persuasive.

- Problem-solution question: "How much time and money could you save by automating your lead generation process?"
- Benefit-focused question: "What specific improvements would you expect to see in your marketing ROI if you implemented our strategy?"

6. Managing the emotional state:

Questioning can also be used to manage the emotional state of the prospect. By asking questions that encourage positivity and optimism, you can shift their mindset towards the possibilities and benefits that your offering can bring. Conversely, addressing concerns or objections with empathetic questions can help the prospect feel heard and supported, reducing negative emotions that could hinder the sales process.

- Encouraging question: "What are the positive outcomes you hope to achieve from our collaboration?"
- Some examples of reassuring questions:

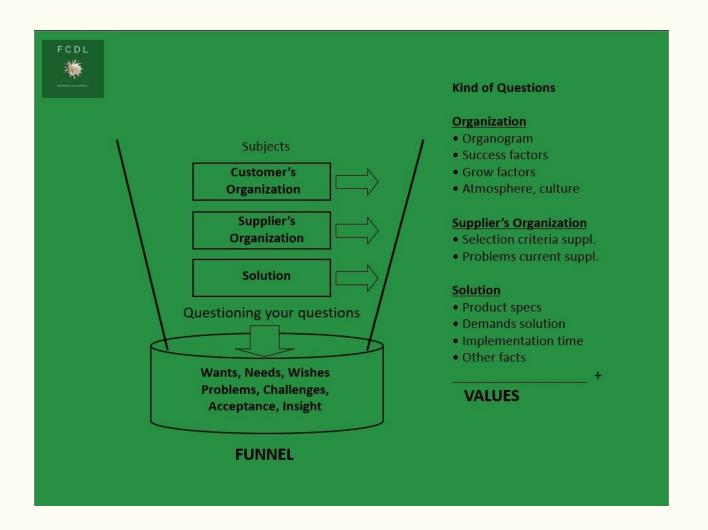
"We understand that change can be challenging, but we're here to support you every step of the way. In order to do that it is necessary to understand more about your specific challenges and the support you are looking for."

- 1. "What are the biggest challenges you're facing in implementing a new sales process?"
- 2. "What specific support do you need to make the transition smoother?"
- 3. "What resources or training would be most helpful to you in getting up to speed on our new system?"
- 4. "How would you prefer to be kept informed about the progress of the implementation?"
- 5. "What concerns do you have about onboarding a new product or service?"
- 6. "What specific support do you need to ensure a smooth integration with your existing systems?"
- 7. "What specific expectations do you have for the long-term relationship with our company?"

7. Establishing a sense of urgency:

Strategic questioning can subtly create a sense of urgency, encouraging the prospect to take action. For instance, asking questions about their timeline for addressing their challenges or their competitive landscape can raise awareness of potential risks or missed opportunities. This sense of urgency can motivate the prospect to move forward with the purchase.

- Timeline question: "What are your plans for addressing this issue in the coming months?"
- Competitive question: "How do you plan to stay ahead of your competitors in this rapidly changing market?"



In summary, effective questioning is a powerful tool for salespeople to guide the sales conversation, uncover hidden needs, build trust, establish expertise, quantify benefits, manage emotions, and create a sense of urgency. By skillfully employing questioning techniques, salespeople can significantly enhance their chances of closing deals and building long-lasting relationships with their clients.





The art of anticipation

The art of anticipation

When working in a Sales role, you have likely come across many of the following inquiries from your potential customers, either directly or indirectly:

- 1. What is the value proposition for me? / Why should I listen to you?
- 2. How can you prove the credibility of your claims? / Can you provide evidence?
- 3. Does it really meet my needs and desires?
- 4. How will my peers and colleagues view my choice to do business with you?
- 5. Where does it rank in terms of importance on my list of priorities?

It is crucial to be ready to respond to the above mentioned inquiries with patience, clarity, precision, and accuracy at all times. In the event that you do not possess all of the necessary answers, inquire further to gain a deeper understanding of the underlying motives behind these questions, which are often rooted in fear.

Furthermore, if you are unable to provide an immediate response, honestly inform the prospect that you do not currently have the answer but assure them that you will promptly seek out the information they seek and follow up with them accordingly.

Examples:

Inquiry 1: "What is the value proposition for me? / Why should I listen to you?"

Direct question: "What specific benefits will I gain from using your product or service?" Indirect question: "What makes your product or service different from the competition?"

Inquiry 2: "How can you prove the credibility of your claims? / Can you provide evidence?"

Direct question: "What evidence do you have to support your claims of better performance or lower costs?"

Indirect question: "Can you share any case studies or testimonials from satisfied customers?"

Inquiry 3: "Does it really meet my needs and desires?"

Direct question: "How does your product or service align with my specific needs and goals?" Indirect question: "What are some specific examples of how your product or service has helped other businesses like mine?"

Inquiry 4: "How will my peers and colleagues view my choice to do business with you?"

Direct question: "What do other businesses in my industry think of your company and its products or services?"

Indirect question: "How will my decision to use your product or service reflect on my image and reputation?"

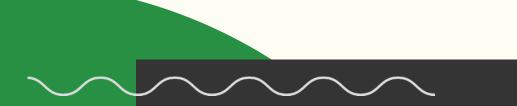
Inquiry 5: "Where does it rank in terms of importance on my list of priorities?"

Direct question: "How does your product or service compare to other priorities I have, such as cost, quality, or customer service?"

Indirect question: "What are some of the trade-offs I should consider when choosing between your product or service and others?"



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The art of controlling Perspectives

The art of controlling Perspectives

In order to effectively manage the sales process and, more importantly, the emotional states of your potential customers, it is crucial to guide them towards specific perspectives (viewpoints). It is in certain situations that your prospects will experience particular emotions that can either bring them pain or pleasure. By providing them with tangible experiences from different perspectives, you can ignite a strong desire within them to ultimately make a decision.

Examples:

1. "Let's imagine for a moment..."

Imagine a scenario where your current marketing strategy is not generating enough leads. This can lead to a number of negative consequences, such as decreased sales, missed opportunities, and a decline in brand reputation. By envisioning this potential outcome, the prospect can begin to understand the pain that they are experiencing and the need to make a change.

2. "What would occur if...?

What would occur if you implemented a new marketing strategy that focuses on content creation and social media engagement? This could lead to an increase in leads, improved sales, and a stronger brand presence. By exploring this hypothetical scenario, the prospect can visualize the positive outcomes that are possible.

3. "What would be different if...?

What would be different if you used a customer relationship management (CRM) system to manage your customer interactions? This could lead to improved communication, better customer satisfaction, and increased sales. By considering this alternative, the prospect can begin to see how their business could benefit from implementing a new solution.

4. "What would you gain or lose when ...?

What would you gain or lose when you invest in a new product or service that can help you automate your marketing processes? This could lead to increased efficiency, reduced costs, and more time for strategic planning. By weighing the potential gains and losses, the prospect can make an informed decision about whether or not to move forward.



5. "What would be the consequences of ...?

What would be the consequences of not investing in your marketing efforts and allowing your competitors to gain an edge? This could lead to lost market share, declining sales, and a weakened competitive position. By considering the potential consequences of inaction, the prospect can understand the urgency of taking action.

6. "Why is it advantageous/disadvantageous to ...?

Why is it advantageous to use a mobile-friendly website that is optimized for search engines? This could lead to increased visibility, improved user experience, and more leads. By understanding the advantages and disadvantages of different options, the prospect can make a well-informed decision. By asking these thought-provoking questions and presenting various perspectives, you can effectively influence the emotional states of your prospects and steer them towards making a decision.



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The Architect and Diplomat

The Architect and Diplomat

As the Architect and Diplomat of transference of knowledge and understanding, your role is to convey complex ideas and concepts to potential clients in a clear and straightforward manner. Your goal is to ensure that these prospects can easily grasp and embrace the information as their own.

In your capacity as an architect and diplomat, it is crucial to construct new arguments and beliefs within the minds of these prospects, connecting them to their personal values. This will ultimately persuade them to make new decisions and invest in your products or services. The key is to ignite their interest by highlighting the benefits they stand to gain (Pleasure) and emphasizing the problems they can avoid (Pain) through purchasing from you. By showcasing the specific problems they may encounter if they choose not to engage with your offerings, you effectively highlight the potential pain they may experience.

Examples:

Value: Certainty

Belief: "This product or service will help me reduce uncertainty and make more informed decisions."

Value: Variety

Belief: "This product or service will help me experience new things and expand my horizons."

Value: Social connection and belonging Belief: "This product or service will help me connect with others and build meaningful relationships."

Value: Personal Growth

Belief: "This product or service will help me develop my skills and become a better version of myself."

Value: Contribution

Belief: "This product or service will allow me to make a positive impact on the world and contribute to something greater than myself."

Value: Peace of mind Belief: "This product or service will help me feel more secure and relaxed."

Value: Health and well-being Belief: "This product or service will help me improve my health and fitness."

Value: Creativity and personal expression Belief: "This product or service will help me unleash my creativity and express myself more fully."

Value: Achievement Belief: "I can achieve my goals with this product or service."

Value: Ease and convenience Belief: "This product or service will make my life easier."

Value: Financial security Belief: "This product or service will help me save money."

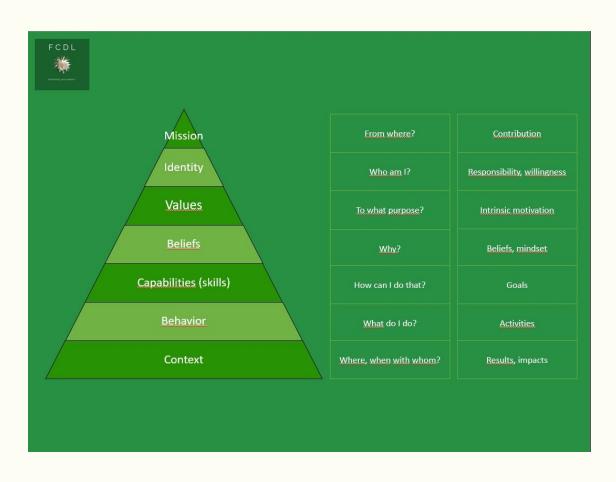
Value: Appearance and attractiveness Belief: "This product or service will make me look good."

Value: Self-esteem and confidence Belief: "This product or service will make me feel good about myself."



Supplementary Section





1st level: Context / Environment / positive results and impacts

This level is about the context: Where, when and with whom and to what extent am I currently achieving what I want to achieve (my results / impacts)?

Consider, for example, your different areas of life or roles.

2nd level: Behavior

This level is about behavior, our activities and actions: what exactly am I doing or what am I not doing, how am I behaving in positive and negative ways?

What behavior has led to positive results and what behavior to the setbacks? What can I learn from this? Formulate three behavioral instructions that you know would make the biggest positive difference to your life if you did them more.

3rd Level: Capabilities / Skills (abilities)

This level is about what capabilities I have. What have I always been good at, what comes easily to me, what do I enjoy doing, what am I capable of, what is within my capabilities, what am I capable of? And also: what do I want to develop more of?



4th level: Beliefs

This level is about what we believe in, what we hold to be "true". From what limiting or empowering beliefs am I doing certain things? What am I saying to myself?

5th level: Values

What values do I hold, what drives me, what is really important to me? If it were up to me, which values would I support, which values would I emphasize, what would my contribution be?

6th level: Identity

This is the level where we discover who we are: How do I see myself at this moment and how are the lower levels an expression of who I am? What description fits me? Who am I? What is my self-image? What metaphor fits me? Note: Do not confuse your identity (being) with the roles you "have". Identity is separate from roles (father, victim, motivator, etc.)

7th Level: Mission

What mission or life purpose do I have? Why is it important for me to be here? What do I want to leave behind (legacy)? What spurs me to action? What contribution do I make to the greater good (family, society, world, universe). Who or what do I feel connected to? Mission is bigger and stronger than yourself, it is what drives you and what gives meaning to your life. You are always fulfilling your mission. You can (re)discover your mission by increasing your awareness.

Questions to figure out your mission:

- What mission have I been working on all my life?
- What exactly is it that I have been doing all along in my life?
- Find that common denominator in all your activities.
- What is the effect I have on others simply because I am there, even if I am not doing anything?
- What is the conclusion others draw from their lives, from their own experiences, by the effect you have on them?
- What happens when I am somewhere? What is the impact of my presence?
- What are the questions that people always come to you with?
- What position are you always placed in?

The Elevator Pitch



The Elevator Pitch

Max. 1 minute or 100 words.

Think of the elevator distance between a lobby and a boardroom. Simple!

Your mother should be able to understand it. No abstractions, clear language, no brochure language. Also no container language like 'quality' or 'customization' or value for money' *Use your emotions!*

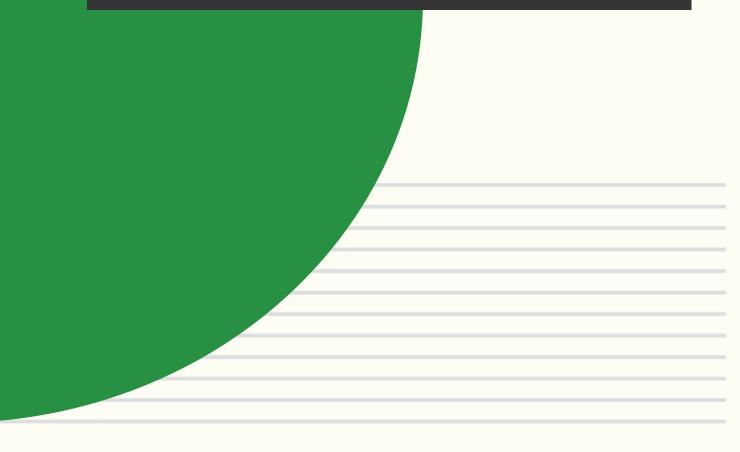
Use them authentically and effectively:

- "I feel most comfortable with ...",
- "What I really like about this is ...",
- "At this task/this work, I feel challenged/confident/concentrated/forget the time."
- Cite your client. Use his reflections, what feedback have you had from a client?





Robert Cialdini and his six styles of influence



Robert Cialdini and his six styles of influence

Robert B. Cialdini is an American psychologist and marketing professor. He is best known for his book

Influence: The Psychology of Persuasion, which was published in 1984. This book has become a bestseller and has been translated into more than 30 languages. Cialdini has devoted his entire career to studying the psychology of influence. He has conducted research on how people make decisions and how they can be persuaded. His findings are applicable to a wide range of situations, including marketing, sales, politics, and personal relationships. Thousands of psychology studies prove why we should base design decisions on what users do rather than what they say. Cialdini is considered an authority on the subject of influence. He is a sought-after speaker and advisor, and his work has been used by businesses, organizations, and governments around the world.

Cialdini's Influence Styles

Cialdini has identified six influence styles that people can use to persuade others. These styles are based on psychological principles that provide insights into how people make decisions.

Social proof power:

People are inclined to follow the choices of others. Social proof is a psychological phenomenon where people reference the behavior of others to guide their own behavior. This principle can be used by showing that others have done or bought something. This can be done by displaying positive reviews or by mentioning that a product or service is popular.

- If others do it, you'll do it....

Sympathy:

People are inclined to want to help people they find sympathetic. This principle can be used by being kind and helpful. You can, for example, give compliments or look for common interests. - If you like the source, you will do what is asked.

Authority / Expert:

People are inclined to obey people with authority. This principle can be used by presenting yourself as an expert. You can, for example, use a title or degree, or by referring to other experts. - If the source is an authority, you can believe him.

Reciprocity:

People are inclined to return something for what they have received. This principle can be used by giving someone something small, such as a free trial or a discount. The recipient will then feel obliged to return something, such as buying a product or service.

A simple evolutionist explanation of reciprocity is that in a group of protohumans it paid off to behave nicely and cooperate: those who obeyed this principle were probably less likely to get enemies and thus more likely to survive and pass on their genes.

- If someone gives you something, you must do something in return

The bottom line is simple: give your users something before you ask for anything from them.

Consistency and Commitment:

Once a commitment has been made, people are inclined to follow through with that commitment. This principle can be used by having people make a small commitment first, such as signing up for a newsletter or a free trial. The recipient will then be more likely to make a larger commitment, such as buying a product or service.

- If you take a position, you must be consistent in it. "If you say yes to A, you must be consistent in saying yes to B..., do you agree?"

Scarcity:

People are inclined to want things that are scarce. This principle can be used by showing that a product or service is limited in availability. This can be done by mentioning an end date or by mentioning that there are only a limited number of copies available.

- If it is scarce, it is bound to be good



Personal introduction

Personal introduction

Allow me to provide a brief introduction about myself, so that you can have a better understanding of who I am and how to interpret the underlying messages in my writing. It is important to note that I am not a professional writer or an author of e-books.

First and foremost, I have been fortunate enough to lead a life that differs from the majority of people I have encountered. While I won't delve into all the intricate details, as this e-book is not centered around me, I will share some significant moments from my life and the valuable lessons and insights I gained during those specific periods.

While I have persued a handful of books and engaged in numerous trainings, workshops, coaching sessions, and counseling work, the knowledge, insights, and experience that I draw upon to share with you primarily stem from my personal life journey.

Throughout my life, the choices I have made and the experiences I have had have provided me with a solid foundation for self-discovery and a broader understanding of the world. It is not my intention to boast or consider myself superior to others by sharing this sentiment. In reality, I firmly believe that comparisons are futile because every person, every aspect of nature, and every existence is inherently distinctive.

Looking back, I can confidently say that I often opted for the less conventional path, the one filled with numerous obstacles and challenges, where there was no predetermined roadmap to guide me, or at least one that I hadn't discovered yet.

The decisions I have made throughout my life have been valuable lessons in humility, gratitude, and finding joy in simply being myself. As I enter the later stages of my life, I feel a sense of liberation, blessings, and abundance.

I have developed a deep understanding of observing, listening, sensing, and cherishing the little things—the small gestures, the subtle nuances of both people and nature. It is from this perspective that I desire to extend myself and make a meaningful contribution that extends beyond my immediate surroundings and inner circle.

Episode 1: "Setting the stage of my life's journey"

I entered this world on December 5th, 1966 in South America. At the tender age of 8, 1 embarked on a solo journey to the Netherlands in search of my biological parents. By the time I reached 12 years old, fate had dealt me the harsh blow of becoming an orphan. Unlike most children who experience the taste of independence after high school graduation at around 18 years old, I was thrust into a life of selfreliance at such a young age. Surviving these tumultuous years required me to rely on the assistance and collaboration of adults to navigate through life's challenges.

This phase in my existence provided me with valuable understanding of human behavior. I gained insights into people's motivations and learned how to leverage those insights to seek assistance when necessary. It is important to note that I was not adept at seeking help initially; it took me many years to develop that crucial skill. As you can probably surmise, during that period of my life, where survival was paramount, I was willing to employ any means necessary to achieve my goals.

This included manipulation, deceit, partial truths, and omitting certain information, as long as it served the ultimate purpose.



Alternatively, I employed contrasting approaches and tactics such as appeasing, alluring, adapting, and striving to be as amiable as possible towards my audience. Given my legal reliance on adults, I granted myself unrestricted leeway to employ any means necessary to achieve my objectives. This experience felt akin to engaging in a multifaceted game of chess across various platforms and tiers simultaneously.

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Episode 2: "Building a foundation for my life"

When I turned 18 years old, I made a personal commitment to always be truthful, avoid manipulation, and refrain from engaging in activities that felt dishonest or compromised my integrity. Even now, this promise remains just as relevant and important to me as it was back then, and it has heightened my awareness of situations where honesty and integrity are challenged.

It marked the beginning of reconnecting with a reservoir of repressed emotions, unacknowledged or disregarded aspects of my being. It signaled the start of finding peace with my past, facing the numerous wounds that had formed during my formative years.

It was also the commencement of recognizing the remarkable individuals who had offered me encouragement, compassion, assistance, affection, and a profound sense of belonging and connection.

This is the place where I began to recognize and embrace my own emotions and feelings. These were aspects of myself that I had deliberately ignored in order to maintain my mental stability during challenging times. I had to dismantle my overly logical approach to life by employing various strategies for dealing with stress and adversity. During this phase of my life, I made a deliberate effort to delve into not only my own emotions but also the emotions of others, approaching it from a personal and experiential standpoint. I sought to gain a deeper understanding of why and how emotions emerge, what triggers them, and how they eventually fade away. This exploration allowed me to explore the intricacies and complexities of the human emotional experience on a profound level.

I began observing individuals in actual situations, analyzing their cognitive processes and emotional responses resulting from their chosen mental states. My curiosity was piqued by the underlying motivations driving their actions and behaviors. I sought to understand the reasons behind an individual's choice to speak up or remain silent, as well as their decision to take action or remain inactive.

Having the ability to understand people, decipher their unspoken thoughts, and connect with them on an empathetic level has provided countless opportunities. One of these opportunities presented itself when I was appointed as the head of an after-sales department, overseeing a team of 8 individuals who were significantly older than me by 10 to 15 years.

With my well-honed communication skills and the knowledge of how to inspire and motivate others, I was eager to put my expertise into action as a young leader leading this team. Now, I had the chance to apply all the knowledge and experience I had accumulated throughout my life.



Episode 4: "Awakening to the deeper currents of my life"

During a significant phase of my life, I had the privilege of meeting Eric Schneider, the esteemed founder of Arcturus. It is with a heavy heart that I share the news of his passing in September 2023.

Eric conducted an extensive two-year Master-Practitioner course on Neuro Linguistic Programming (NLP), which I had the opportunity to attend. Upon embarking on this journey, I realized that NLP was precisely what I had been seeking.

Throughout the duration of the course, I underwent a profound transformation. It enabled me to gain a deep understanding of myself and facilitated the development of various methods for introspection and self-reflection.

Moreover, it equipped me with an extensive toolkit comprising a unique language for articulating human processes, a wide array of intervention techniques, diverse counseling approaches, and effective strategies for entering or exiting emotional states.

In addition, I acquired valuable skills in coping with traumatic experiences and encountered numerous other invaluable resources. The course provided me with an abundance of knowledge and practical tools that have proven to be invaluable in my personal growth and professional endeavors.

Through NLP, I have discovered new ways to navigate through life's challenges and enhance my overall well-being. I am grateful for the opportunity to have crossed paths with Eric Schneider and for the profound impact he has had on my life through his teachings. His legacy will continue to inspire and guide me as I embark on new journeys and continue to explore the wonders of Neuro Linguistic Programming.

I will forever be thankful for Eric's impact on the knowledge I gained throughout my life. These two years have provided me with the chance to articulate my experiences, emotions, and sentiments, which I have since incorporated into my daily existence.

Episode 5: "Discovery of universal patterns in how organizations function from the inside"

In my early thirties, I received an offer to join an ICT company (IBM Business Partner) in the Benelux region as a Sales & Marketing manager. The company specialized in selling a range of products and services, including hardware, software, networks, and custom turnkey projects. These projects involved working with analysts and programmers to develop specialized programs that could automate various business functions such as finance, logistics, sales and marketing, project planning, and e-commerce challenges.

This role provided me with more than just a chance to utilize my sales skills. It also offered me the opportunity to gain a deep understanding of how businesses of various sizes, including small, medium, and corporate companies, function. I had the privilege of getting an insider's perspective on numerous companies and learning about their strengths, weaknesses, opportunities, and threats.

It was fascinating to observe the common challenges they faced in their day-to-day operations, as well as in their tactical and strategic decision-making processes.

Additionally, I was able to witness the diverse approaches they took in addressing their unique strengths, weaknesses, opportunities, and threats within their specific industry or niche. After three years, I was offered the opportunity to take on the role of Sales and Marketing Director for a cluster of ICT companies.

In addition, I was appointed as the CEO of an ICT company with a staff of 30 individuals. These companies primarily catered to similar clients, but this new position allowed me to have a greater impact on shaping the strategies and operations of the organizations.

My goal was to align them even more closely with the desires, requirements, and demands of our customers. By doing so, we could deliver exceptional solutions and services that distinguished us from other formidable competitors in the corporate world.

Episode 6): "The great reset of my personal identifications"

When I reached the age of 38, I found myself unable to continue working. There was an underlying issue that I couldn't quite pinpoint.

Although I had achieved a reasonable level of success in my career and my personal life was going well, I felt a sense of displacement and dissatisfaction with the direction my life was heading.

Mentally and emotionally, I knew that if I continued on this path, I would inevitably become very ill. In today's society, most people would likely label it as the advanced symptoms of burnout or an early midlife crisis.

I returned to my place of residence and completely dismantled my "sense of self," pondering the profound inquiries that plagued my mind: Who exactly am I? What is the true meaning behind my existence? How can I make a meaningful impact that extends beyond my own personal sphere? What path shall I embark upon for the remainder of my days? What brings me the utmost satisfaction and fulfillment? What are my inherent qualities and abilities? What are my areas of strength and areas for improvement?

Which fundamental beliefs and values have remained steadfast within me, and which would I like to reintegrate into the upcoming chapters of my life? As time passed, I found myself in a state of emotional chaos because no matter what I tried, I couldn't respond to them without immediately rejecting their answers. I began avoiding social interactions and opted to stay indoors. Days turned into weeks, which turned into months, and I found myself constantly lacking energy.

My family and friends attempted to offer their support and guidance, but I was not receptive to their assistance at that time. It took me almost a year before I finally found the ability to answer most of my questions.

It was during this time that I regained my self-assurance and enough energy to establish a new "identity" in order to face the world once again.

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Episode 7): "Discovery of universal patterns in how human beings function from the inside"

When I began my new adventure, I was already 39 years old. One of the revelations I had was that throughout my entire life, individuals with personal or work-related issues would come to me seeking guidance and support.

Surprisingly, I found it quite effortless to assist them whenever they reached out to me. The role of a trainer/coach seemed to fit me perfectly. Initially, I did have some doubts and limiting beliefs about envisioning myself as a professional trainer/coach.

However, I quickly found a practical approach to address the concerns of my inner critic.

I became a part of a Franchise that focused on offering cutting-edge Sales and Leadership training programs. Our teachings were rooted in the same principles that we implemented in our own businesses on a daily basis.

For a period of 9 months, I embarked on this exciting journey, only to discover that being a trainer and coach in these areas fulfilled all of my requirements, except for one: the franchise model. The franchise owner had a tendency to micromanage me, which was beyond what I was willing to tolerate. This is the point in my life where I established my personal Training and Coaching business, which continued until the outbreak of the pandemic when numerous projects were canceled and inperson training and coaching sessions were prohibited for a prolonged period of time....

Naturally, this was not the end of everything. However, it marked the conclusion of one chapter and presented an opportunity for a new voyage of exploration.

If you would like to express how this ebook has impacted you, please send me an e-mail!

If you would like to investigate what I can do for you as a professional coach go to my website and contact me by filling out the contact form.

info@frederikdelangcoaching.com/ https://frederikdelangcoaching.com/

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