



Sitting on the Fence

Announcer: Club Vito is on. Your only connection to the very important to officer. And unlimited sales success. Your host, Anthony Parinello is a bestselling author. He's trained over 2 million sales professionals and 65 of the Fortune 100. This program will take you to sales heaven and keep you out of sales hell. So turn it up. Now here's your host, Tony Parinello.

Tony Parinello: Hello everybody. Yes it is Tony Parinello, your next best friend, helping you reach mastery in your sales career. Now, I can teach you tactics all day long and I do. However, if your mindset isn't right, the tactics I teach you just will not work. And if you can't understand or you fail to understand or you don't have the tools to understand the mindset of the individuals you're selling to, it really in store for a reload. This is, you shoot yourself in the foot once because you don't have the right mindset, you reload, and you'll shoot yourself with the other foot. Because you don't understand the mindset of prospects and the people you're trying to sell to. Now I can't do this by myself because it is a daunting task. That's why today I have with me head business building coach Steve Dailey welcome.

Steve Dailey: Are you with me Tony?

Tony Parinello: Of course I'm with your brother. How are you doing?

Steve Dailey: I am doing good.

Tony Parinello: Good. Good, good, good. Hey, so

Steve Dailey: I was coming through. Anyway, great to be here.

Tony Parinello: Yeah. Nice to have you. So I'm driving into the studio. This is a short story. I am driving into the studio this morning thinking about what I can ask you, what question I can bring to the table that you can help us understand more about our mindset and the mindset of the people we sell to. So I've pulled into the parking lot and there's a fence around the business park here. And sitting on the fence are four beautiful doves. Gorgeous birds. They are sitting there; I pull up a few feet away from. They don't even budge, don't even look at me and I'm thinking fence sitting. What is it taken to get people off the fence? And so I had this like epiphany thinking, my God, I have all these great ideas about what you can say to somebody to get them off the fence. To get them to move to the next point, the decision process, the sales process, that whatever process. But I think all of this doesn't make sense unless you understand the mindset of someone sitting on the fence.



Tony Parinello: So can you help us? Can you help us with this today?

Steve Dailey: Yeah totally. So you're really nailing something that's really, all the emphasis on mindset, what you said about mindset. Tony it's just dead on. All of our behaviors start with how we're thinking. And if you don't know how you're thinking or you don't know how thinking works in a way that it drives action behaviors. You can spend a lifetime trying to figure out, hitting and missing on what works when it comes to action. And there are two sides of this as you were asking the question, there are two sides of what you're really saying here. There's fence sitting or the business owner or selling professional basically not getting off the hump to pursue whatever it is that they're striving for. And there's also fence sitting that we deal with on a regular basis with customers and clients that we're trying to help. So the mechanism for fence setting is the same. But I am going to say this first, if you don't understand it for yourself; it'll be more difficult for you to understand it when working with other people.

Tony Parinello: Amen to that. That's crystal clear in my mind. And actually I didn't really think about this, but I love this. How thinking works when we don't normally spend a lot of time thinking about how thinking works. We just think.

Steve Dailey: That's right, when you, and no pun intended here, when you think about it, we're always thinking. We'd never mind never shuts off. I have an entire program that teaches people how to examine how they're thinking and reinvent that. It's called the mindset solution. And I can snag out of that program for us today a few of the key elements for really understanding mindset and we'll apply it to fence sitting. So will that help?

Tony Parinello: Okay, that's perfect. And you know me, I love steps and procedures and I love flow charts. So what's the first step here?

Steve Dailey: Yeah, well the first step is to define what I like to call fact versus friction. In other words and friction, not fiction, so in fact is what's absolutely too, but friction is basically what we've learned, as fact, that creates resistance. So for example, I will supply this real quick. If a client or a customer is fence sitting as you're saying. The fact is they're not pursuing, they're not moving towards their, desired goals. And you're presenting an idea that might help do that, but they're not budging. The reason they're not budging is because of friction. Friction thinking. That is a hesitation, doubt, uncertainty. A past history plays in here with other things that people have purchased. Perhaps that didn't work as promise. And so the solution is to remove the friction by resolving the hesitation and the doubt and uncertainty. The way we do that is by literally writing a new story that is basically expressing your solution, your process in such a way that it creates a whole new story. Or its whole new understanding about what you're doing as it is maybe different from their past experience. Are you following?



Tony Parinello: Coach Steve I am following you. But let me just take you back here to a moment and I love this. The reason is friction thinking. And then you mentioned doubt, uncertainty and maybe past history as the cause of this friction. And then you said, write a new story, express a new solution in a different way. Would it be helpful for us to know? Is it doubt? Is it uncertainty? Is it past history? What is causing the friction before we express a different solution?

Steve Dailey: I think it is helpful to do that, but you don't want to get bogged down on it because you can actually start to reinforce it. So a question with they were addressing a client a question like, so tell me about some of your recent experiences in purchasing or selecting or deploying solutions or solutions where you hoped that there would be a great outcome.

Tony Parinello: Yes.

Steve Dailey: You know something like that.

Tony Parinello: I love that. I absolutely love that because we need to uncover is it some decision that didn't see that they made that didn't create the outcome they wanted? Or a decision that someone else made or stops them from making a decision. So we get clarity on what's causing the friction without institutionalizing it in someone's mind.

Steve Dailey: Yeah. And it helps us with how we're going to frame the story was the problem that in their past experience, their old story, the friction thinking. did they buy or believe something that turned out not to be true. What do, what could it have been true, but yet they didn't implement effectively. I did the service or the follow through fall short there. Yeah. There's a whole story that causes friction that we have to rewrite in order to change friction into a new fact. It's basically challenge and what happened in past and recreating that. So that step one and two is to break down fat versus friction.

Tony Parinello: Perfect. I love it. Step two.

Steve Dailey: Alright. Then step two is essentially to define a motive or a new motive for whatever it is that we're trying to accomplish it. So again, we'll apply this to dealing with a client. All right? So the motive of the client has to be front and center and salespeople. Tony you and I could probably spend hours talking about this in trading stories. The classic mistake of salesperson goes into most selling scenarios with is their own motive. I've quota to reach, I got to make a sale. I need the commission. I don't know. They've got all kinds of things, which are fine, but it won't help you get a client off of the fence sitting thinking.

So we have to understand and slash or derive emotive now sometimes, and most often old loaded are insufficient for new behavior. You might want to write that down, those



listening. Old notices are often not sufficient to create new behaviors. So a great opportunity, a sales professional is to help the client define a new motive. Help them to think bigger than to think more expansively than perhaps they've thought about before. We're all subject to limited thinking based on past experience. One of the things I teach my clients is our past informs our future, doesn't predict it. And when you have that small but powerful realization that we can actually use past experience, you define new to as information to find new motive, the sky opens up and we can do that for our clients.

Tony Parinello: So I absolutely love this. Our past informs, but it does not predict the future.

Steve Dailey: Correct.

Tony Parinello: Yeah. And, and I really think this is critically important to underscore about the, our motive is not important when we step into a sales situation. It's the motive of the person you want to sell to. An old motive is not sufficient to create new behaviors. Now, when we notice an old motive in ourselves, right? Or in someone else, how do you, is that step three, how you make a shift here in mindset.

Steve Dailey: It's interesting you use that word. I call step three, the big shift. Because, absolutely, we have a foothold when we defined motive, now we have a foothold and making the shift and all we got to do is turn the corner with it. Now how do we do that? Well, it's basically choosing or defining if you will, a vision for ownership or new destiny, if you will. So what we've done most of us think through this methodically. So what we've done is we break down a challenge history effectively and write a new story for that. Then we secure new motives to find a new motive. And those things basically have us tease up the golf ball, if you will for the big shift.

Now the big shift only can take place though if we have a destination. if we have a clear idea of where, destination, destiny. basic derivatives of the same word if we have a clear vision. So this is very powerful in a selling scenario. If you're clear about if you know you've helped rewrite a story about a buying experience, you've defined the motive, what sets the, the prospect, the client on fire. And then we create a vision for that destiny of implementation. transformation, if you will, from X to Y from, from is state to should state. Then all of a sudden buying basically happens right before your eyes.

Tony Parinello: Coach Steve I love this is to, should, that should be a bumper sticker if they even still have bumper stickers. Because to move from is to should you just laid out a three step process that would make that happen? When we have someone sitting on the fence. Now a lot of people don't sit on the fence. They move forward because they have a clear definition of their motive and their new story. They have these, they see it, but for those who don't clearly see it, we have to rewrite this story. Now, coach Steve, would it be possible to attach to this archive an example of rewriting a story? Can you



do that for us? Mean either say it right now or attach it to the archive so we can actually see what that old story versus new story looks like. Is that possible?

Steve Dailey: Yes, it's possible. I'm thinking through the best way to present that. Let me just give a brief outline of it and then I can put together a little worksheet that we can attach to this. basically it is challenging the history as it pertains to the future. So we have to rewrite a story and keyword here is rewrite. Then we have to understand first and foremost what the old story is. And then erase what didn't work. Alright. So as basically, again, back to our past versus future thing that I think all of us have experiences to form beliefs. If we can understand what those, how those experiences, form a beliefs in that, then we can rewrite the story. So the first step is that understands the past.

But now to rewrite it, then we have to essentially define it. This is the two simple steps define what it is. And want that new story to contain. The classic phrase, well, how's that working for ya? challenges, old thinking, right? Because we tend to do the same thing over and over, expecting a different result. Well, if we think the same things over and over, we'll have the same insanity. So step one, understand the old story. Step two basically challenge it and rewrite.

Tony Parinello: I love the fact that. We only need to erase from the old story what did not work.

Steve Dailey: Right.

Tony Parinello: So that's less daunting, that's less of a task actually. Because if you can help someone do that as you help the people who embrace your program, do it. Then once they see it in one store and they go, oh Geez, now I get it. Now I see I have to do this every time I'm fence sitting, no matter what it's about. Or anytime I see my prospect or customer fence sitting, and regardless of what it's about, the process here works, no matter what the fence sitting is all about.

Steve Dailey: That's so true. And am going to reinforce something we said at the top, Tony that you're going to be most effective helping people adjust, reframe, reinvent their mindset if you understand how to do that work for yourself. I think if we look at selling as a discovery, pride guided discovery process versus trying to push things onto people. Well it makes sense then to really master whatever it is that we're talking about. And however it is we're communicating and impacting the lives of those that we serve. and really it makes sense to fully understand that for ourselves first. And that way more authentic. It's way more understandable and clear for the first two people that we're serving.

Tony Parinello: There's no question about it. I took two and a half, probably two and a half pages of notes here. So Coach Steve close this out, tell people to get ahold of you,



to embrace your mindset challenge that you have here. And the mindset solution program that you have available to everyone who's listening.

Steve Dailey: Well, you can read all about it at achievementbridge.com. and there you will easily see where to get to mindset, reinvention, achievementbridge.com. And I will tell you I've got a really great free tool that I put together that defines the seven essential mindset habits. do we want to send people to that Tony?

Tony Parinello: Sure. Whatever, whatever best way we can get our hands quickly onto what it is you can help us with our mindset. And here again, how thinking works. My God, if all we do, if all we do is master how our mind works and how our thinking works and how we could shift it. everything changes around us when we change everything changes. So yeah, give us.

Steve Dailey: That's so true. Yeah. So I've got a free training, a mini training if you will, on mindset on the seven essential mindset habits that literally predict success. you can get that at achievementbridge.com or go directly to it at sevenessentialhabits.com seven, the number 7 essential habits.com. And either way, there's all kinds of ways to get ahold of me and clipped through and schedule free conversations with me, all kinds of great stuff. So I'm happy to help in any way that I can. But I tell you, your nail on it, Tony mindset is basically the source of everything we do. Everything we achieve, everything we experience in life. And if a person can really understand this for themselves, they can be powerful and implementing it to, and for other people.

Tony Parinello: Well, there you have it. Everybody. Coach Steve I can't add anything else to this other than thanks for being who you are and doing what you do and joining us today. See you next time.

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