

The 4 C's of Grazing in the Grass

Commitment - Change - Courage - Confidence

*SARE Grazing Training Retreat
Thursday, August 24, 2012, Hamilton, NY
Presented by Fred Ashforth*

I. Opening and Introductions

II. Body

A. Grazing walk review

B. Goals

- **7 Areas to set goals.**
- **Don't hold yourself back**

C. Success Triangle

- What are you confident doing?
- Attitude
- Technique
- Behavior

D. People skills 101

- The most important person in the world
- Brilliant Conversationalist
- Listening
 - **The greatest Compliment &**
 - **4 steps to being a good listener**
 - **Listening quiz**

E. Salesmanship

1 Attitude

- WIIFM
- President of your own corporation
- Attitude about sales- **People buy you**

2 Technique

- Ask questions
- Listen- Don't talk- Listen! 70/30
- **9 Reasons why questions are your most powerful tool**

3. Behavior

- Start asking and listening
- It's the only way you can help people.
- If you're not doing it enough now- change!

F. **30 second elevator talk**

OVER

- G. Getting your message out
 - Written
 - Attitude, Technique & Behavior
 - Working effectively with the press.
 - Spoken
 - **Powerful Presenter**
 - Meetings
 - **11 worst things about meetings.**
 - Leader sets the example

- H. Working with difficult people
 - **Softening Statements & Pattern Interrupt**
 - **Feel, felt, found**
 - Tactics to change people's minds

- I. Time management (Self Management)
 - Attitude
 - Technique
 - Behavior

- J. Words that work and words that don't
 - **Words that work**

- K. It's all about them
 - Show you care by asking and listening
 - Body language

- L. Approaching People
 - Who are these people?
 - When and how to approach
 - Handling Rejection- part of sales and life
 - Fear vs Courage
 - Little things make a big difference

- M. Putting it all together with the 4 C's
 - Commitment
 - Change
 - Courage
 - Confidence

III. Conclusion

Please complete the Rating Sheet following the program. Thank you.