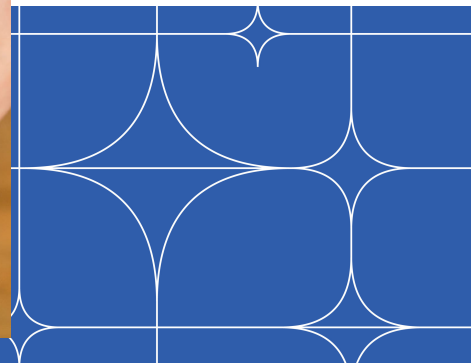




Sales Career Coaching Workbook



A workbook for you, the seasoned sales professional, from **Stefani Seek**, master sales coach & CEO of **Seek Coaching**, designed to help you reconnect with your power & manage your sales career with greater satisfaction.

Why I created this workbook for YOU & how to use it

There is no other career quite like sales that holds up a mirror in front of you and forces you to take a detailed look at your mindset and belief system! *Sales is as much a mental “game” as it is a job of deliberate actions and motions.* If your mental state is off-kilter even by just a little bit, your sales days and quarters will feel long, arduous and stressful, and you’ll wonder why, back in your 20s, you didn’t decide to just pick a career, any career, that didn’t require you to write proposals, overcome objections and manage a pipeline and a forecast!

Invest 60-90 minutes in this workbook, and here is what you can expect to gain:

- **Clarity:** Documented thoughts on your unique qualities that make you great at sales and in your career overall...even if you are in a slump or feeling unhappy in your job at the moment.
- **Confidence:** Specific reminders of how your unique strengths can be used to your advantage.
- **Courage:** Facing the truth about your current situation and taking some bold or creative next steps that either reconnect you to abundance and happiness or motivate you to make some changes.

I’ve coached many sales professionals who felt like they were truly stuck.

Do any of these statements sound familiar to you?

- I’m not making the sales I thought I would at this company, but the economy is shaky and nobody is hiring, so I’ll just deal with it and settle for being mostly dissatisfied.
- I can’t possibly change jobs now...I only need to work for 10 more years so that my stock will vest, and *then* I will finally be free to make some choices.
- My family needs the health insurance; I can’t possible take a risk now.
- My manager is killing me; he/she doesn’t know how to lead a sales team.
- Forecasting and pipeline management are out of control at my company and I’m going to lose my mind.
- My territory just isn’t as good or promising as other territories that my peers have, and I don’t see a way to hit my number this year.
- I have no idea what else I could do to make the kind of money I make in sales without being a professional like a doctor or lawyer.
- I still enjoy selling but I’m feeling like I should be an executive leader or higher paid or something “bigger” at this point in my career.
- I’d really like to start my own business and finally be my own boss, but I have no idea how to pull that off.

If any of those statements apply to you...

...You are not alone! And you can also do more than you realize about any or all of them.

You truly have the power to transform your life at any time.

My mantra is: **I can always change my mind!**

The more I've said it with conviction in my life, the more incredible things...seemingly impossible things...start to happen. Feel free to use it!

My clients who came to me with those statements, and many other riffs on those statements, learn how to breakthrough in ways they never thought possible. Toxic bosses suddenly get out of the way, a new opportunity opens up, their dream job comes calling...some have even seen marriages & personal relationships improve as a result. This workbook, that I designed specifically to help you kick off your "it's time to get in touch with what I really want" journey, is just the tip of the iceberg. It is my intention it will spark something inside of you and open you up to the possibility of change and a fresh perspective.

I decided to change my mind about my sales career...quite a few times. That produced over \$35m in sales for the companies I worked for. But I also created all kinds of goodness when I decided to launch Love the Sell and start coaching enterprises and individuals, generating a six-figure business in just one year. You can learn more about my story later and the incredible abundance I've attracted simply by changing my mind about what was possible for my life. Now, let's focus on YOU in the pages ahead!

This workbook won't instantly change your life. It takes ongoing practice and situational help to transform the way you think about your career and your life overall. However, it's a great first step that *will* create great MOMENTUM for you.

- Take some time to get into a quiet place away from distractions.
- Be willing to suspend your version of "reality" for a time and open up your mind.
- Believe that these pages ahead can open up thoughts that will enlighten and inspire you.
- Push through any discomfort to face what you really want for yourself by calling it out.
- Remember that nobody has to see what you write down...this is your own private workbook and therefore, it's important to be vulnerable and honest with *yourself*.

Print out this workbook (in color, if possible) & write in your answers--the power of YOUR pen is MAGICAL.

Identify Your Strengths



Let's focus first on what makes you unique and great! Don't be overly humble or too conservative. Brag! GO BIG and write down your differentiators and strengths below as if you are an advocate for YOU...be your own Chief Advocate and think/write about yourself like you'd recommend a friend in business you truly admire.

The Question	Your Answers
<i>What personal qualities do I like most about myself?</i>	1. 2. 3. 4.
<i>How do my these qualities differentiate me from others?</i>	1. 2. 3. 4.
<i>How can or do these qualities translate into strengths in my sales career?</i>	1. 2. 3. 4.
<i>Which of these strengths might I leverage more in my career & communications with leadership, peers and/or clients?</i>	1. 2. 3. 4.

Amplify Your Strengths



Now, let's take those qualities and strengths from the previous page and make them sing a bit louder! Stay in the vibration of praise for yourself! (That can be challenging for some, so if this applies to you, go back to the mode of writing this "as if" you are bragging on a friend and their wonderful qualities and/or helping them think through the possibilities!)

As I look at my list of great qualities & strengths....

What are 2-3 of my unique qualities or strengths I am forgetting to use or not using enough in my sales career?

- 1.
- 2.
- 3.

How did I acquire these strengths? (you may need to go deep...far into your past or a circumstance that tested you, or you may not--it just might be a strength you've always had!)

- 1.
- 2.
- 3.

How could I leverage these strengths more to make a difference in my life or the lives of others?

- 1.
- 2.
- 3.

Choosing my FAVORITE or most interesting strength that is currently under-leveraged, how could I turn that strength into an opportunity in my career?



Be Honest with Yourself

Sometimes we can have the tendency to ignore or push away what's bothering us. If we bury these feelings, they will emerge in unwelcome ways when we face pressure or stress...which we face a lot of in a sales career!

Consider the following questions as you play the True or False game below:

- How do I really feel about my career right now?
- What are the "secrets" I keep about things that might intimidate me or hold me back?
- Do I really believe I can succeed? Is it possible I am limiting myself with my beliefs?
- Am I able to speak authentically with my leadership and/or my clients?
- Is there something about the way I communicate that might hold me back from the success I want?
- What worries me personally that could be subconsciously impacting my effectiveness or attention during my working hours?

True or False?	My honest answer + explanation
<i>I am aware of something that holds me back from achieving the level of success that matters to me.</i>	
<i>There is something going on in my personal life that is distracting me or holding me back at work.</i>	
<i>There is something I could fix or get training on that would improve my sales effectiveness or performance.</i>	
<i>I lack confidence in a particular area or there is something that trips me up.</i>	
<i>I am set up for success in my role.</i>	
<i>I genuinely enjoy my job.</i>	



Breakthrough Your Worries

Read the [Worry-Zapping Strategies below](#), then identify at least one strategy and action for each worry.

- **Lower your Standards.** Truly! I know this sounds crazy. Shouldn't we have high standards? Standards are usually put upon us by people or entities who don't know what makes us tick. Identify new standards, rooted in *your* authentic voice & feelings, that feel better for you!
- **Focus on Ease.** How could work become easier for you? What would that look and feel like? Is it possible you are gripping the bat too tightly? Is it possible you are working *too hard*? Society praises us for "working hard", but what does that really mean for you?
- **Release the Worry.** Really. Can you just let it go? What can you gain by giving up the worry?
- **Shift your Focus.** Focus on what you LIKE about you & enjoy doing instead of focusing on something to worry about. Leverage your strengths instead of focusing on your vulnerabilities.

My Sales Career Worries	My "Worry Release" Plan
Worry #1: 	My Strategy: Actions:
Worry #2: 	My Strategy: Actions:
Worry #3: 	My Strategy: Actions:
Worry #4: 	My Strategy: Actions:

Empower Yourself



In order to manage your sales career effectively, you need to understand what you enjoy and what you don't enjoy. Then, with this clarity, you can begin to feel what you need to feel and take action on alternatives or new directions.

What % of your time at work are you feeling (fill in the %)

Enjoyment%

In Between%

Dissatisfaction%

What would you say most contributes to your enjoyment at work? What do you like about your sales career?

What, if anything, would you say most contributes to any feelings of discontentment or dissatisfaction at work?

What can you do MORE or LESS of to empower yourself at work?

1st Action _____

By when _____

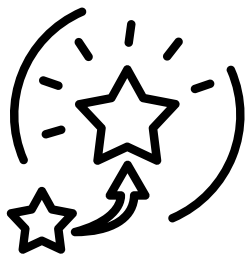
2nd Action _____

By when _____

3rd Action _____

By when _____

Notes



Transform your Mindset, Transform your Life

The thoughts we think which turn into the words we say chart the course of our lives. Do you want to chart a more joyful course? A wealthier course? A more satisfying course? A more peaceful course? Then you need to pay attention to every thought you think and the words you speak. Notice what you think and say, and ask yourself...is there something I can substitute here? Leverage the examples below and start practicing new thoughts &

words!

Your Current Thoughts	Your New Thoughts & Words
<i>Example 1: My sales territory is awful. It doesn't matter how hard I work; these accounts have no budget.</i>	<i>While I don't see it yet, I believe that new decision-makers, new budget approvals, and new doors are opening for me. The "how" doesn't matter.</i>
<i>Example 2: I would like to earn more money, but I should just be grateful that I make \$150k a year because I'm doing better than my parents did.</i>	<i>I appreciate the money I earn AND I know I am worthy and deserving of more. Opportunities for new sources of wealth are coming my way.</i>
Thought 1:	New:
Thought 2:	New:
Thought 3:	New:
Thought 4:	New:

A brief word about the previous page

As your coach, I cannot let you turn the page without emphasizing:

YOUR WORDS HAVE THE POWER TO CREATE YOUR WORLD!

If there is one page in this workbook you take to heart and you practice, it's the previous page! Changing the thoughts in your head is Step 1.

You also have the change the words you speak. That is the VERY important Step 2 to more career satisfaction and more life satisfaction!

When someone asks you how things are going in your sales year and you are behind on your number, find a better feeling thought and then translate those into better words.

Instead of: *It's not looking good...my clients aren't spending and one of my big deals just got delayed by 6 months.*

Say..... **I have some steps to take, but I'm excited about the meetings and deals that are on the way!**

Maybe that feels unnatural or not true. But...don't you *want* great meetings and new deals to be on their way?? There's nothing false about that statement, when you really peel it back. You just aren't comfortable speaking in the language of the future you want to create. It's so much easier to commiserate, to complain or to just plain sell yourself short on what's possible for your future!

Get into the practice of pausing a few seconds when asked about how things are going at work. Choose your words carefully. FEEL the words with enthusiasm. This all works much better when you convince your mind and body that it's already feeling good about these wonderful things happening. Take that comfortable, yet self-defeating or self-deprecating phase, and turn it around using phrases like these:

- I can feel that the tide is turning in my favor and this year is going to end on a positive note!
- I sense a shift in my accounts/territory/client/leadership and something good is on the way to me.
- A lot of people would say this sales job is stressful, but I'm actually really appreciative that I work for a company that has innovative products... I am excited to have all of these opportunities in my pipeline.
- My boss and I don't always eye to eye, but I do appreciate that he/she is under some stress and so I know that the deal I'm about to bring in is going to feel really good for us all.
- ~~(Or just say something you and your boss can ALWAYS get the best weeks with spots (skip them, and then send me your fan mail!!))~~

Keep up the practice! You'll be amazed at how changing the words you use will literally change your life.



Go Within

If you've taken the time to really consider the questions in the previous pages of this workbook, well done! You should be feeling some feels, and that's a good thing, because when we allow our feelings to emerge, we can get in touch with what we really want. When we align our outer lives with our inside spirit, or heart, or consciousness...whatever you prefer to call it...a new path starts to light up for us, and this is where transformation begins!

[Embrace the feels that this workbook has stirred up and answer these questions:](#)

What ah-ha or lightbulb moment(s) did I have about my life and/or career in working through these pages?

What feelings am I experiencing about my sales career right now?

Is there something I am being called to change? To try differently? To explore?

What's the worst thing that could happen if I followed this ah-ha or new idea?

What's the BEST thing that could happen if I followed this ah-ha or new idea?



Take Inspired Action

Thoughts and dreams are amazing, but they cannot manifest into your present experience unless you take inspired action that causes a ripple big enough in the universe to bring those desired dreams into your life!

Inspired action creates *momentum*! Just like the flywheel that starts spinning slowly at first and then gets faster and faster and faster and continues to draw speed from reserved energy, so does one inspired action after another propel you in the direction of your dreams.

I want you to create some momentum for yourself now! **Complete the chart below, and note the examples I provided to help inspire your own.**

My Idea/Dream/Wish	My Inspired Action
<i>Example A: I want to get my dream sales job at ABC Company.</i>	<i>A: I'm going to go through my 1st & 2nd level LinkedIn connections on Saturday morning to see who works at ABC and ask for time with 2-3 of them to learn more about what it takes to succeed in sales at ABC.</i>
<i>Example B: I want to start my own side hustle in XYZ business.</i>	<i>B: Every Tuesday, I'm going to watch 2-3 YouTube videos about this business & learn more about it</i>
#1:	
#2:	
#3::	



You Did It!



Of the sales pros who obtained and downloaded this workbook, only about 50% will actually get to this completion page, so **I want to congratulate you for coming this far and truly taking big steps towards more clarity, confidence & courage! Well done!**

It is my hope that you either feel inspired to stay your current course but with an amplified and more authentic voice OR to embark on something new, something exciting and something that INVIGORATES you!

This is the tip of the iceberg in terms of the coaching you can take advantage of in your career. I believe that every professional earning over \$95k/year could benefit from coaching in some shape or form. This workbook serves to get you started, to think and feel a bit more deeply and deliberately about how you want to spend your hours, months and life.

If you want to continue this kind of work and need a “thinking partner”, I have various ways in which I can support you. See the next page!

No matter what, please follow your intuition, your “gut”. We get so ingrained in our careers and every day life patterns that sometimes we forget we CAN change our minds! We CAN change our lives and create more joy and satisfaction for ourselves by getting back in touch with what makes us great, what we enjoy doing, and taking one small inspired action after another to light up our path.

I promise you...you don't have to know “how” it is going to happen.
Your dreams + Your thoughts + Your authentic voice + Your inspired actions = Transformation!

I applaud your courage and I'm wishing you light, joy, love and abundance always!

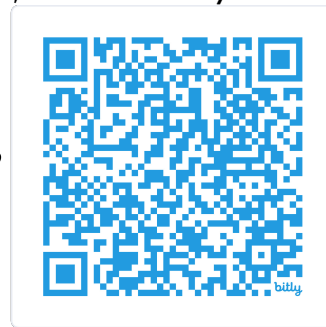
Your coach,
Stefani

Stefani Seek
Certified Career & Life Coach
Founder & CEO, Seek Coaching
Seek Love, LLC
www.seekcoaching.com
stefani@seekcoaching.com



Resources & Opportunities

- I have many sales tips & videos in my **LinkedIn feed!**
<https://www.linkedin.com/in/stefaniseek>
- Feeling burned out and interested in taking a more robust approach to your career? Would you like some active guidance?
Check out my new course for Sales Professionals: **Beyond Burnout: A 7-Step Transformation to More Money, More Joy & Deep Personal Freedom.** In it you'll find a workbook, and 8 easy-to-watch, high-value videos from me to guide you!



Scan me

- If you have interest in exploring premium 1-1 coaching with me, please use this QRC to book a complimentary 30-minute call on my calendar:



My Favorite Podcasts:

The Mindvalley Show with Vishen

The Graham Cochrane Show

The Brutal Truth about Sales & Selling

The School of Greatness with Lewis Howes

Close More Sales with Ian Ross