

## Get Creativity Fit & Ignite Selling Innovation

**Purpose:** **Get Creativity Fit™ & Ignite Selling Innovation** is a dynamic consultative skills program designed to ignite selling innovation. The two-day program is centered around *Break It Thinking™* and Consultative Selling Skills and has four **Skill Sprints**. Each **Sprint** consists of content, methods, tools, skill practice, learning exercises and feedback that provide participants with highly tangible and practical ways to strengthen their creative thinking, key account planning & execution, consultative selling, presentation and negotiation skills.

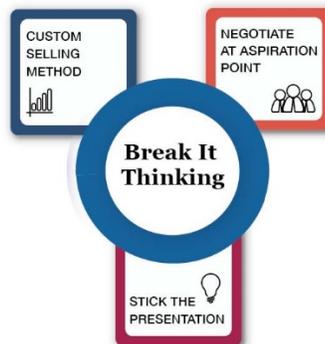
### Day One

- **Skill Sprint #1** – *Break It Thinking™*
- **Skill Sprint #2** – Custom Selling Method (Key Account Planning/Prioritization/Execution, High Value Actions & Stick It Presentation Preview)

### Day Two

- **Skill Sprint #3** – Stick It Presentation Skills Tournament
- **Skill Sprint #4** – Negotiate Agreements @ Aspiration Point or Nothing™ & Skill Anchoring Challenge

### Get Creativity Fit



### Learning Objectives:

Upon program completion, participants will have sharpened their skills to a fine edge by ...

- Applying *Break It Thinking™*, goal setting, key account planning, prioritization and execution methods, tools and skill practice to identify, develop and manage the best opportunities in their territories.
- Developing a custom selling framework and identifying actions to increase the percentage of time to high value selling.
- Strengthening communication and Stick It Presentation skills to develop and deliver more compelling and appropriately assertive presentations.
- Applying Competitive, Collaborative and People-Centered Negotiation Strategies to increase the size of the pie, to compete for a larger slice, and to strengthen working relationships.

<p><b>Experience Description:</b></p> <p><b>Pre-Program:</b></p>	<p>This hands-on, fast-paced program contains a robust mix of content, methods and tools, skill practice simulations and learning exercises, discussions and expert feedback. The action learning framework enables participants to encounter immediate learning and apply it to current selling opportunities. The program fosters an energizing climate so participants can learn and innovate in a highly productive manner.</p> <p>Participants take the following actions prior to attending the program:</p> <ul style="list-style-type: none"> <li>• Complete the <i>Break It Thinking™</i> and Time Allocation Surveys.</li> <li>• Identify a Key Account and presentation to develop during the program.</li> <li>• Read the What is Break It Thinking™ Article.</li> </ul>	
Timing	Content	Methods
<p><b>Day One</b> <b>Skill Sprint #1</b></p>	<p><b>Program Introduction</b></p> <ul style="list-style-type: none"> <li>■ Sponsor makes opening remarks. <ul style="list-style-type: none"> <li>- Creativity Coach (CC) introduces the <b>Purpose, Process and Payoff</b> of the program.</li> </ul> </li> </ul> <p><b>Day One</b></p> <ul style="list-style-type: none"> <li>• <b>Skill Sprint #1</b> – <i>Break It Thinking™</i></li> <li>• <b>Skill Sprint #2</b> – Custom Selling Method (Key Account Planning, Prioritization &amp; Execution, High Value Actions &amp; Stick It Presentation Preview)</li> </ul> <p><b>Day Two</b></p> <ul style="list-style-type: none"> <li>• <b>Skill Sprint #4</b> – Stick It Presentation Tournament</li> <li>• <b>Skill Sprint #5</b> – Negotiate Agreements @ Aspiration Point or Nothing™ &amp; Skill Anchoring Challenge</li> </ul> <div data-bbox="820 1260 966 1396" style="text-align: center;">  </div> <p><b>Break It Thinking™</b></p> <ul style="list-style-type: none"> <li>■ CC presents <b>Skill Sprint #1</b> agenda and learning objectives: <ul style="list-style-type: none"> <li>- Apply divergent and convergent <i>Break It Thinking™</i> method, skills and tools to: Climb the Right Sales Mountain; Rain &amp; Select Novel Ideas; Strengthen Ideas to be Valuable and Feasible; and Get Fast Implementation Traction.</li> </ul> </li> <li>■ CC introduces Improvisation learning exercises – Yes/And &amp; Match Me. <ul style="list-style-type: none"> <li>- Groups engage in the exercise; CC debriefs</li> </ul> </li> <li>■ CC presents <i>Break It Thinking Method™</i> defined as:</li> </ul>	<p>Discussion Discussion</p> <p>Discussion</p> <p>Discussion</p> <p>Experiential Burst</p>

- Divergent Thinking to generate novel ideas.
- Convergent Thinking to make novel ideas valuable and feasible.
- Breaking cognitive, perceptual, and emotional patterns. Most new problem statements, ideas and concepts emerge when we go beyond our current nine dots boundaries and *Break It!*
- Analogical Thinking – Borrowing ideas from one context and force connecting them into another.

- CC presents *Break It Thinking™* Superhero’s: **Black Diamond™**, **Micro Burst™**, **Prism™**, **Plusser™** and **Momentum™**; and the five **Creativity Resistors: The Delayers™**, **Chameleon™**, **The Junk Yard Dog™**, **The Three Headed Gremlin™** and **The Vice™**
- CC anchors in final learning points; team provides feedback and transitions to **Skill Sprint #2**.

Burst

Feedback



**Skill Sprint #2**

**Custom Selling Method (Key Account Planning, Prioritization & Execution, High Value Actions & Stick It Presentation Preview**

- CC presents **Skill Sprint #2** agenda and learning objectives:
  - Develop robust Key Account Plans.
  - Prioritize Key Accounts.
  - Present a compelling Key Account Plan.
  - Develop a custom selling method with high value actions.
  
- CC presents the *Key Account Planning* and *Reverse It Divergent Thinking Tools*.
  - Teams *Reverse It* as they walk briskly, generate generate wrong-way problem statements; then then *Reverse It* to ***S t r e t c h*** the thinking.
  - At a designated point, teams document, organize and converge on the best ideas the ideas generated while *Reversing It*.
  
- CC presents a *Stick It* presentation development method and additional content.
  - Teams apply the *Message Map Tool* to develop compelling Key Account Plan presentations.

Discussion

Burst

Apply

Apply

Burst

Apply

<ul style="list-style-type: none"> <li>- Teams present their Key Account Plans.</li> <li>- Judges score the presentations and give feedback.</li> <li>- Winning Team receives the coveted best Key Account Plan Award.</li> <li>- Team members apply the learning and develop individual Key Account Plans</li> </ul>	Present Score Awards
<ul style="list-style-type: none"> <li>- Team members apply the learning and develop individual Key Account Plans</li> </ul>	Apply
<ul style="list-style-type: none"> <li>■ CC presents the <i>Account Selection &amp; Prioritization Tool</i>. <ul style="list-style-type: none"> <li>- Team members identify and prioritize their Key Accounts.</li> </ul> </li> </ul>	Burst Apply
<ul style="list-style-type: none"> <li>■ CC presents the <i>Custom Selling Framework</i> and underscores the importance of the right amount of a <i>selling method</i>, set of actions and deliverables (not too much, not too little - just right) in preparation for and execution of calls, presentations and negotiations. <ul style="list-style-type: none"> <li>- CC segues and organizes groups for the juggernaut learning exercise. Groups engage in the exercise; CC debriefs.</li> <li>- CC focuses on the discovery process and introduces the <i>Discovery Scratch Pad Tool</i>.</li> <li>- Teams generate provocative divergent questions and thought provoking divergent questions. CC provides feedback.</li> <li>- CC presents the <i>Take an Excursion or 2 Divergent Tool</i>.</li> <li>- Teams <i>Take an Excursion or 2</i> as they walk briskly and generate ideas to improve their discovery method.</li> <li>- Teams present their ideas and update their <i>Custom Selling Framework</i>.</li> </ul> </li> </ul>	Burst  Experiential  Burst Apply Burst Apply Present
<p><b>High Value Selling Actions</b></p> <ul style="list-style-type: none"> <li>■ CC segues to <i>High Value Selling Actions</i> and asks teams to review their pre-program time allocation surveys. <ul style="list-style-type: none"> <li>- CC presents the <i>SCAMPER Divergent Thinking Tool</i>.</li> <li>- Teams apply <i>SCAMPER</i> and generate ideas to increase their time % to High Value Selling Actions.</li> <li>- Teams present their best ideas; CC debriefs.</li> </ul> </li> </ul>	Discussion  Burst Apply Present
<p><b>Let's Communicate People</b></p> <ul style="list-style-type: none"> <li>■ CC segues to communication skills. <ul style="list-style-type: none"> <li>- Organizes teams in the dominos learning exercise. Pairs engage in the exercise; CC debriefs.</li> </ul> </li> </ul>	Discussion Experiential

**Day Two**  
**Skill Sprint**  
**#3**

- CC introduces a custom selling simulation and the Negotiation/Call Planning Tool to focus on call planning and discovery skills.
  - Teams engage in the simulation; CC debriefs.

Discussion

Simulation

**A Look Back & Forward!**

- CC locks in final learning points and presents Day Two Agenda.
  - Group gives feedback on Day One.

Discussion

Feedback



**Calm Before the Storm**

- CC reviews Day Two Agenda and **Skill Sprint #3** learning objectives.
  - Leverage physical skills to enhance presentations.
  - Strengthen storytelling and facilitation skills to connect to the head, heart and gut.
  - Develop impactful visuals.

Discussion

**Stick It Presentation Tournament**

- CC presents the creative side of presentations stressing the skills of analogical thinking and new combinations.
  - Organizes groups and introduces the forced connections learning exercise. Groups engage in the exercise; CC debriefs.
  - Presents additional content from the toolkit and organizes teams to prepare for their presentations.
  - Teams prepare for Round #1.

Burst

Experiential

Burst

Plan

**Let the Games Begin!**

- 1<sup>st</sup> two person teams deliver their presentations while the 2<sup>nd</sup> two person teams stay attentive in the on-deck circle.
- Judges score the presentations and provide feedback.
- 2<sup>nd</sup> two person teams deliver their presentations.
- Judges score the presentations and provide feedback.
- All two person teams incorporate the feedback into their preparation for Round #2.

Present

Score  
Present  
Score  
Apply

**Round # 2 Presentations**

- Two person teams rotate and present to new judges. The sequencing in Round #2 follows the Round #1 process.
  - The judges tally their scores from the two rounds.

Present

Score

**Skill Sprint  
#4**

- Leadership presents the coveted winning Stick It Presentation Trophies.

Awards

- CC anchors in final points. Teams update their Custom Selling Framework and provide feedback on **Skill Sprint #3**.

Apply & Feedback



**Anchor Negotiations @ Aspiration Point...or Nothing™ - Round #1**

- CC presents **Skill Sprint #4** agenda and learning objectives.
  - Apply a robust planning framework to plan for and manage negotiations.
  - Apply *Collaborative Strategies* to expand the size of the pie.
  - Apply *Competitive Strategies* to compete for and claim a larger share of the pie.
  - Apply *People-Centered Strategies* to strengthen credibility, trust and relationships with key people.

Discussion

- CC segues to the *magic carpet learning exercise*.
  - Teams engage in the exercise. CC debriefs and presents the negotiation model.

Discussion  
Experiential

- CC presents a robust set of Competitive, Collaborative and People-Centered Negotiation Strategies.
  - Identify Aspiration Point, Reservation Point, BATNA and Bargaining Space.
  - Ask Insightful Discovery Questions, Exchange and Update Information to Discover Interests, Issues and Priorities.
  - Clarify the Real Interests, Issues and Priorities Across the Negotiation.
  - Identify Faulty Beliefs, Biases and Assumptions.

Burst

- CC segues to the 1<sup>st</sup> negotiation case simulation and re-introduces the *Call/Negotiation Planning Tool*.
  - Buyer/sellers pairs plan individually for the negotiation case simulation.
  - Buyer/Seller pairs negotiate the case simulation.
  - CC debriefs the simulation, declares the winners and anchors in final learning points.

Discussion

Plan

Negotiate  
Debrief

## Anchor Negotiations @ Aspiration Point...or Nothing™ - Round Two

- CC presents a 2<sup>nd</sup> robust set of Competitive, Collaborative and People-Centered Negotiation Strategies.
  - Anchor with a First Offer Proposal and Counteroffer any Unacceptable Proposal.
  - Use Data and Objective Standards to Frame Proposals.
  - Use Linkage when Trading-Off on Alternatives.
  - Find Ways to Modify the Issue Set.
  - Negotiate Packages of Issues Versus Single Issue Proposals.
  
- CC segues to the 2<sup>nd</sup> negotiation case simulation.
  - Buyer/seller teams plan for the negotiation case simulation.
  - Buyer/Seller teams negotiate the case simulation.
  - CC debriefs the simulation, declares the winners, and anchors in final learning points.
  - Leadership team presents the winning negotiators with the coveted best negotiation skills trophy.
  - Teams update their Custom Selling Frameworks and provide feedback on [Skill Sprint #4](#).

### Take the 21 Day Skill Anchoring Challenge

- CC presents the 21 Day Skill Anchoring Challenge to anchor the use of methods, skills and tools as a sticky, repeatable habit.
  - Teams plan for the Challenge.
  
- CC segues to the closing exercise.
  - Teams give a creative and enthusiastic presentation summarizing their key learning's from the program.
  - Leadership makes closing comments.
  - That's all folks!

Burst

Discussion  
Plan

Negotiate  
Debrief

Awards

Apply &  
Feedback

Discussion

Plan

Discussion  
Present

Feedback  
Departure