



## Sales Training



Presented by  
jan spence

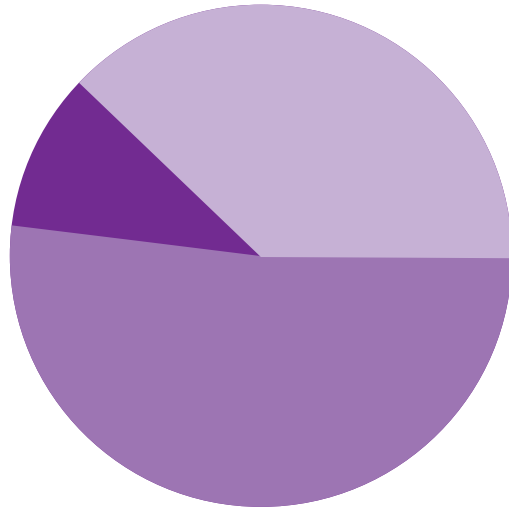
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## COMMUNICATION WHEEL

1.

2.

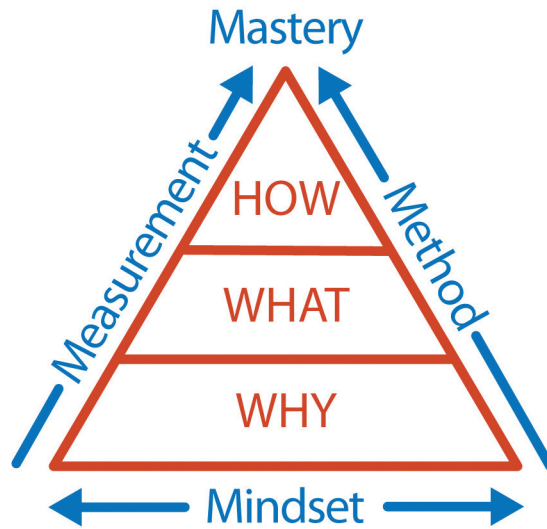
3.



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## BEHAVIORAL/COMMUNICATION STYLES


# Mindset to Mastery Methodology<sup>©</sup>



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## M I N D S E T

### WHODO THEORY<sup>©</sup>

WHO (INSIDE)

DO (OUTSIDE)

# TRANSACTIONAL ANALYSIS SUMMARIZATION

## EGO STATES

### PAST

*(Judges based on previous input)*

**CRITICAL PARENT:** Monitors adherence to rules and expectations of self and others. Says "You have to!" "You should!" "Who do you think you are?" and "We don't do it that way!"

**NURTURING PARENT:** Voice of acceptance, hope, and optimism – self-soothing & recognition. Says "You can do it!" "I will help you!" and "I believe in you!"

Being stuck in this loop drains energy and keeps us from reaching full potential. We are continually reliving a "movie" from our past.

**ADAPTED CHILD – REBELLIOUS:** Defiant attitude. Says "I'll do it my own way regardless!" or "I feel strong and can do anything!"

**ADAPTED CHILD – COMPLIANT:** Obedient and trusts others; makes decisions based on past and present factors. Says "I'll play along to gain approval and acceptance" or "I feel weak and powerless."

**PARENT**

**ADULT**

**CHILD**

### PRESENT

*(Evaluates based on current/future input)*

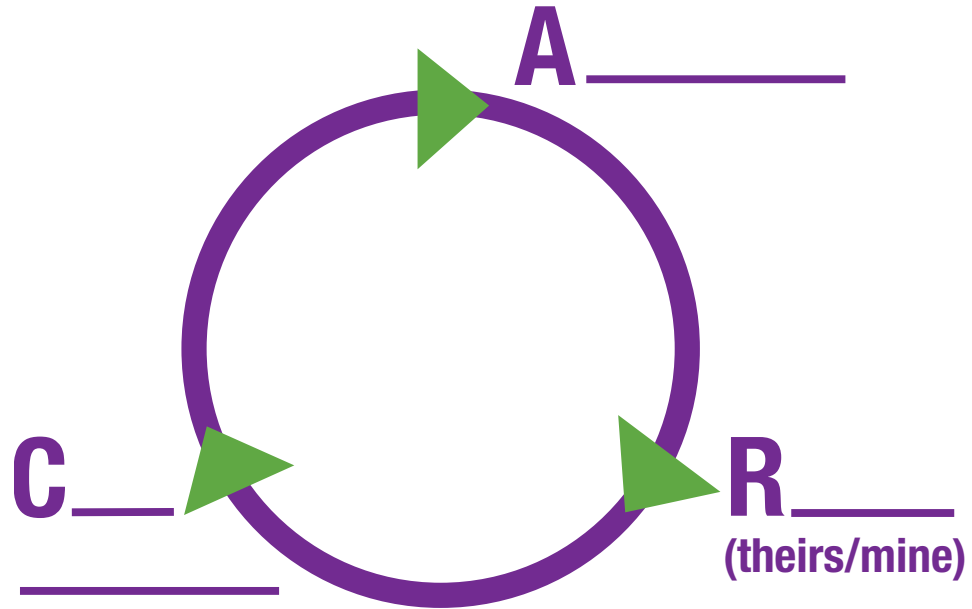
**LIVING IN THE ADULT AND NATURAL CHILD** ego states generates energy and adventure. Without the negative interference of the Parent and Adapted Child we can reach full potential.

**The ADULT** views opportunity and risk; gives and receives information with an open mind, without judgment, and without filters.

**The NATURAL/Free/Inner Child** is spontaneous, impulsive, and in-the-moment. Curiosity, creativity, and intuition help the adult thrive to take risks.

*\*Adapted from Jut Meinenger's Theory.*

# M E T H O D



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MY ARC EXAMPLES:

## BEFORE AND AFTER STATEMENTS

### I WORK WITH PEOPLE WHO WERE:

- 
- 
- 

### THEY WORK WITH ME NOW BECAUSE:

- 
- 
- 



### COMPETITIVE ADVANTAGE KEY PLAYS:



## LISTENING/QUESTIONING TECHNIQUES

- C

- P

- A

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- R

- R

- R

MY QUESTIONS: