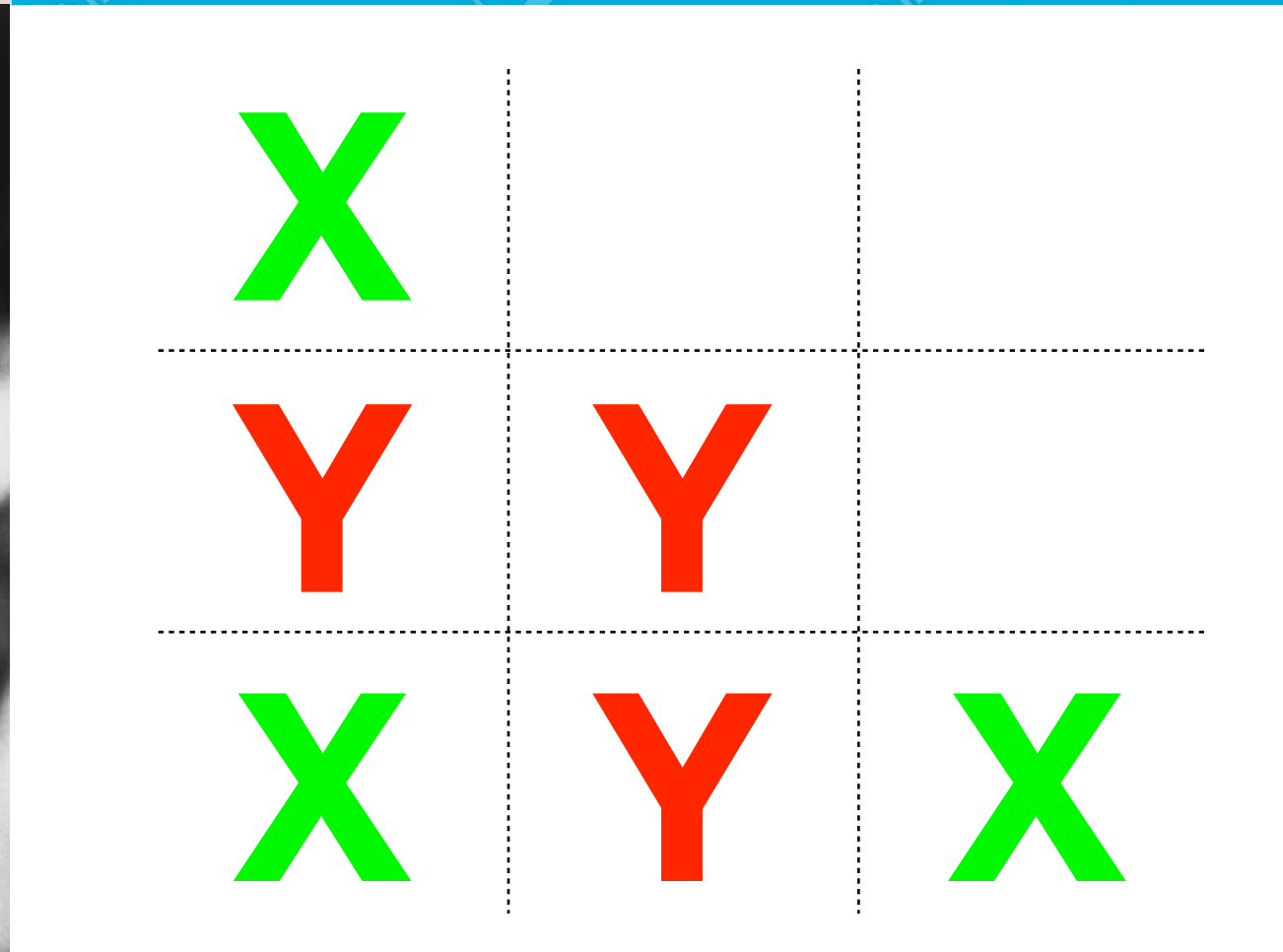
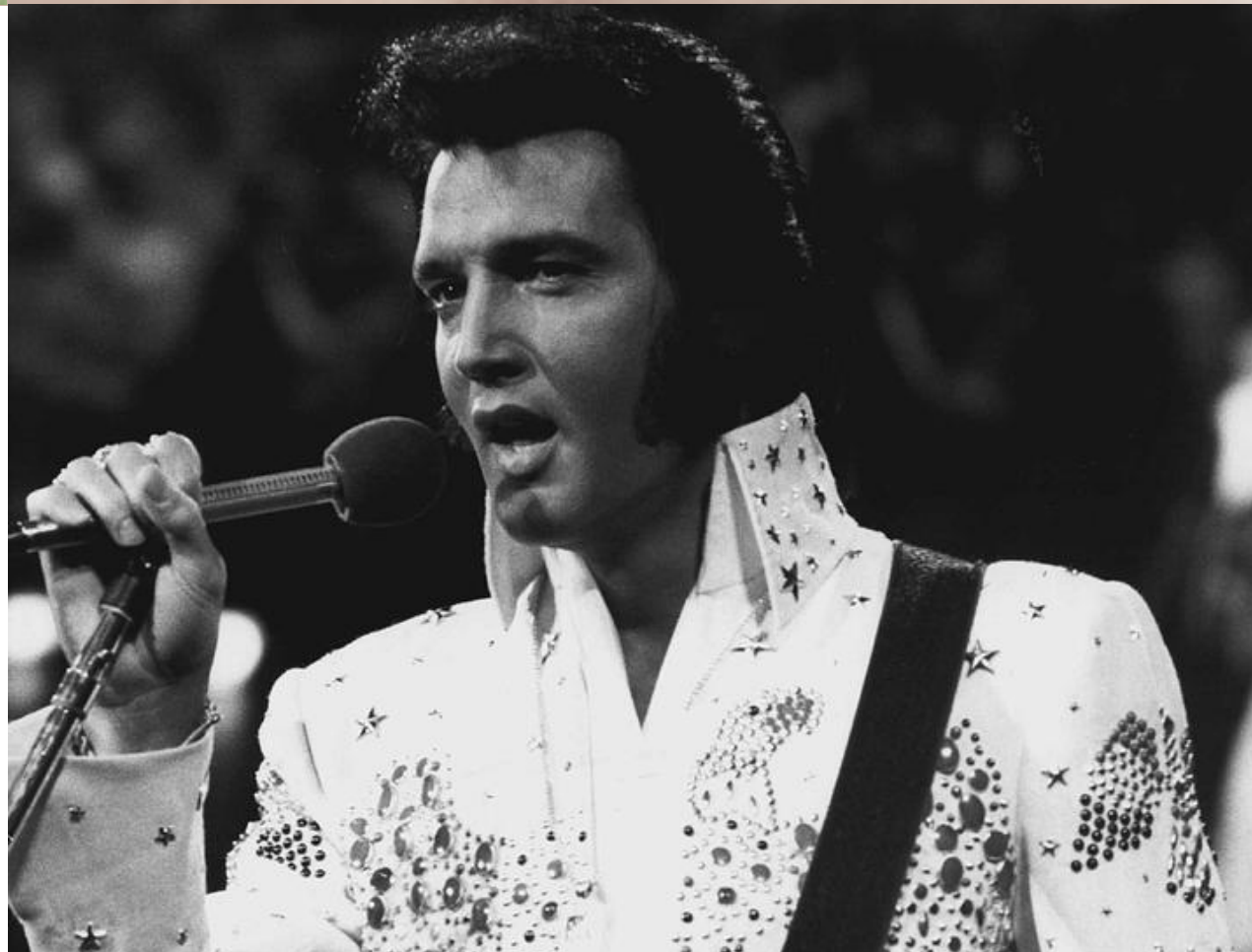
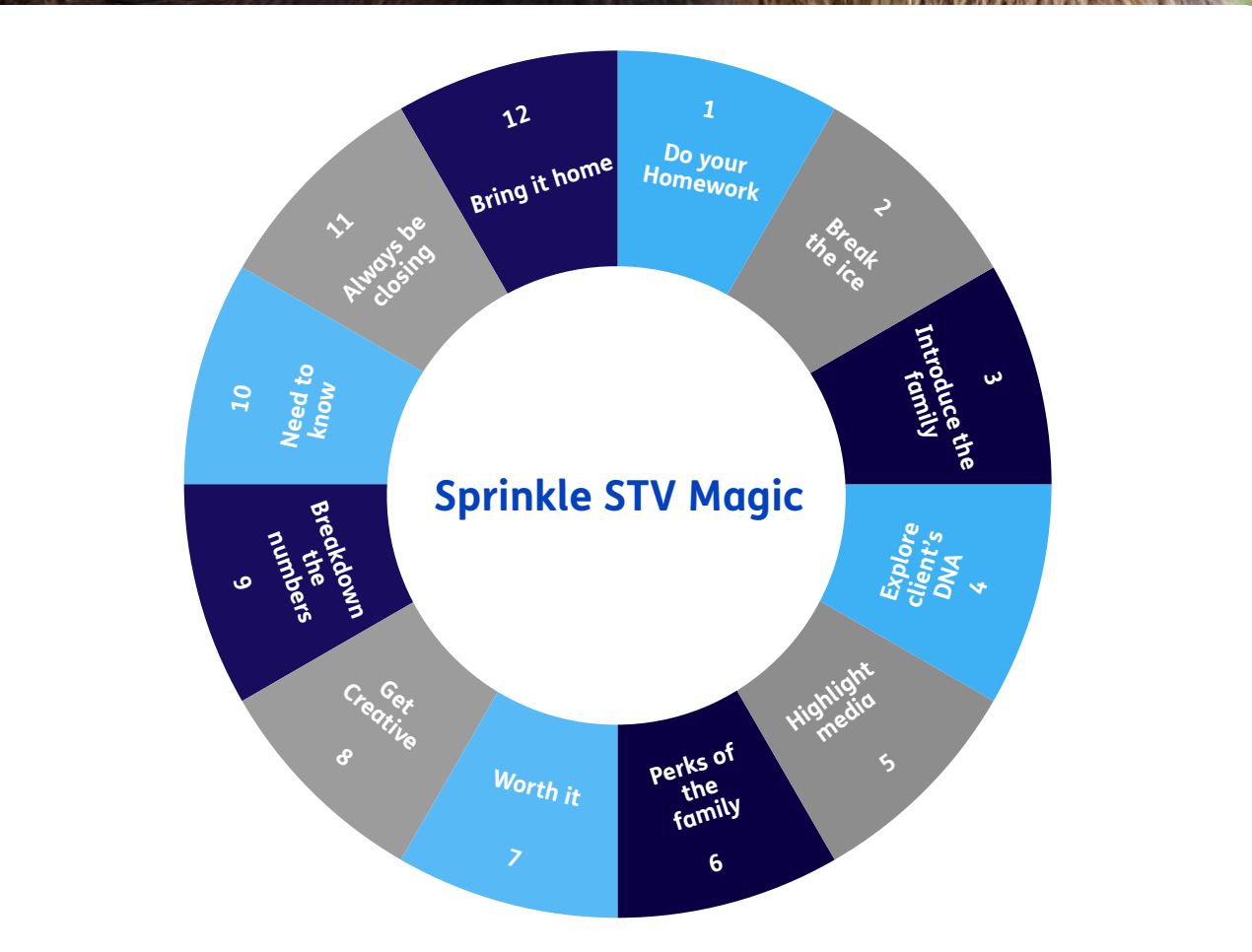
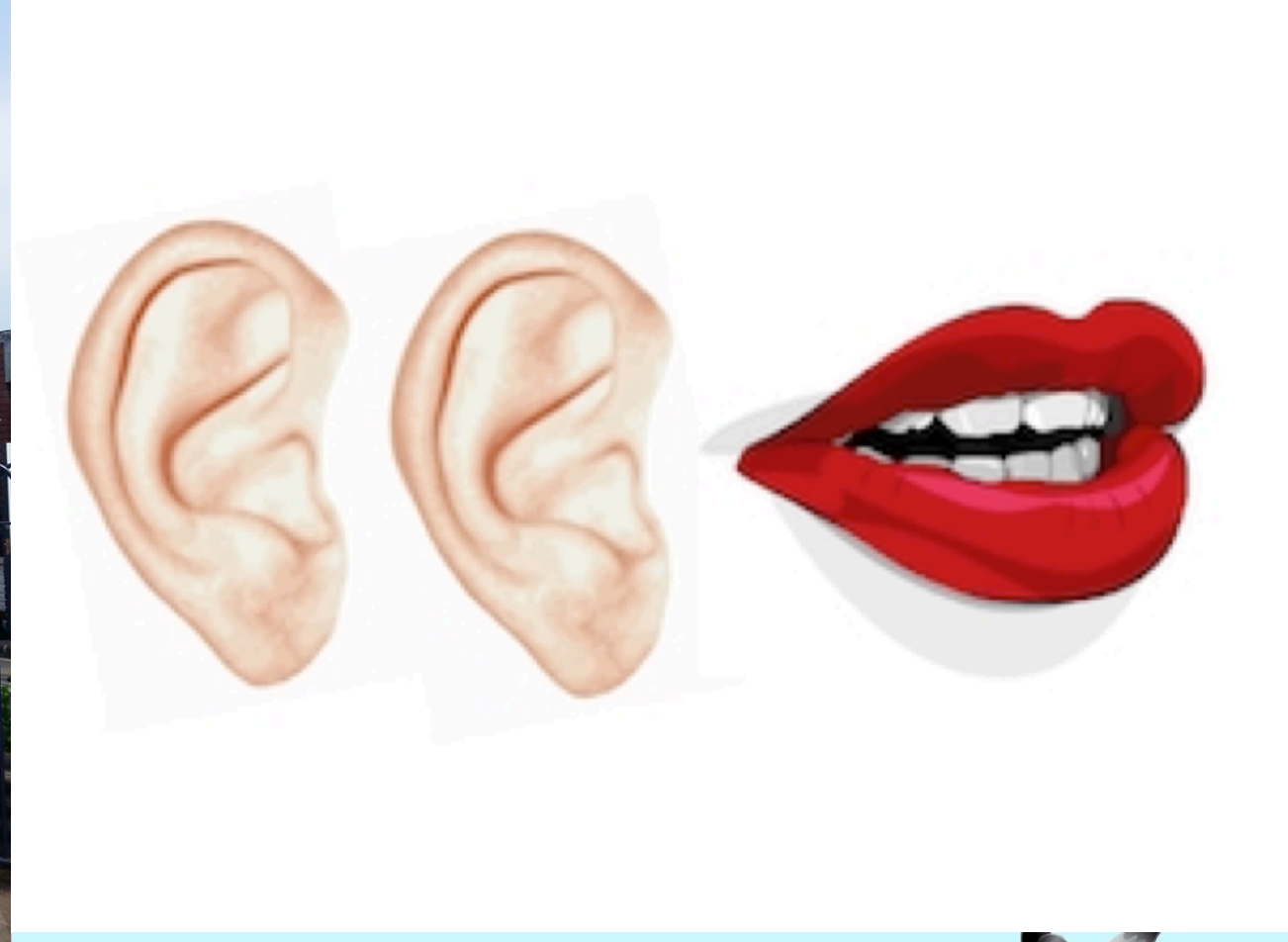




Don't Get Hustled!

Peter Reilly

6th of November 19

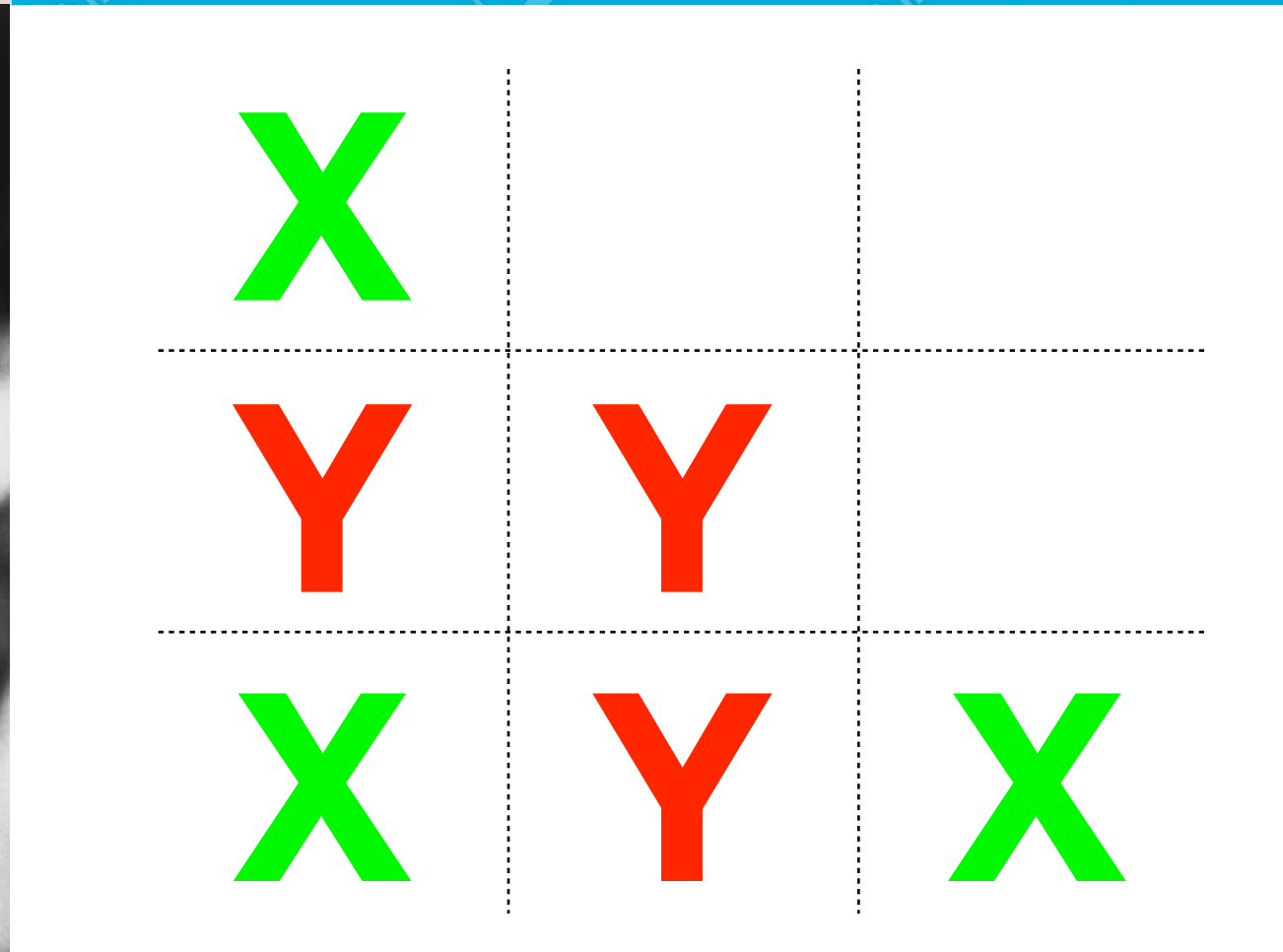
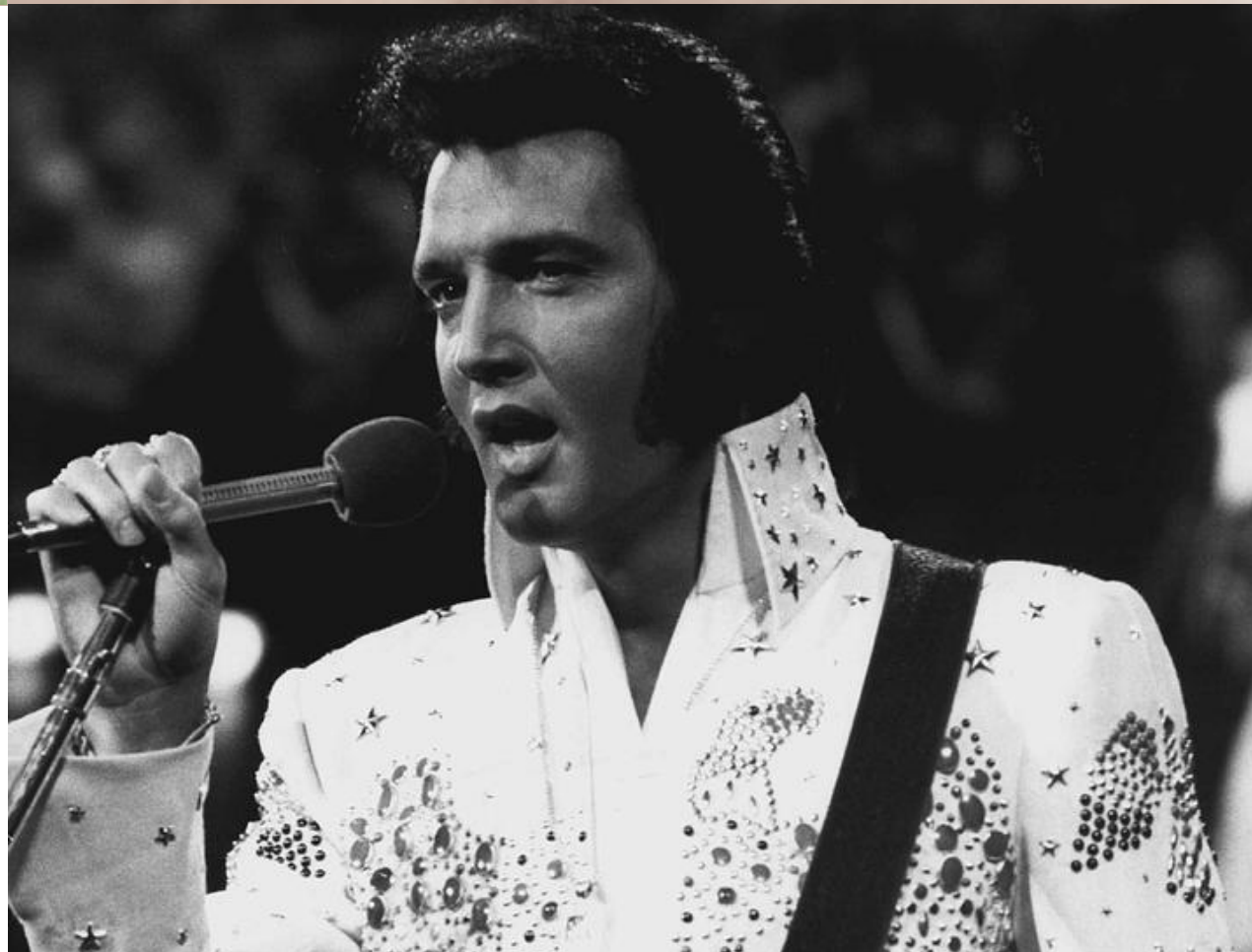
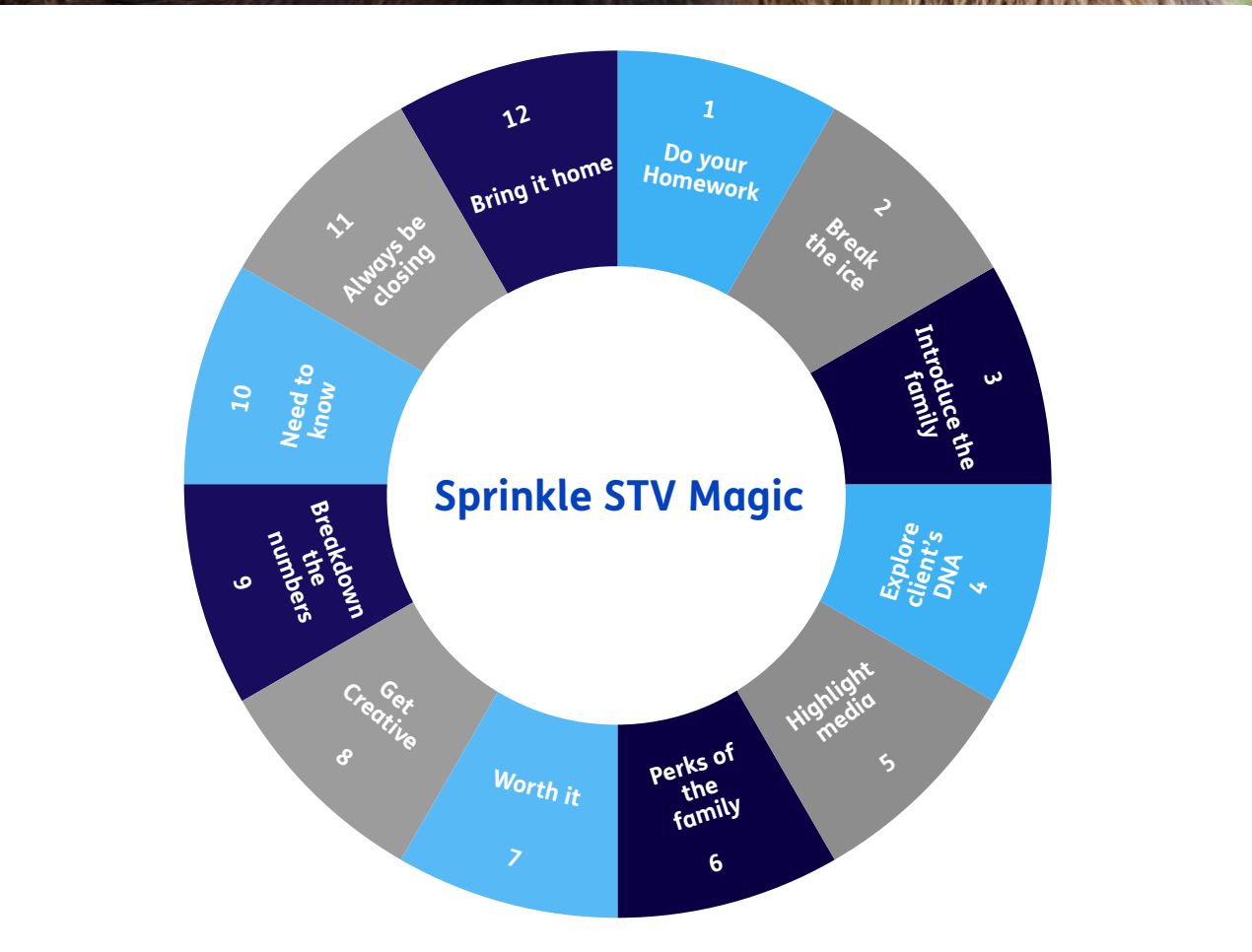
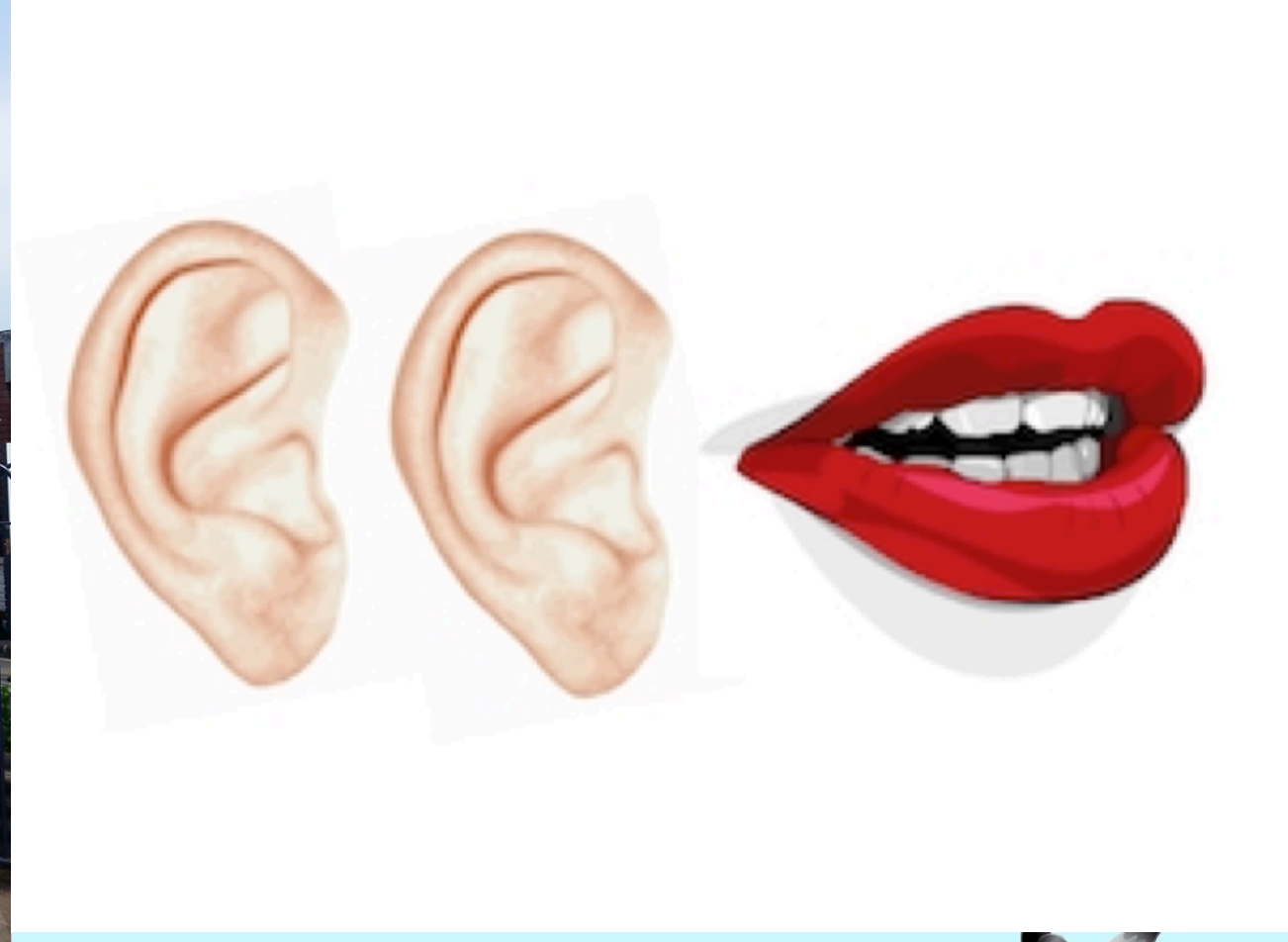


Black Cat

Don't think about a Black Cat

Powerful words you use?



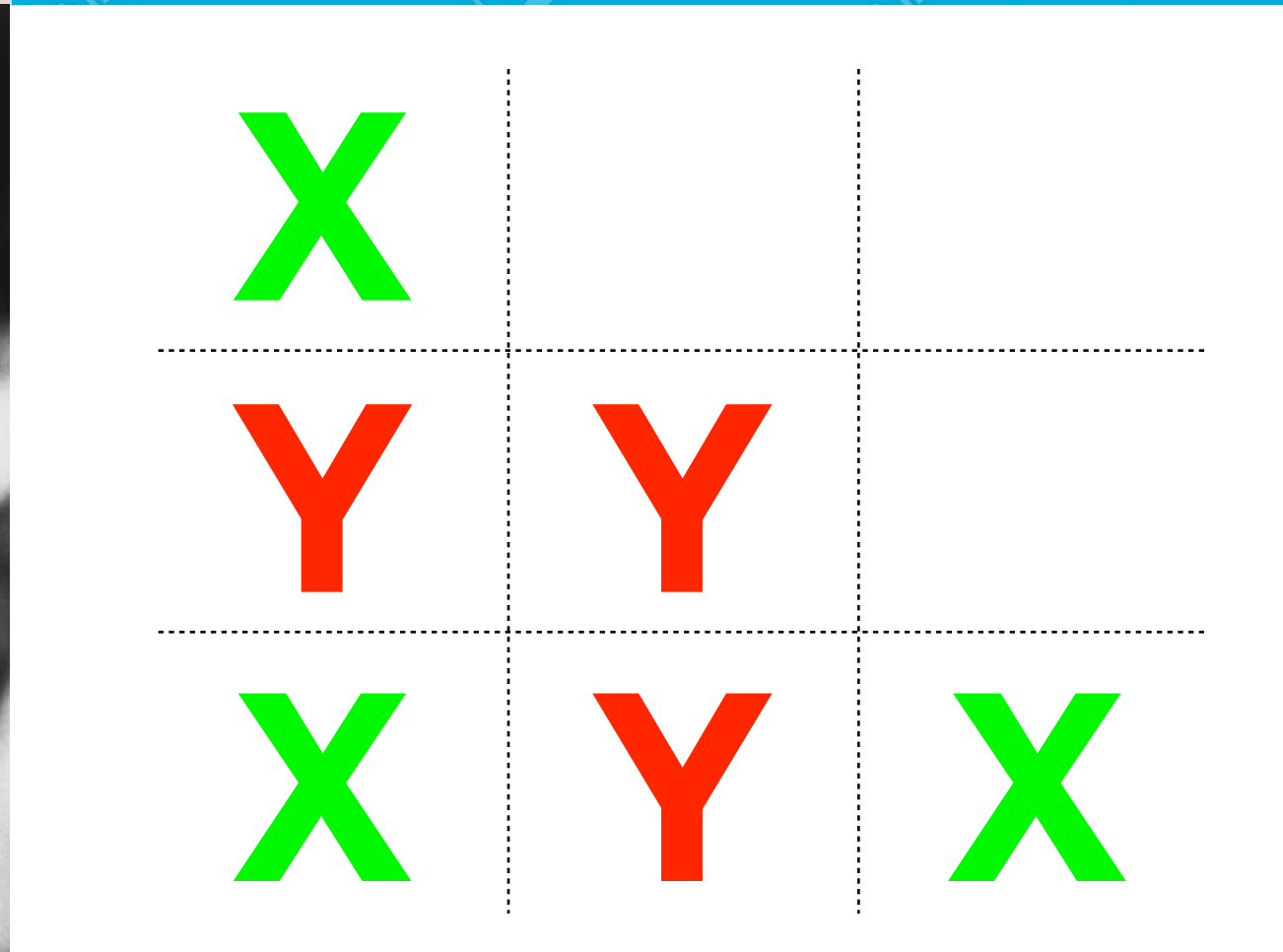
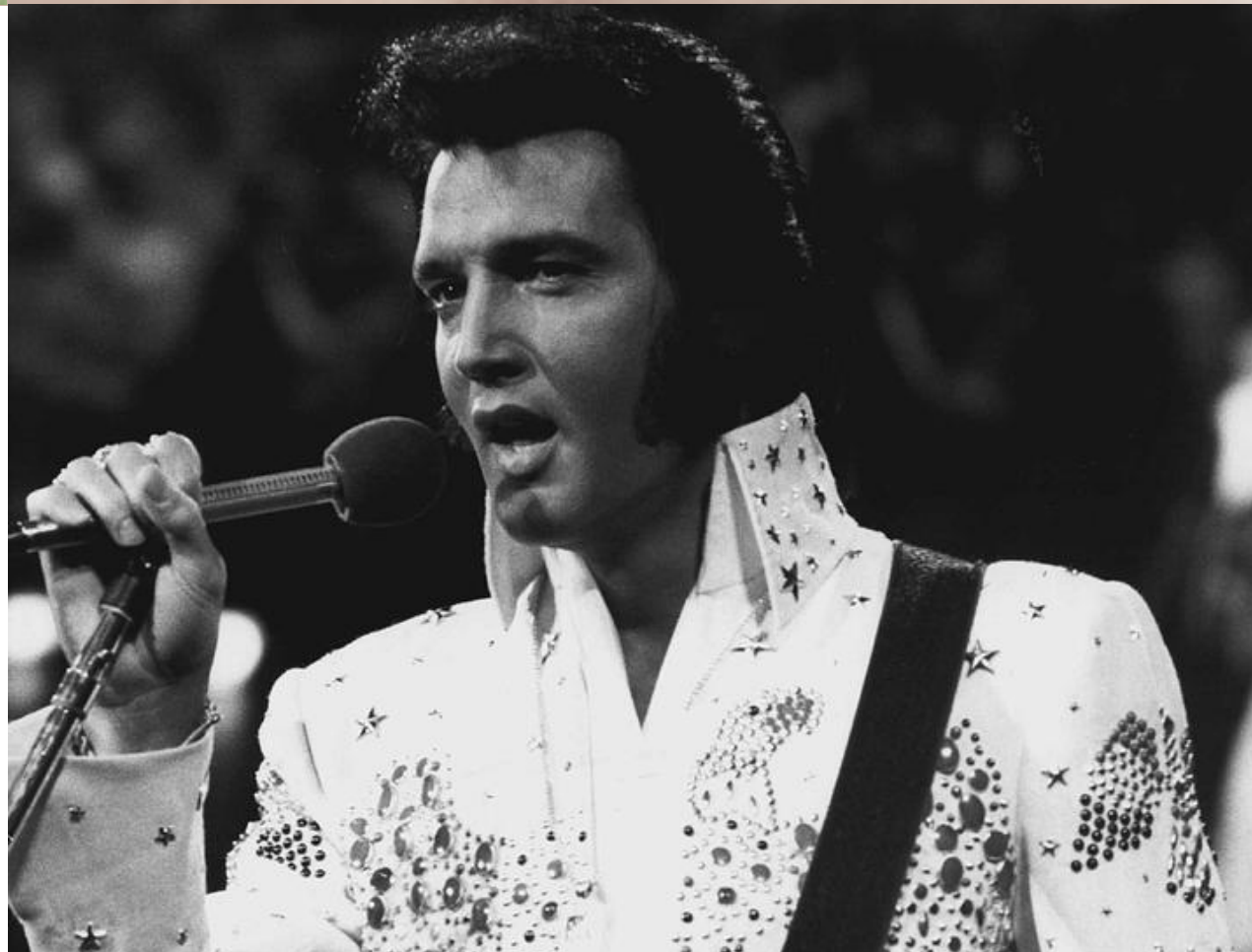
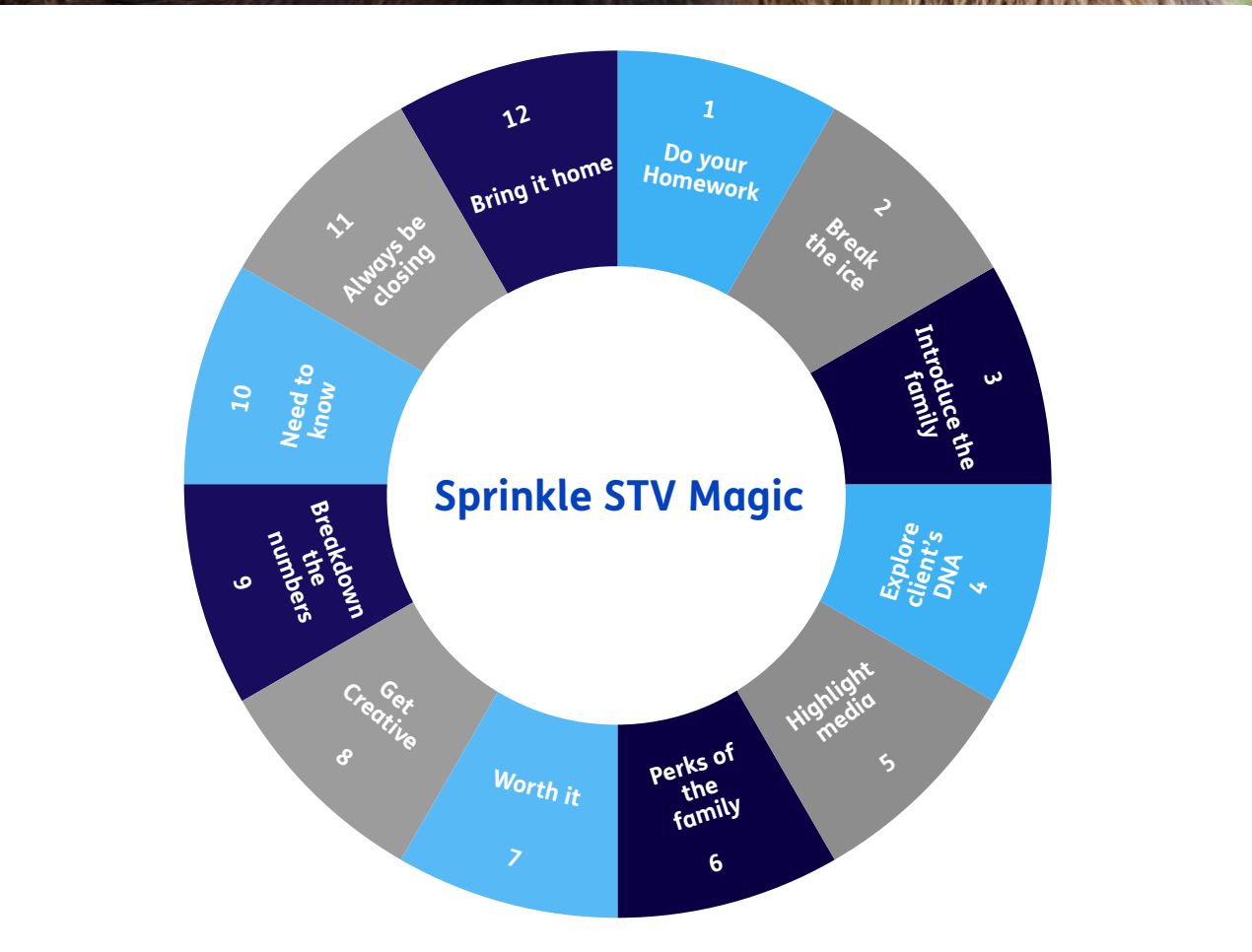
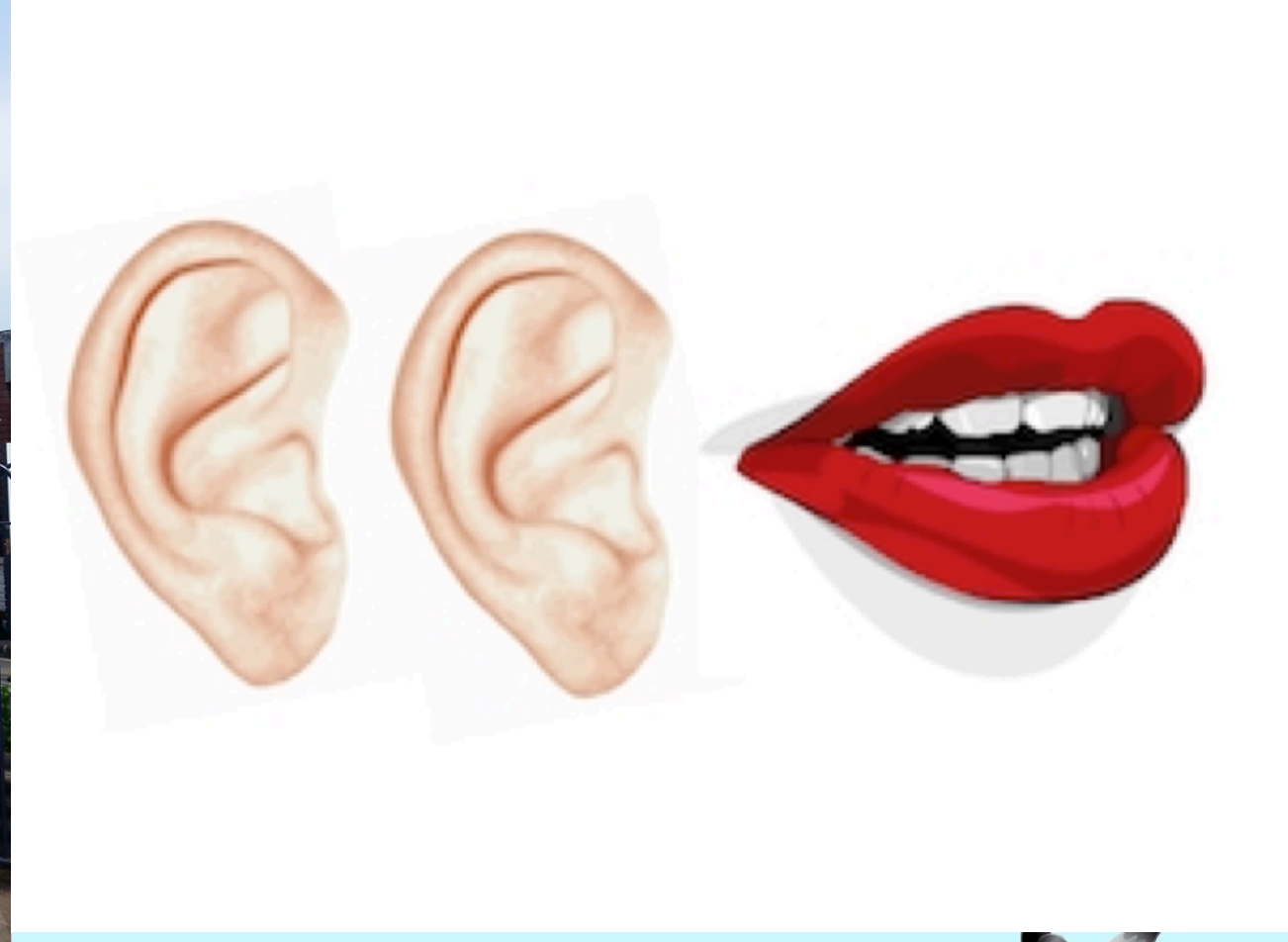


Lifetime Learner

Focus on Strengths

What interests you?



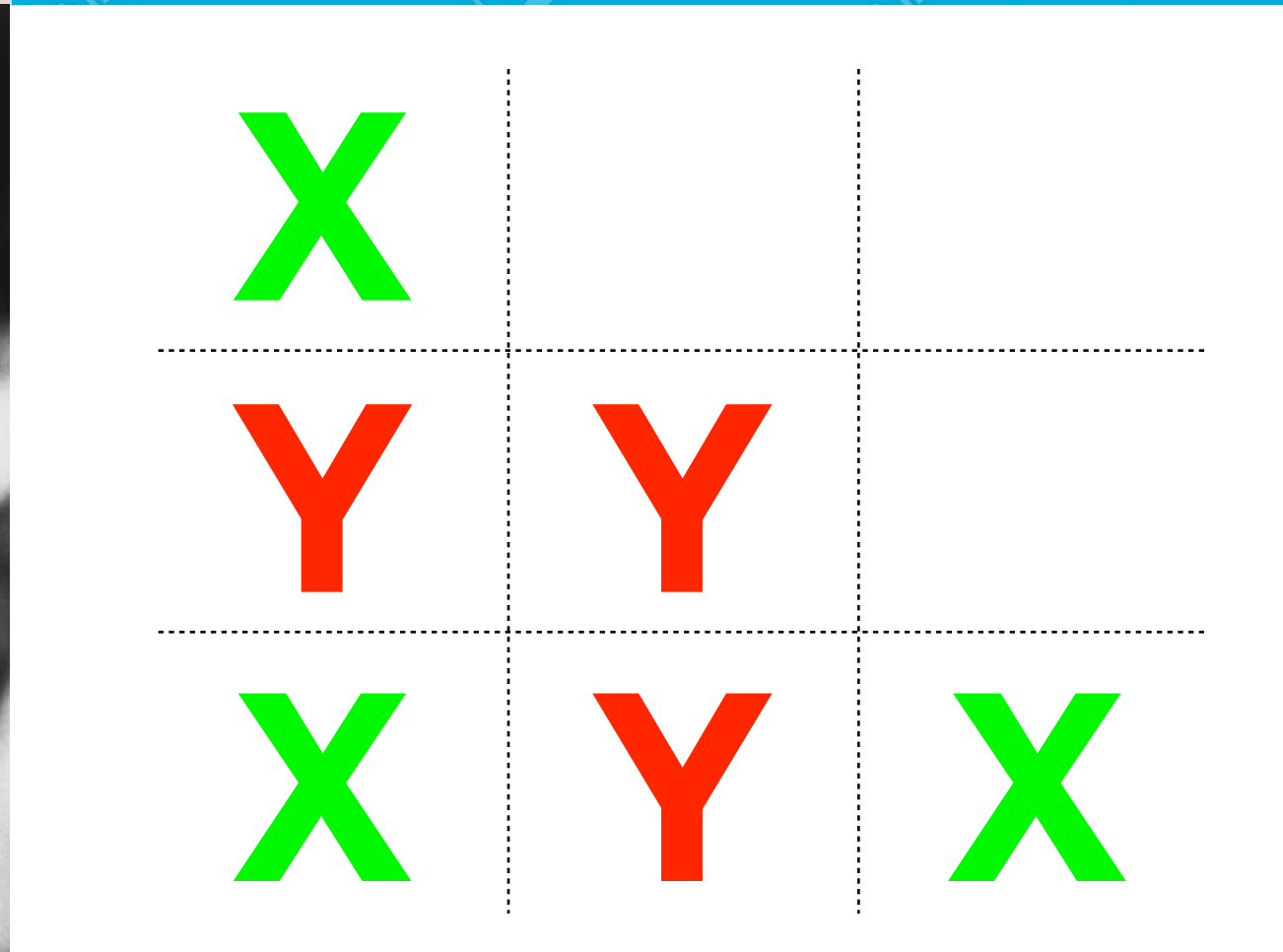
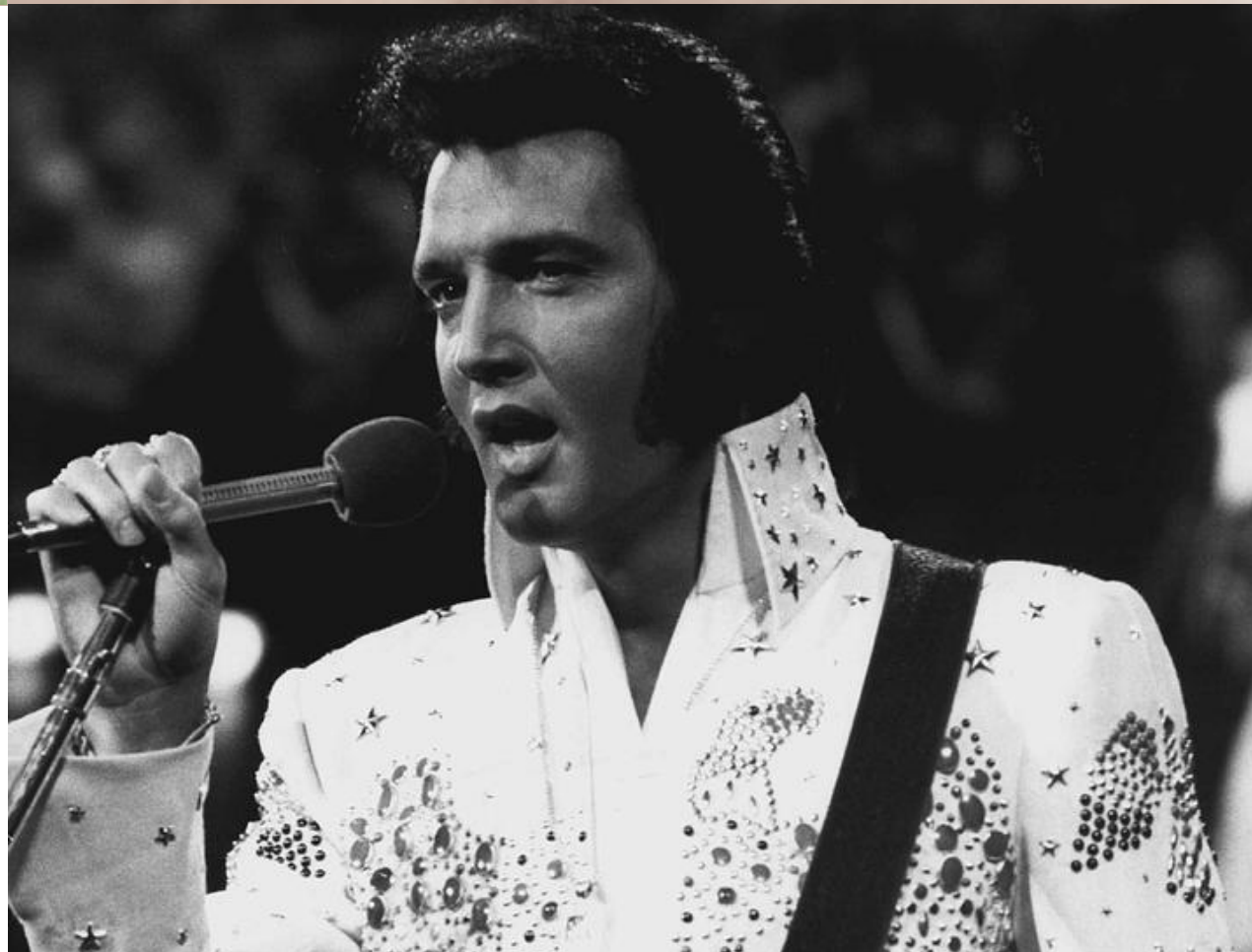
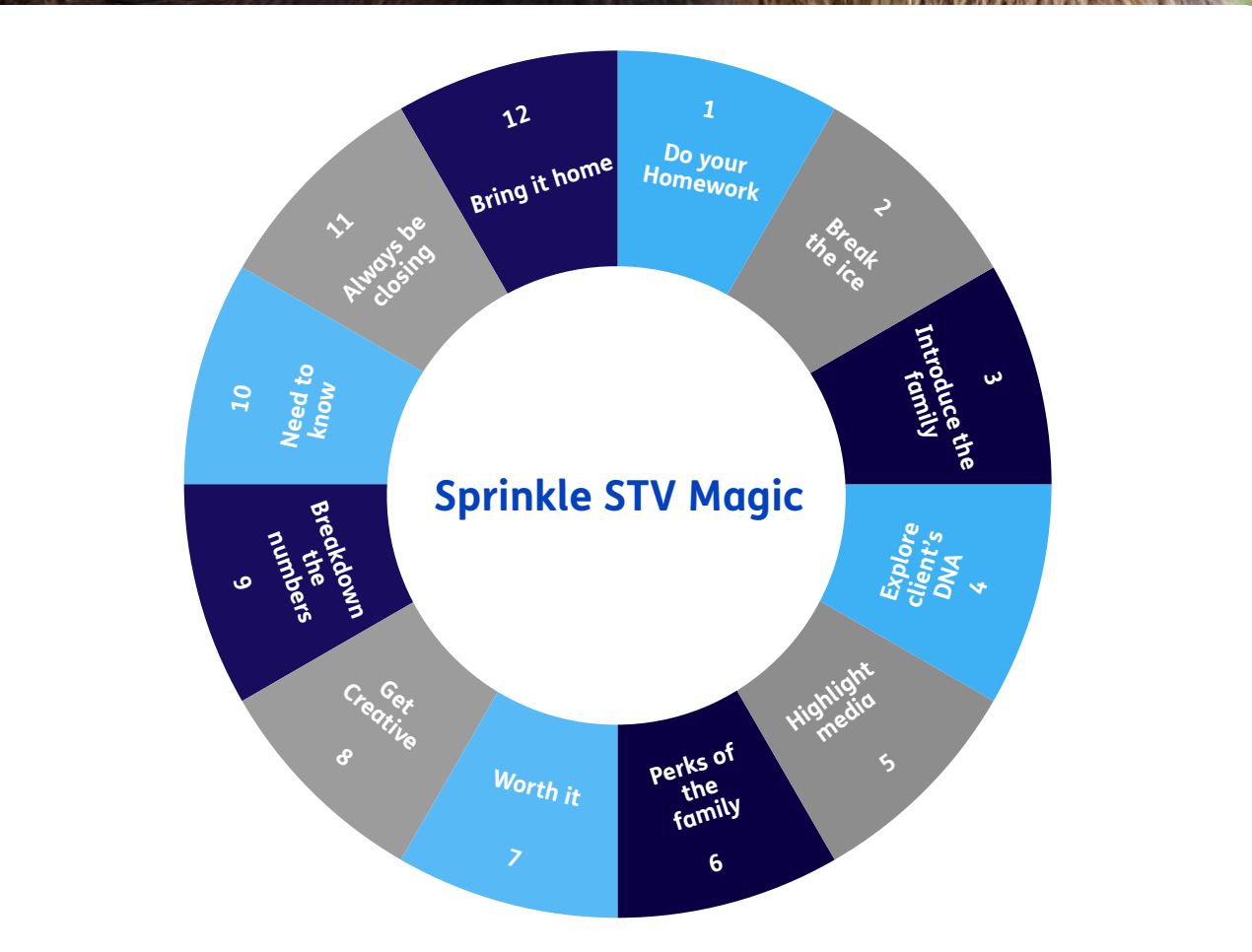
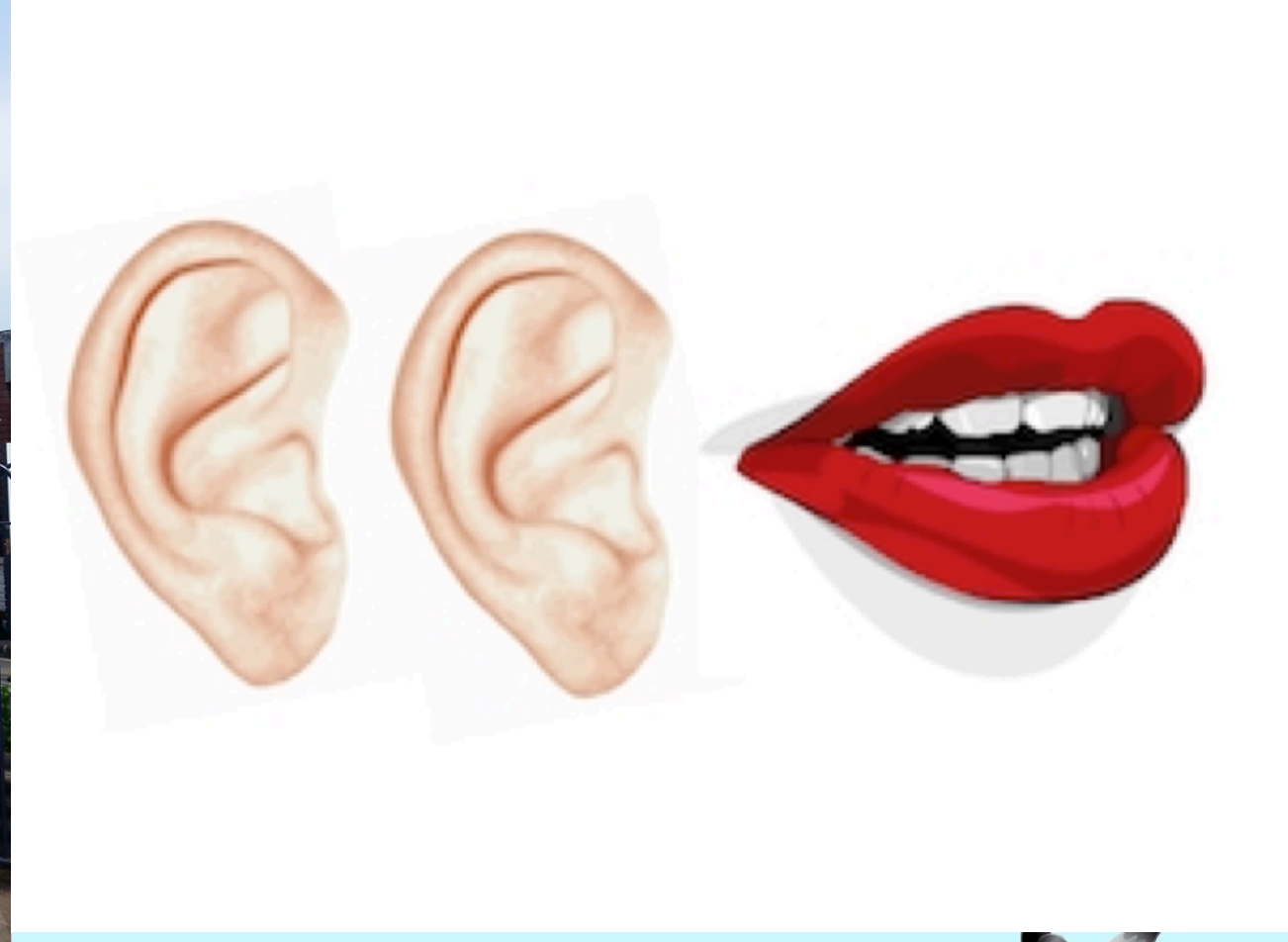


Two of one and one of the other

Engaged listener

Its ok to reflect



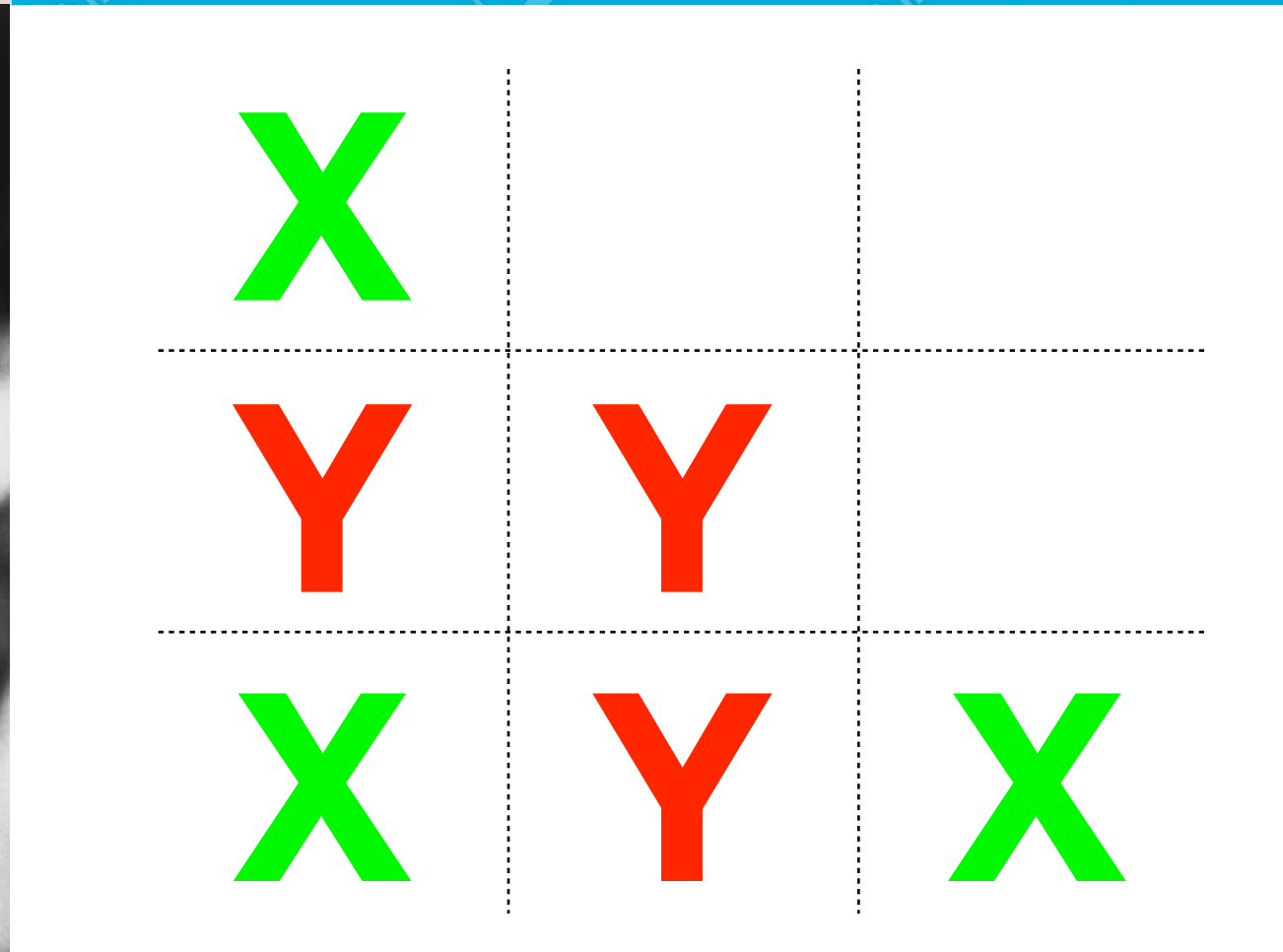
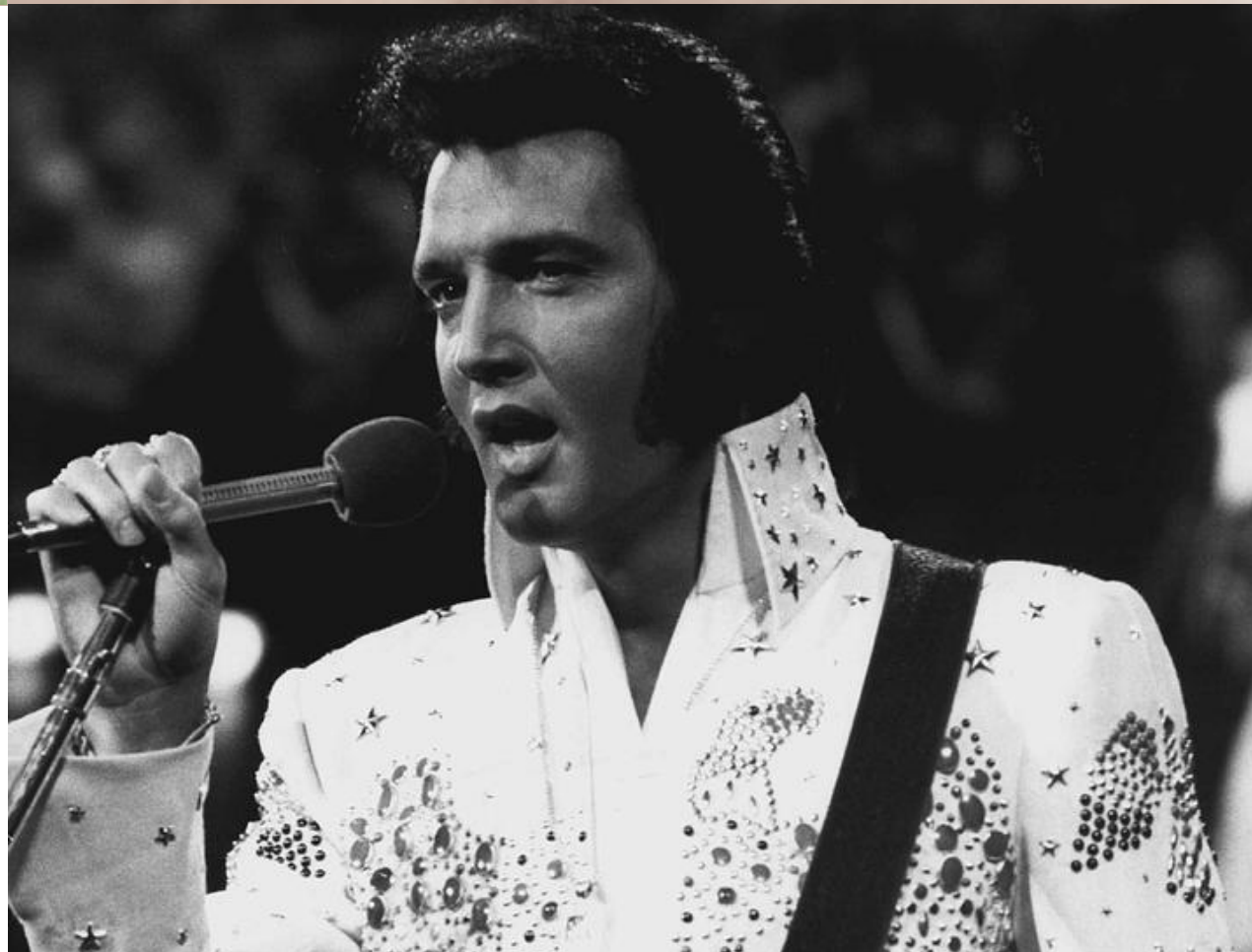
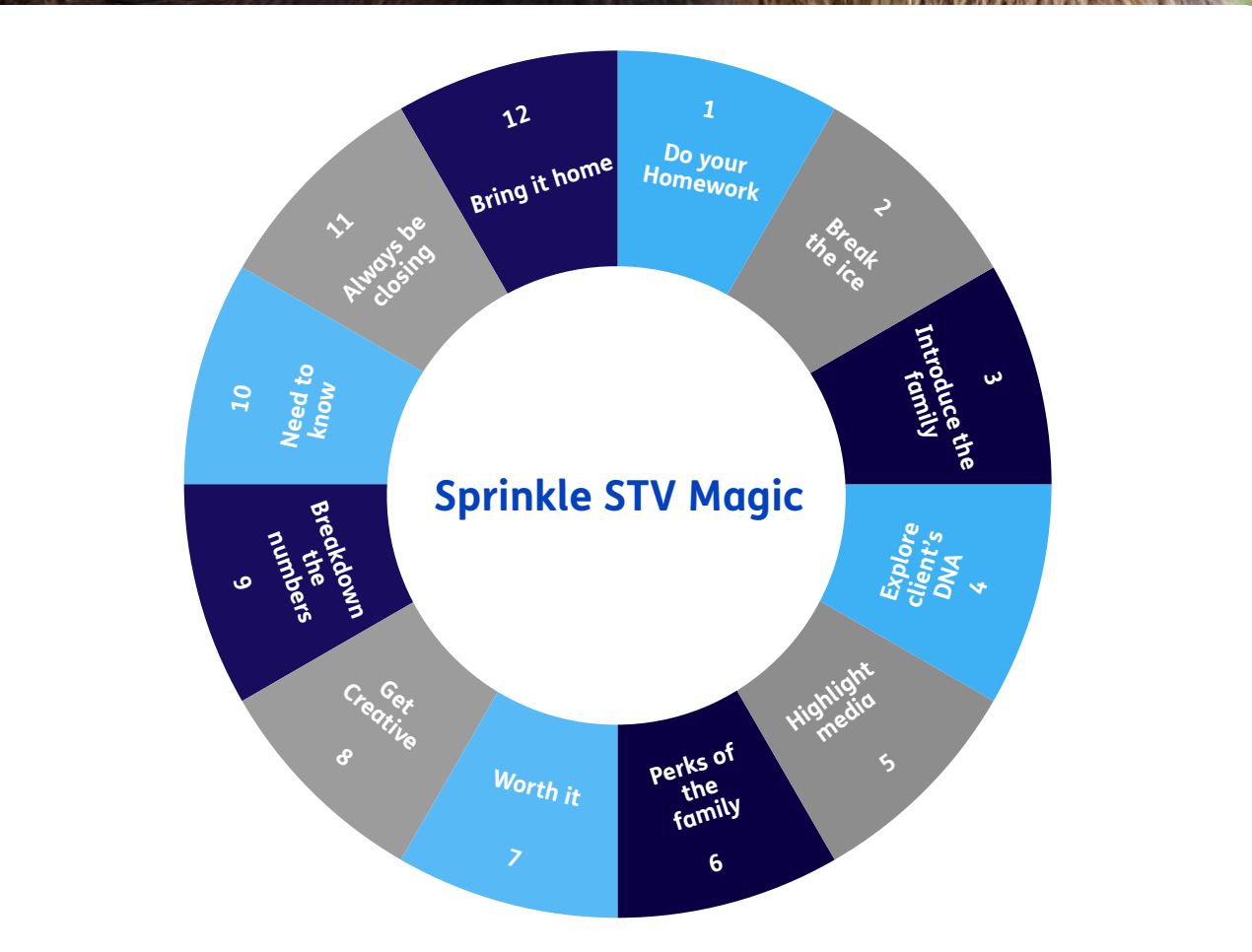
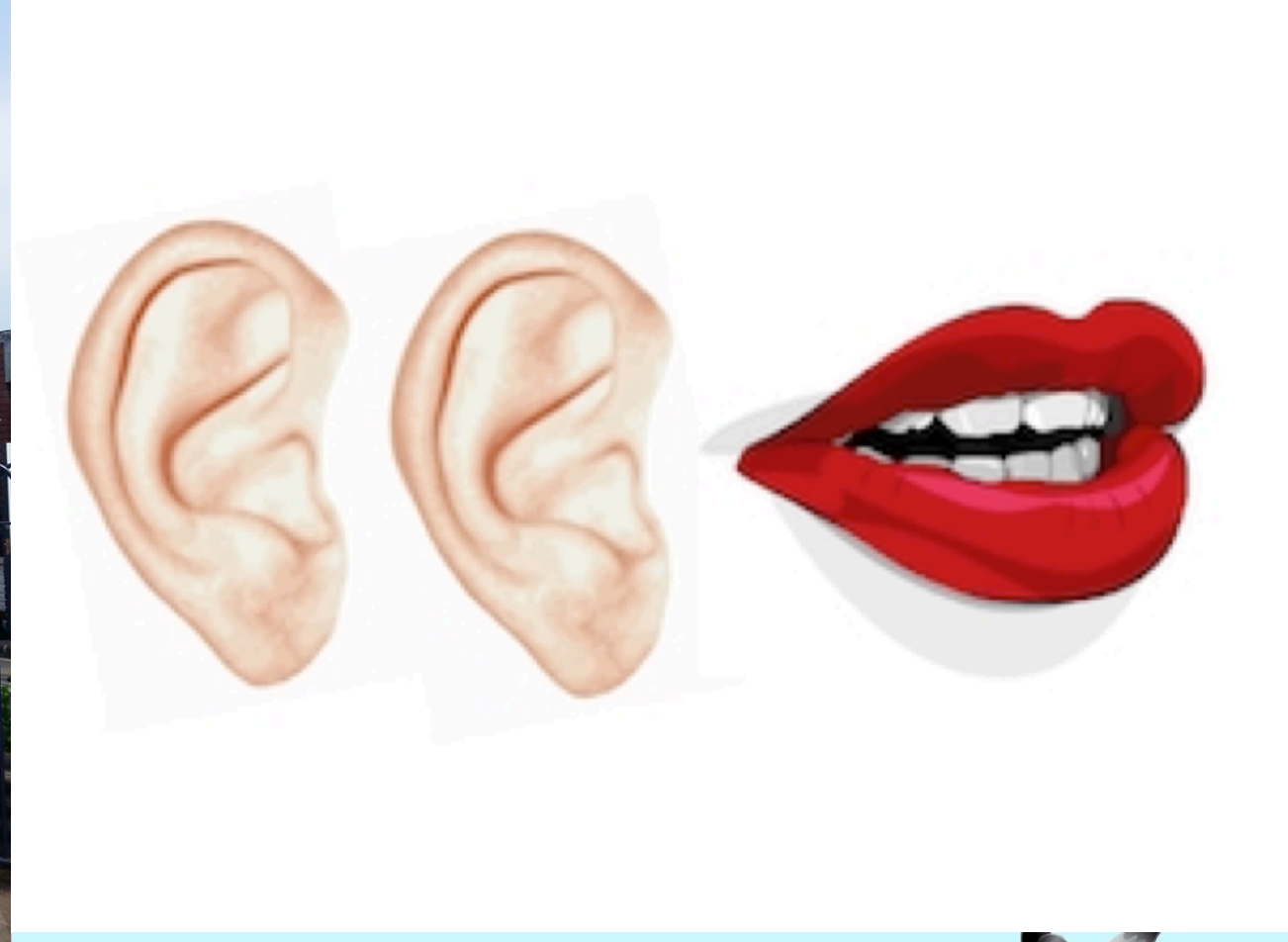


Free is the most powerful.

Know your value

BOGOF



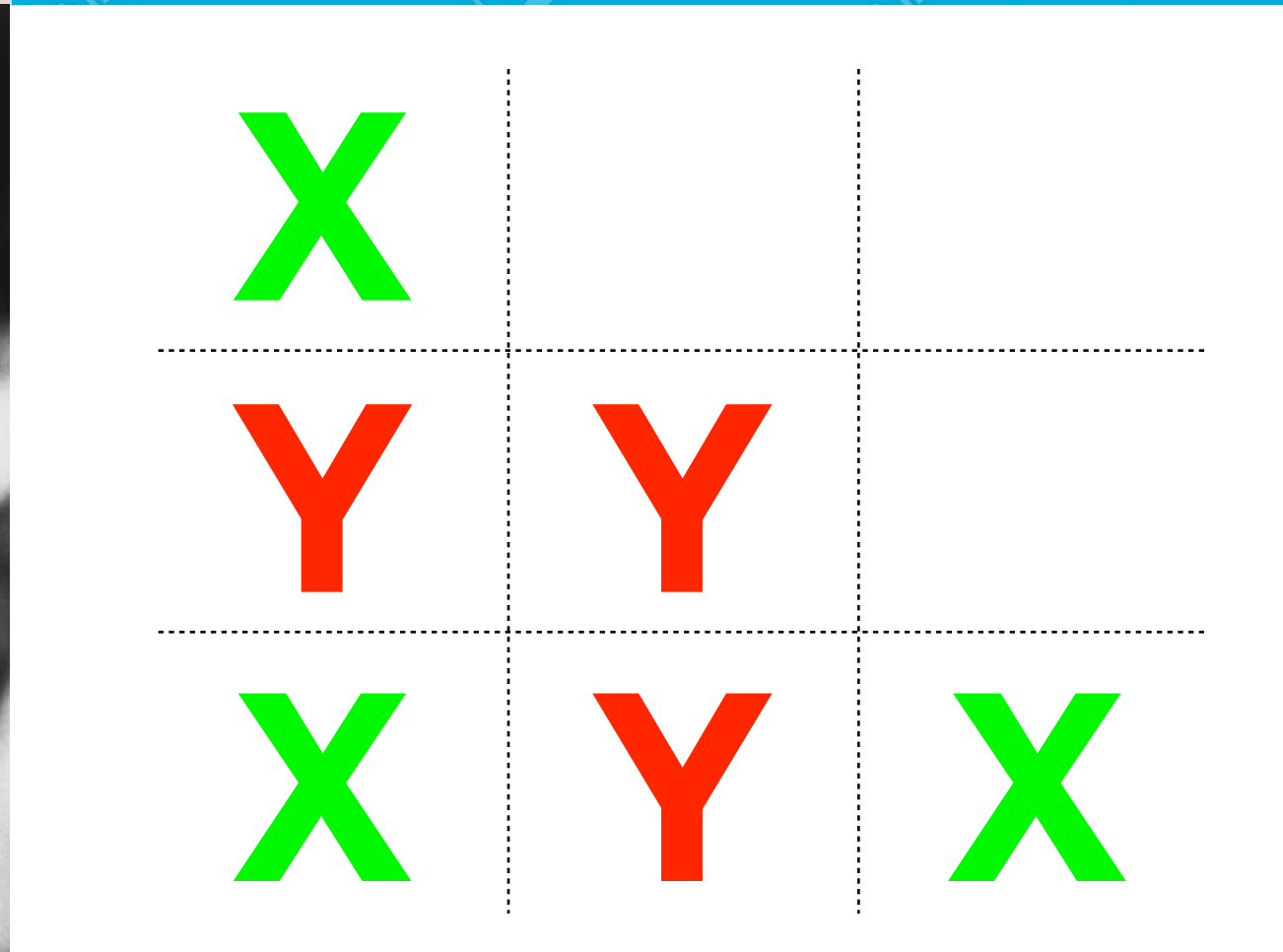
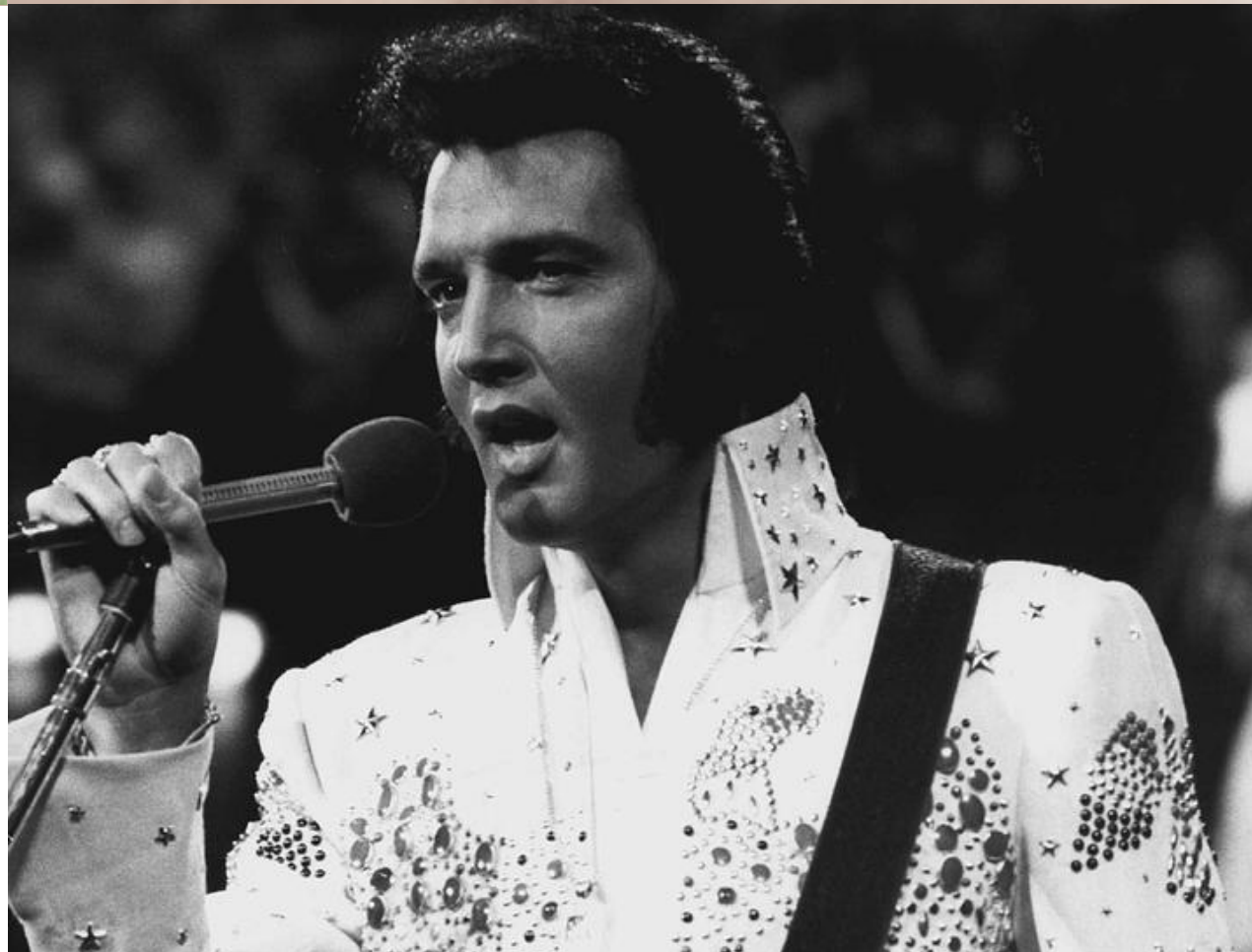
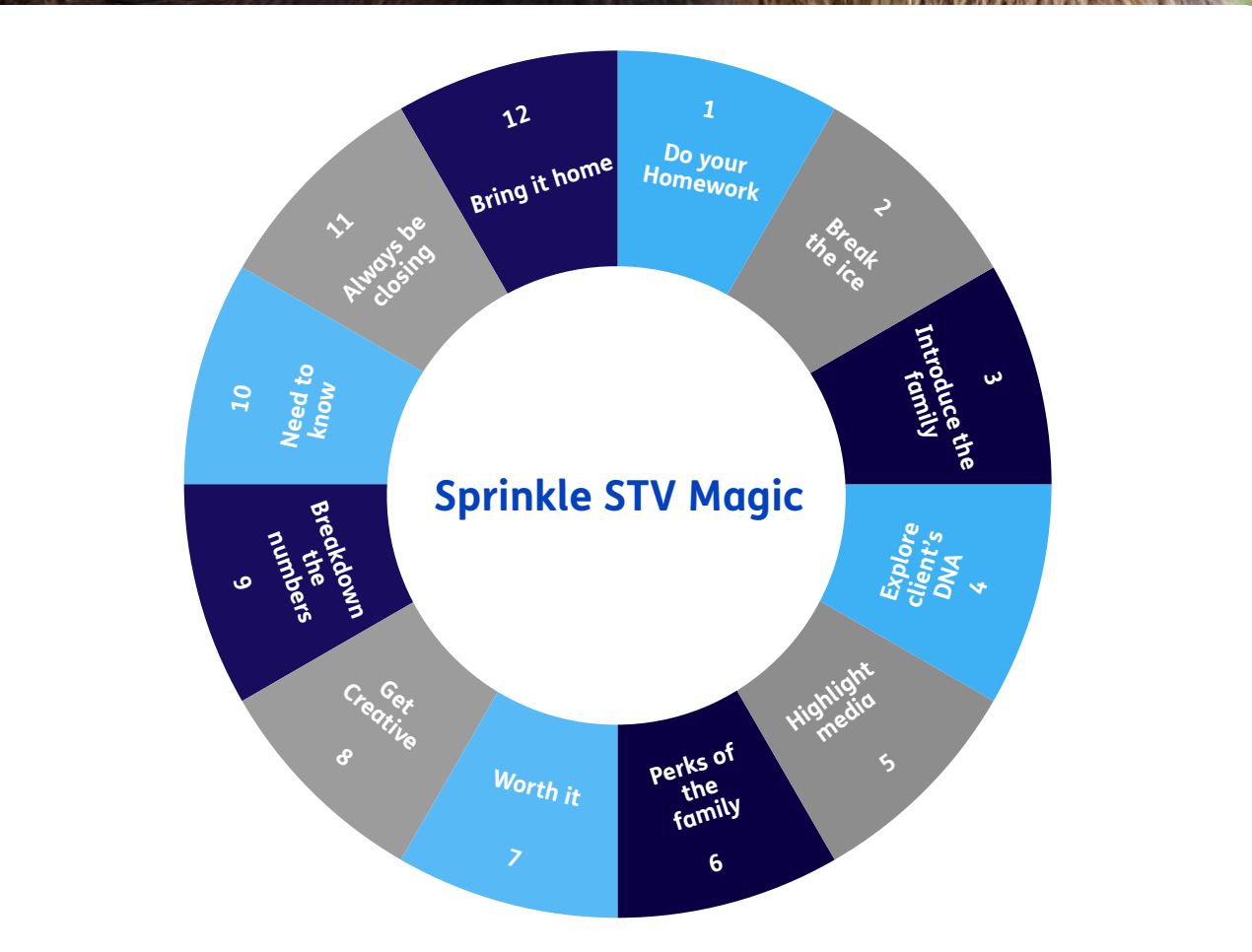
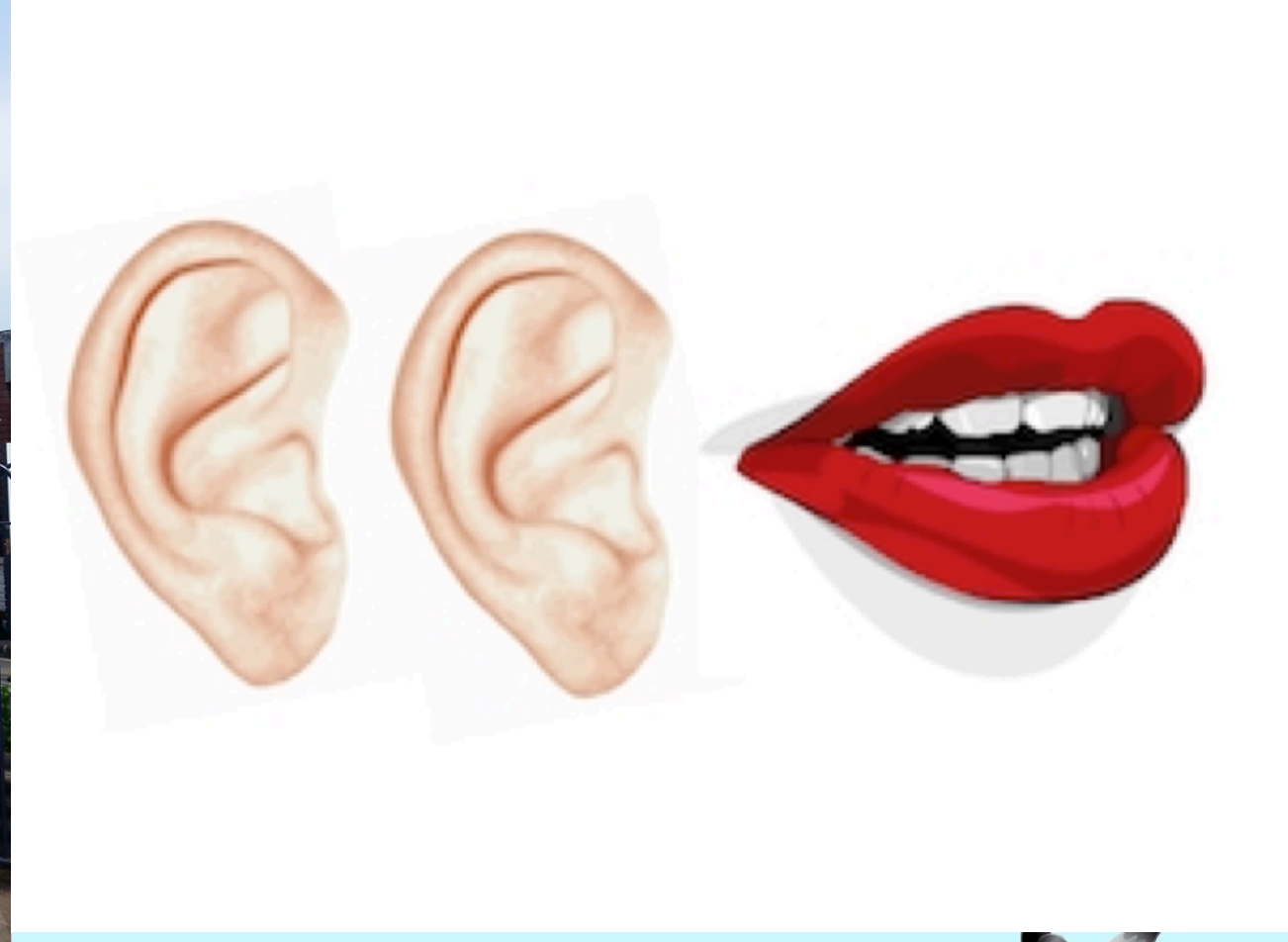


Physical interaction is a human need

Build a connection

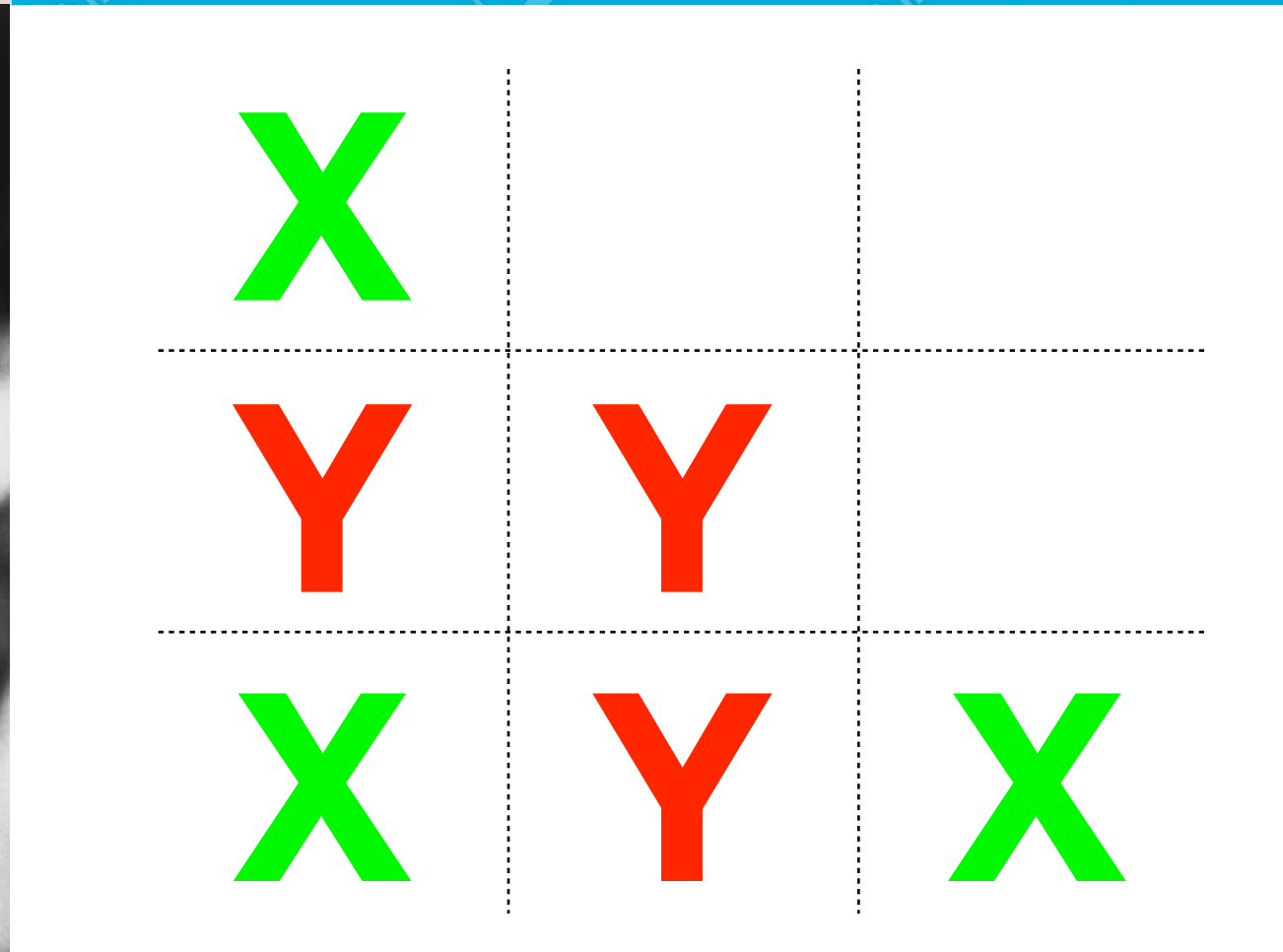
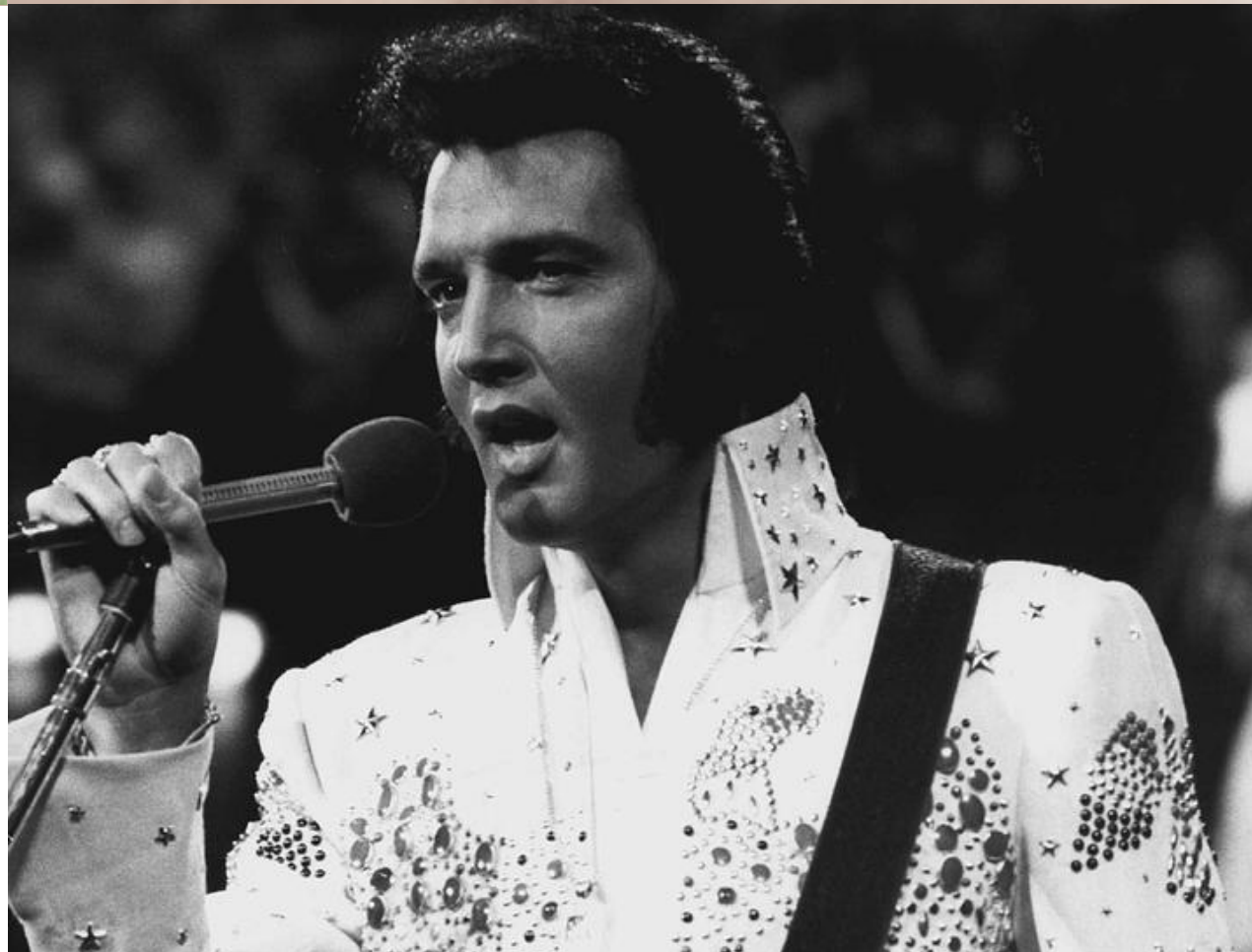
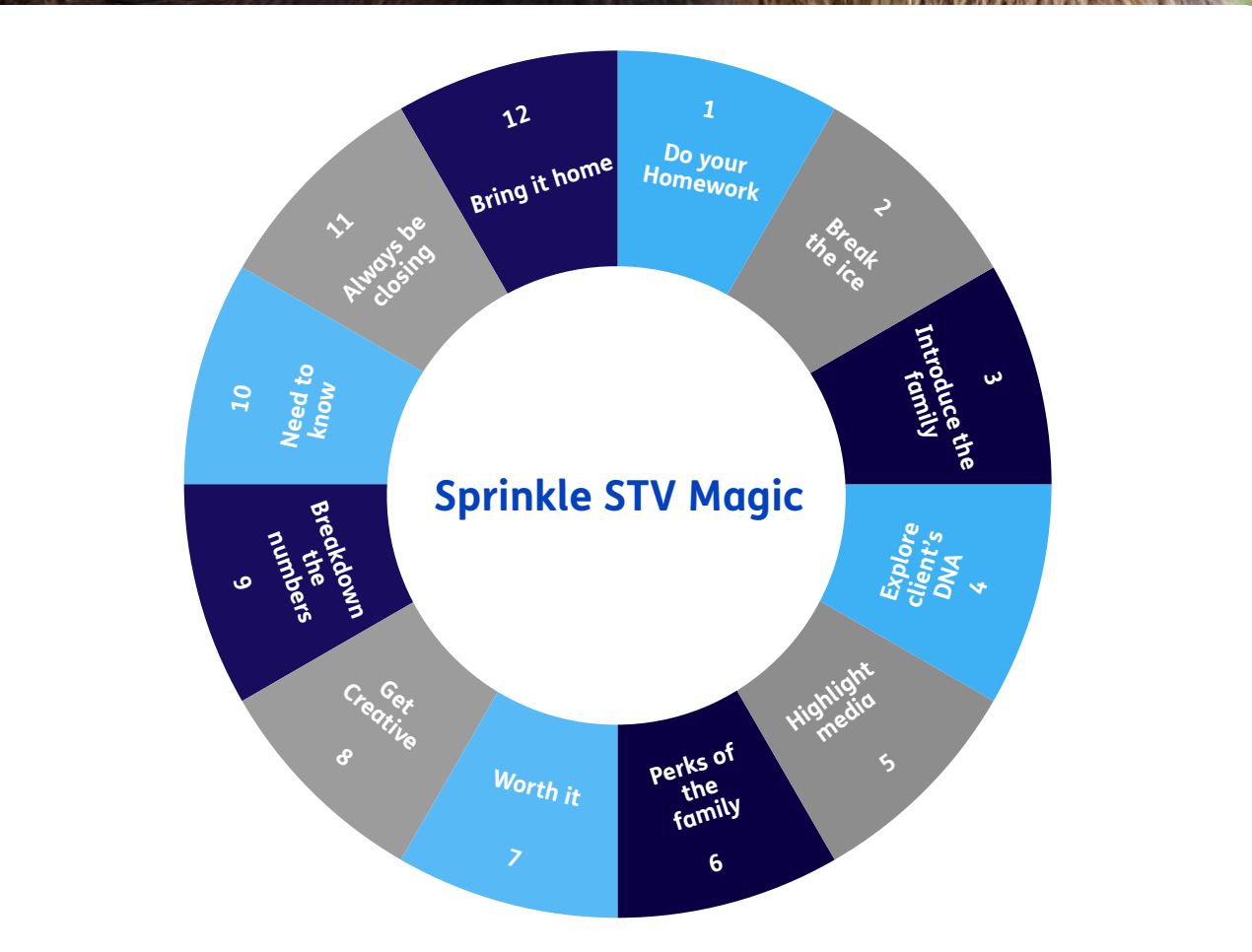
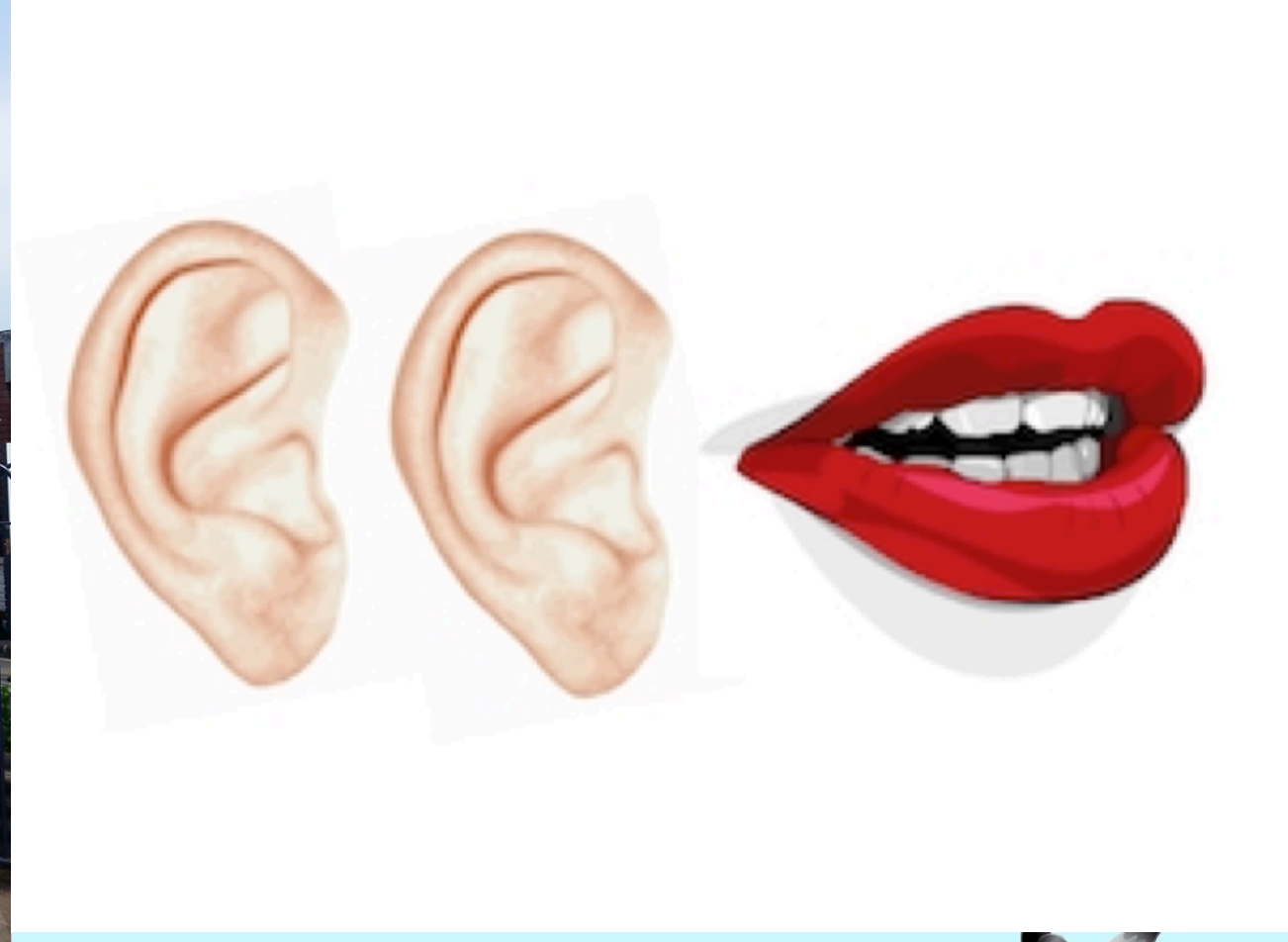
Re-enforce a point





Presentation skill - 100% v 20%
Involved versus random scanning
Respect, Interest, Understanding.



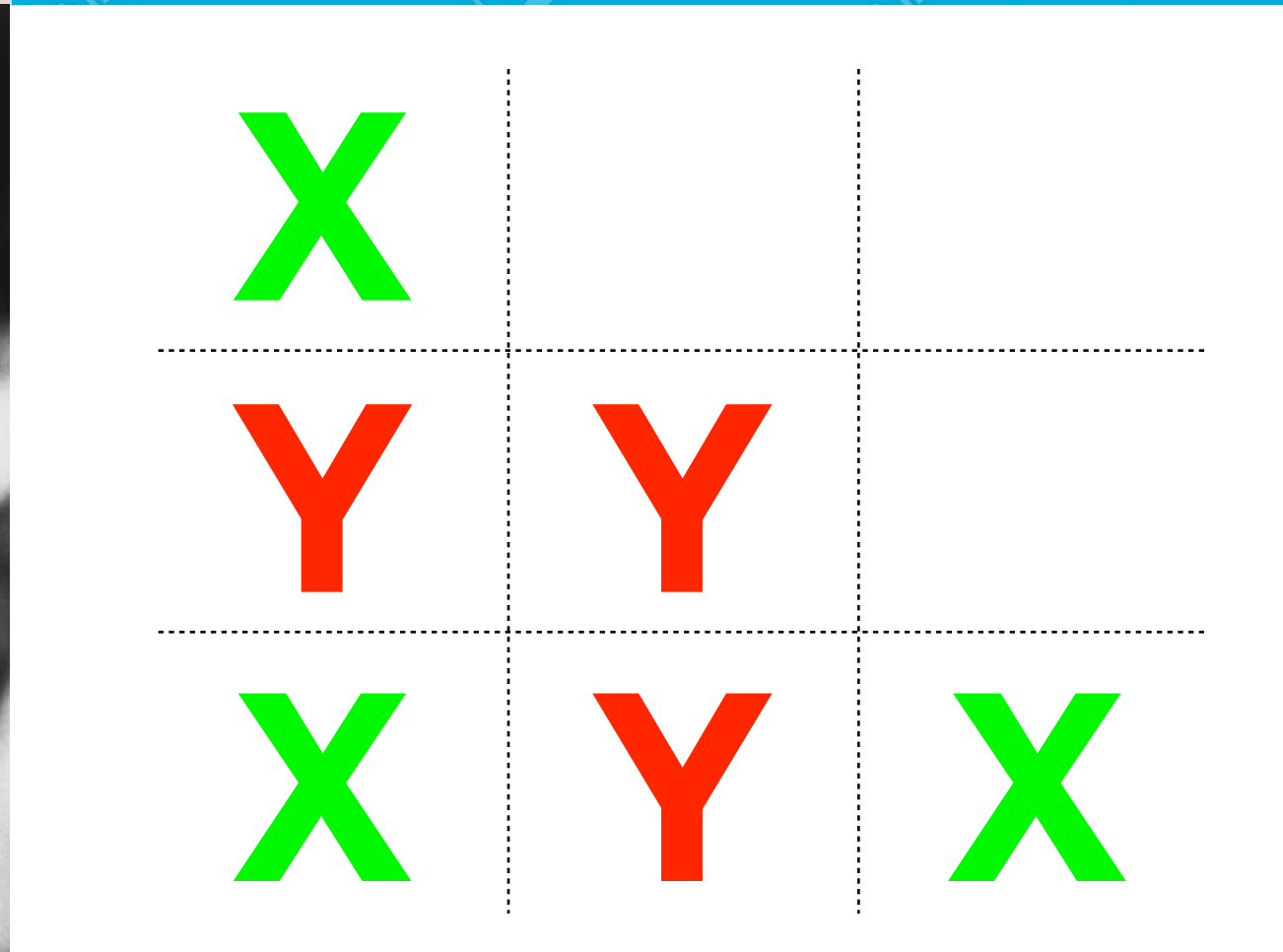
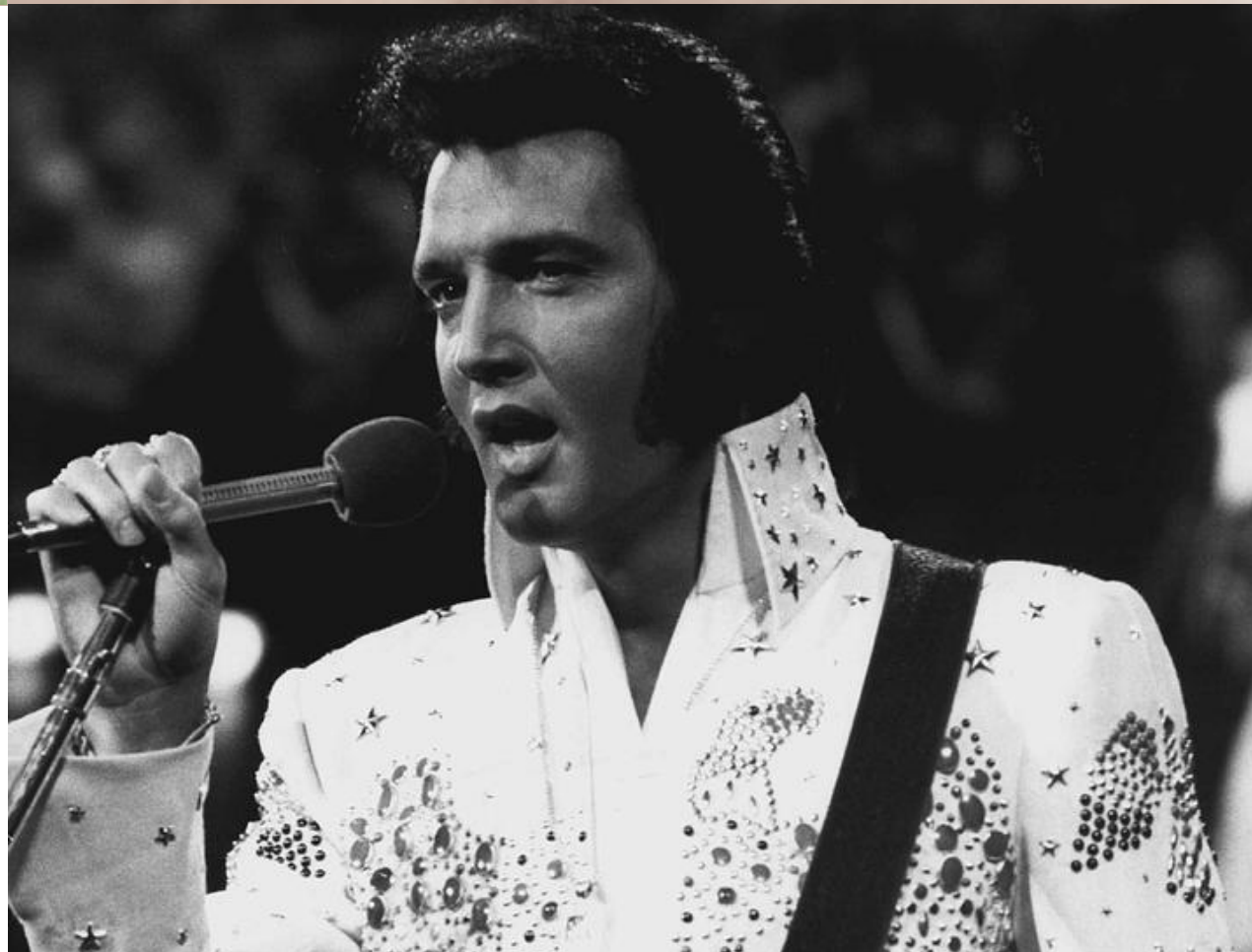
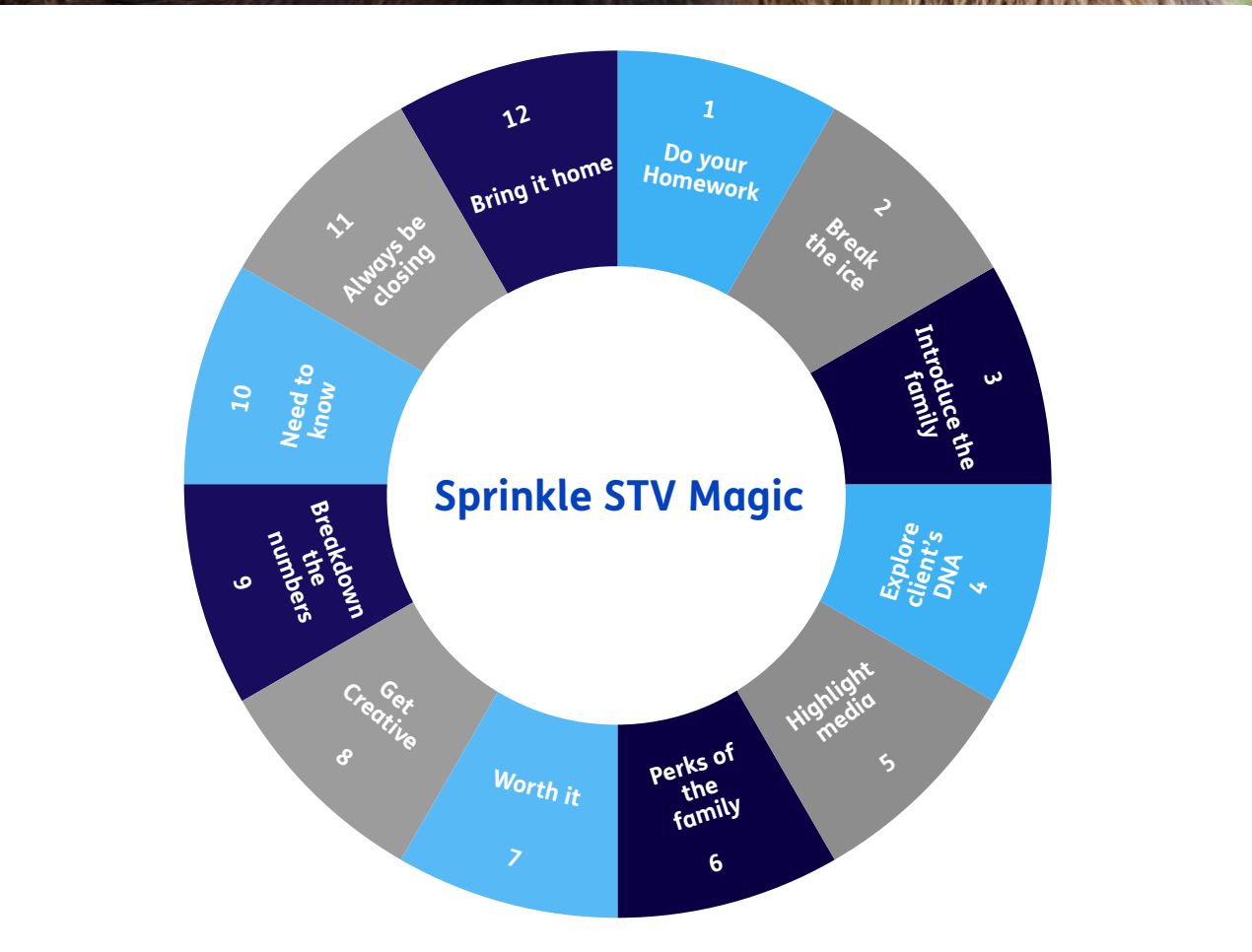
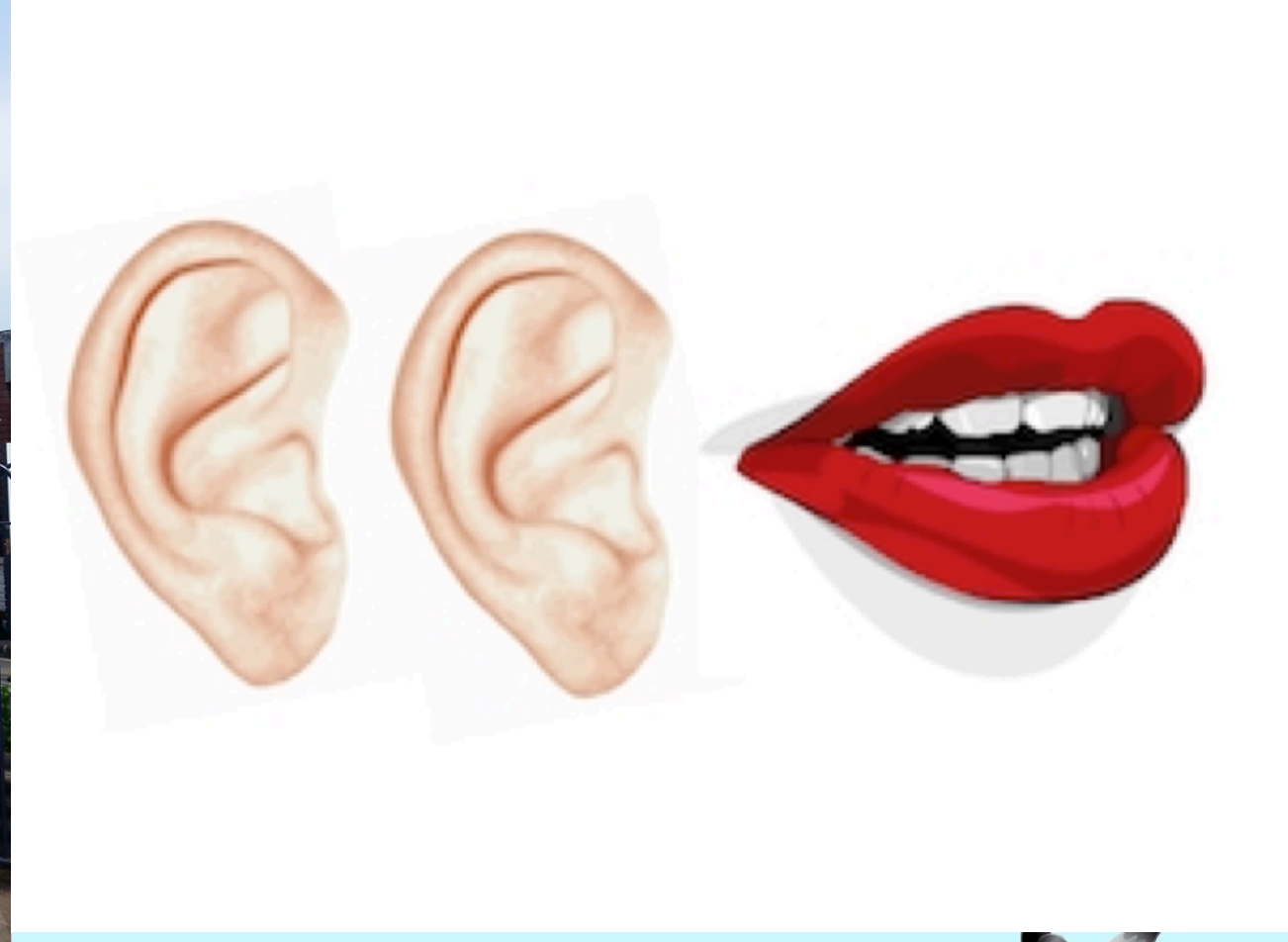


Do you set an Anchor or react.

Place in conversation.

Re enforce.



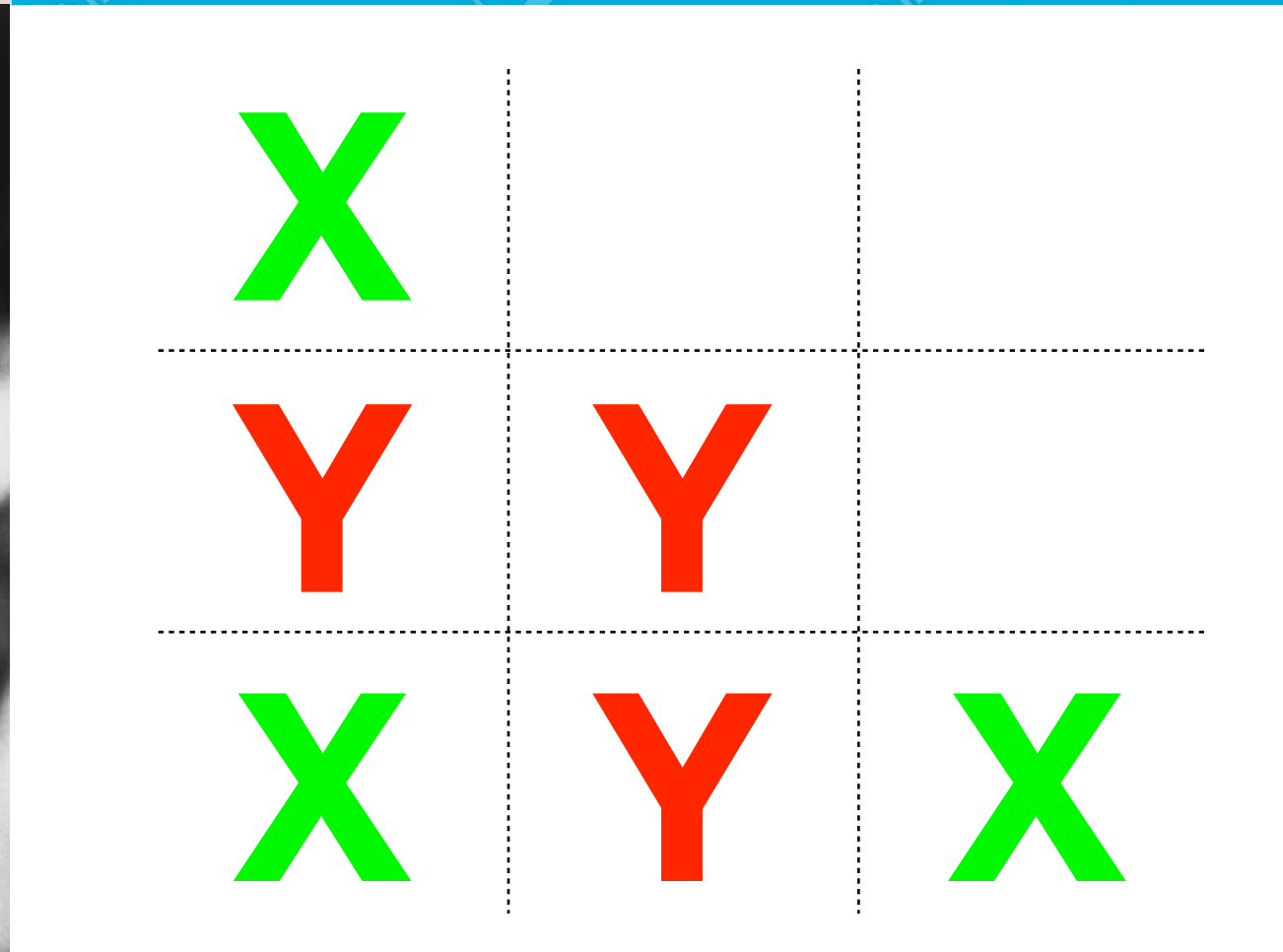
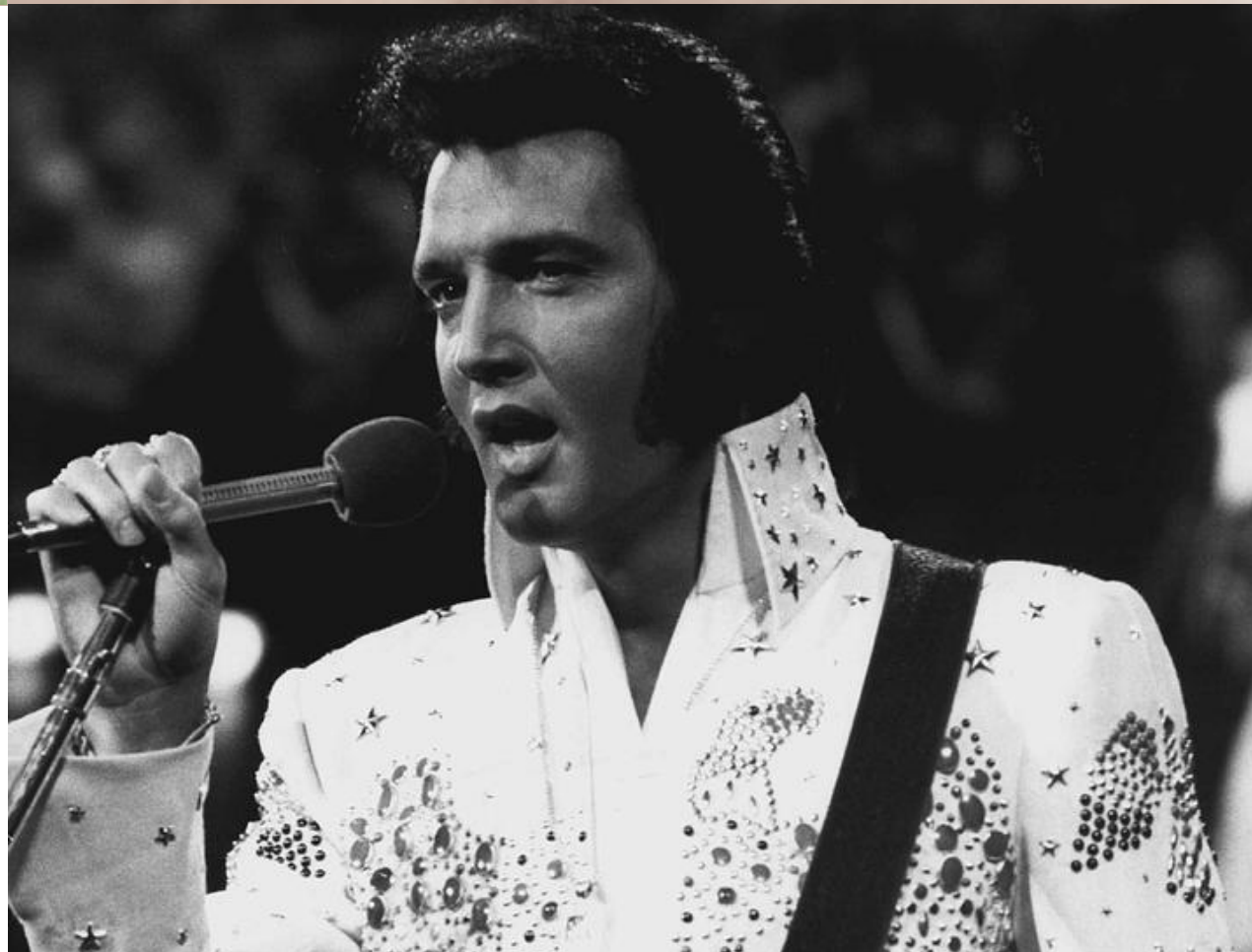
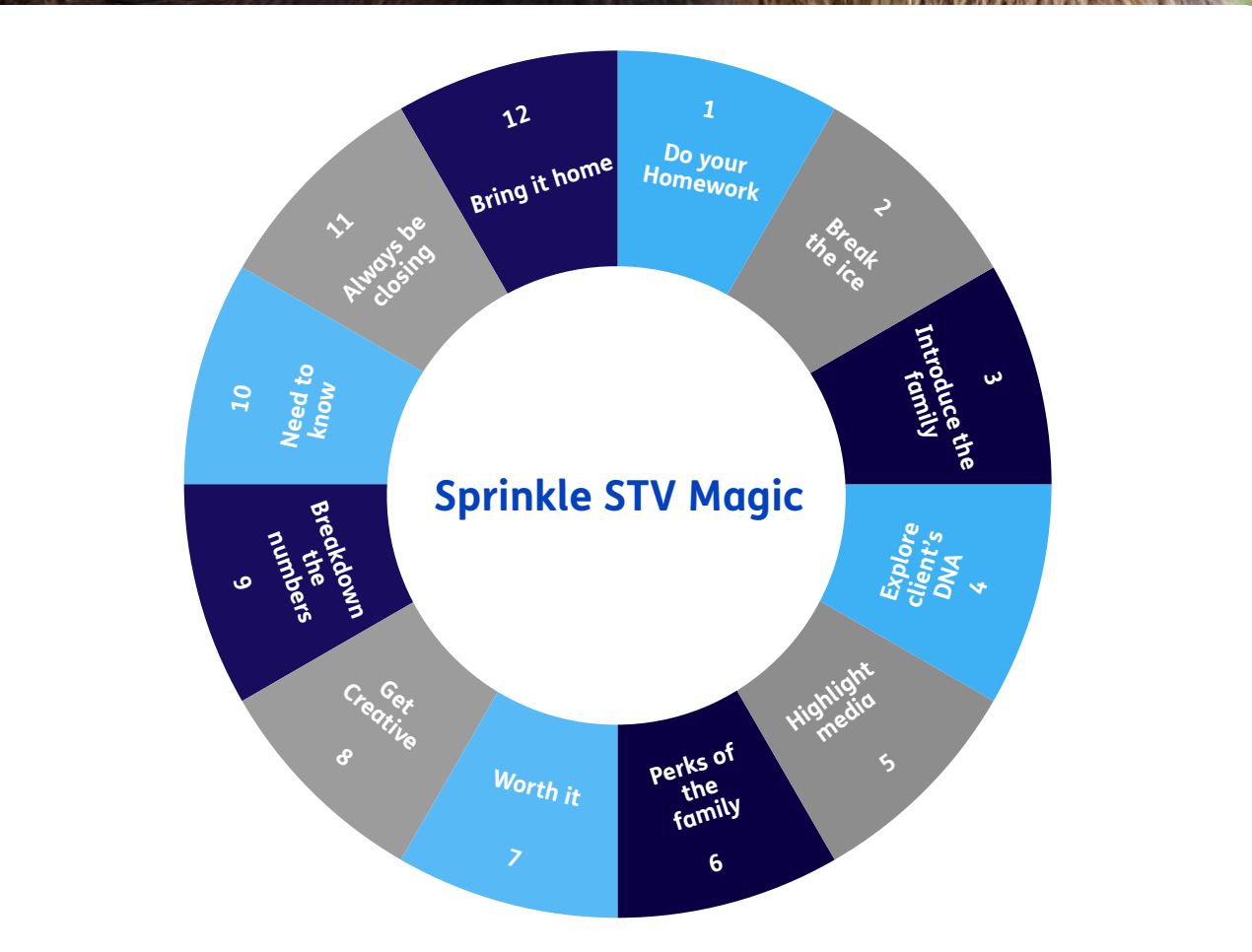
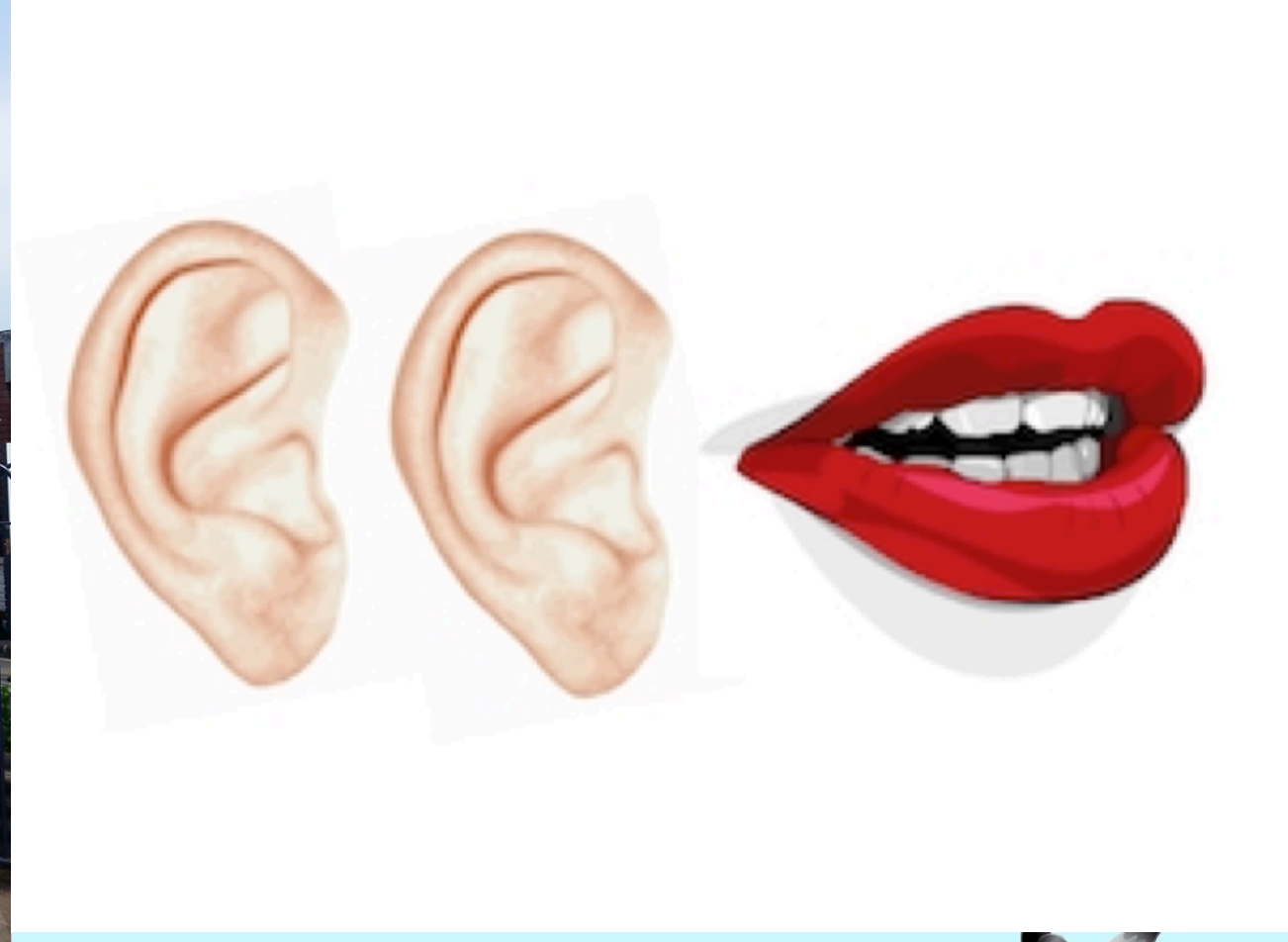


You need a problem to solve.

Not got one, create one.

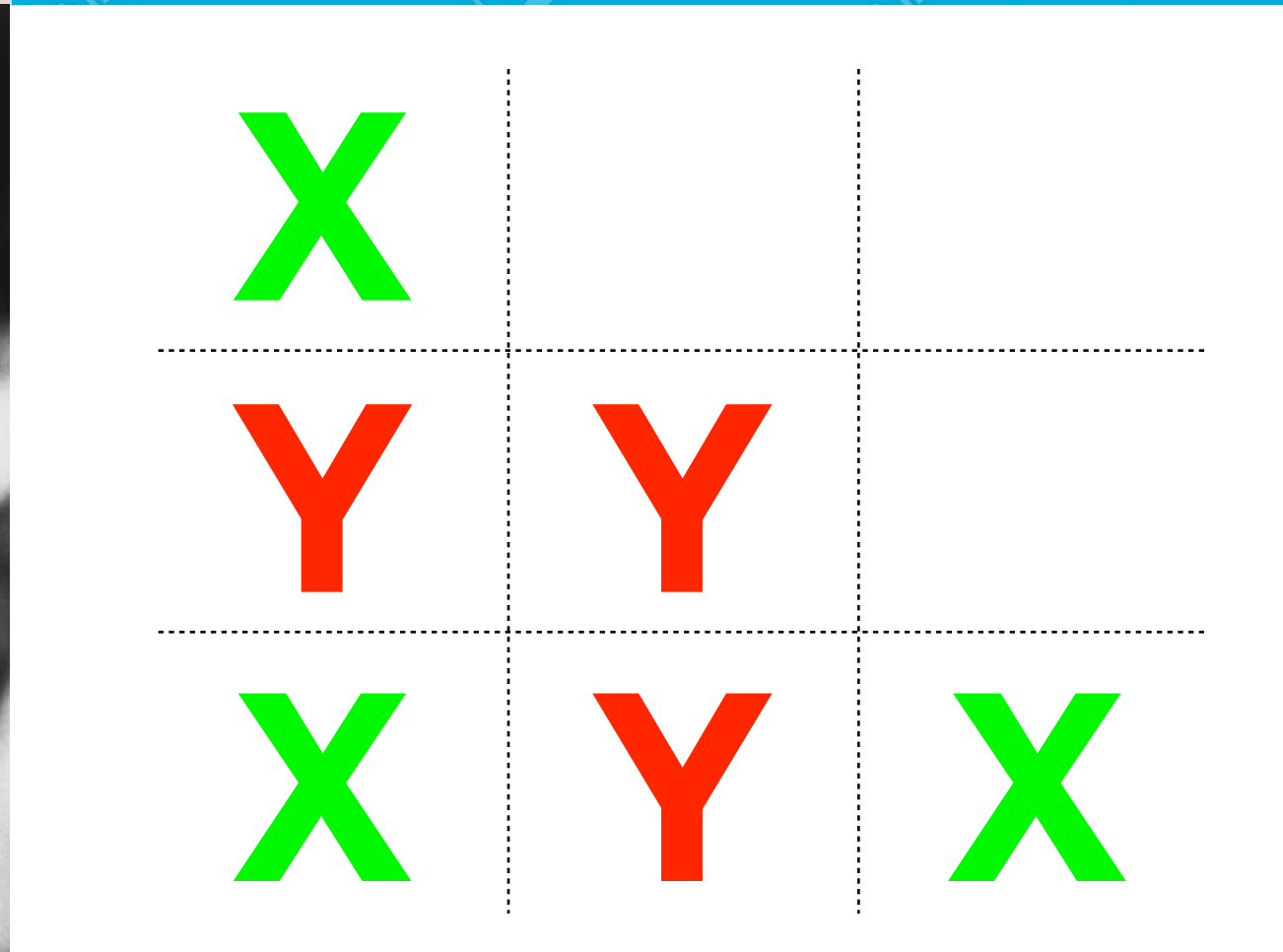
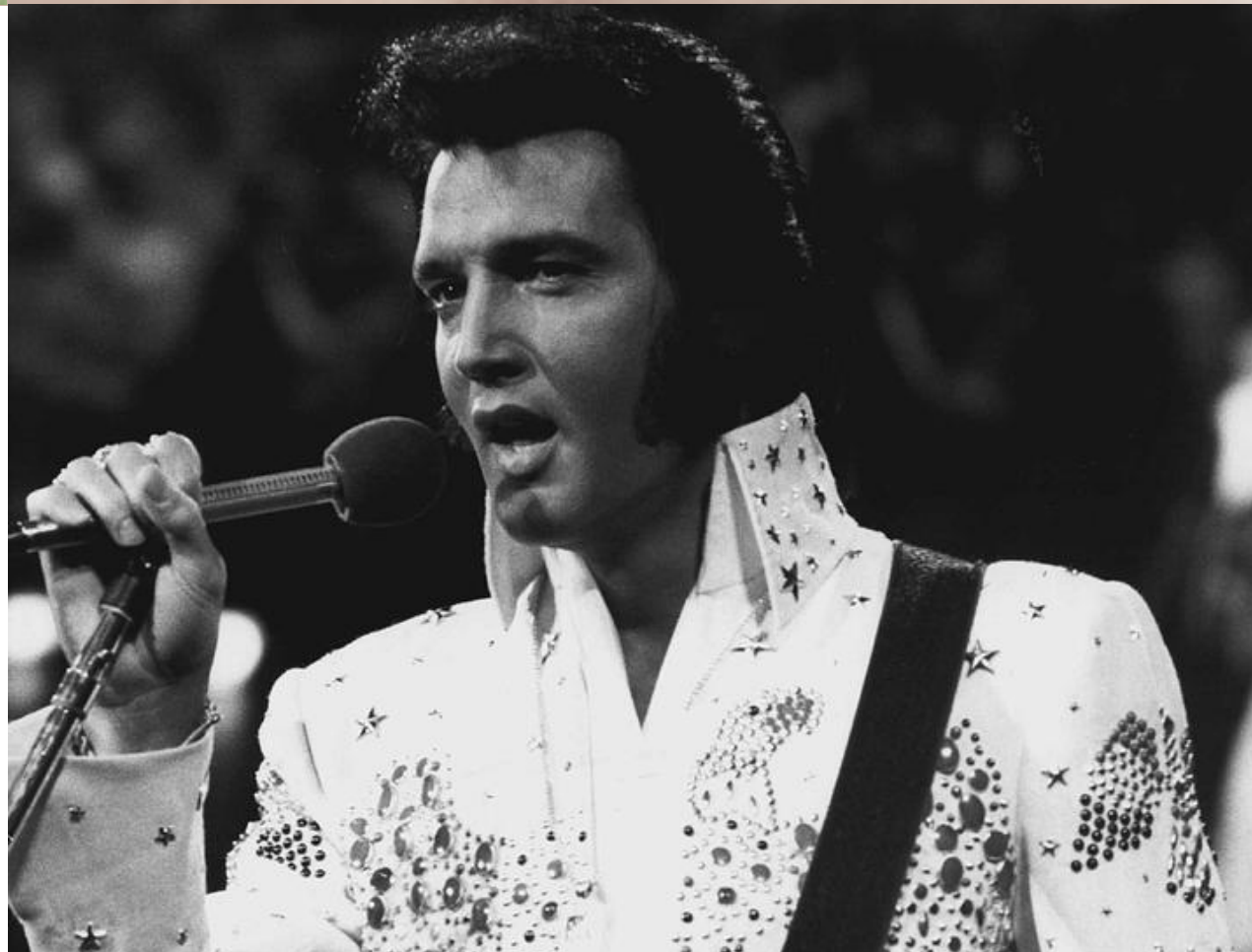
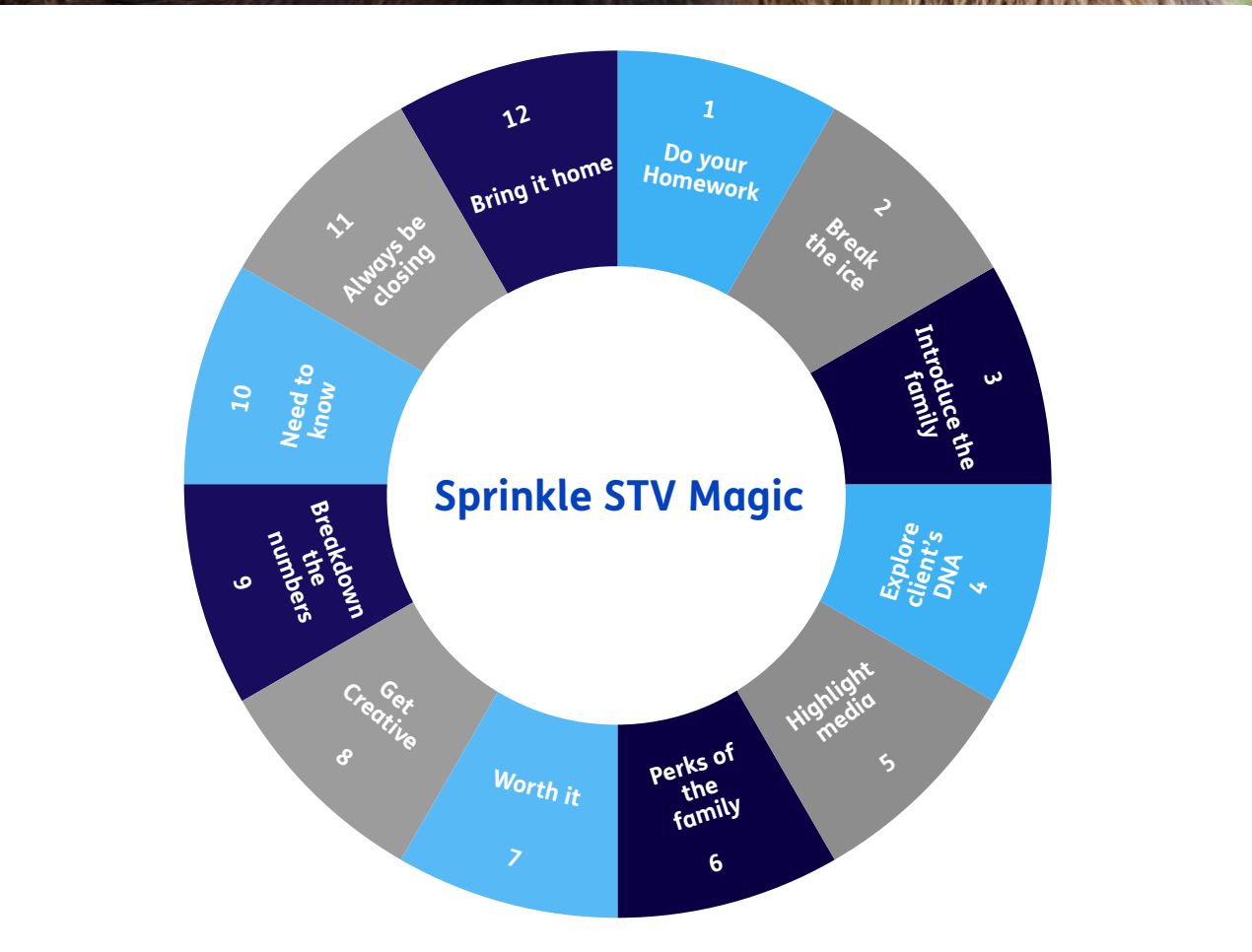
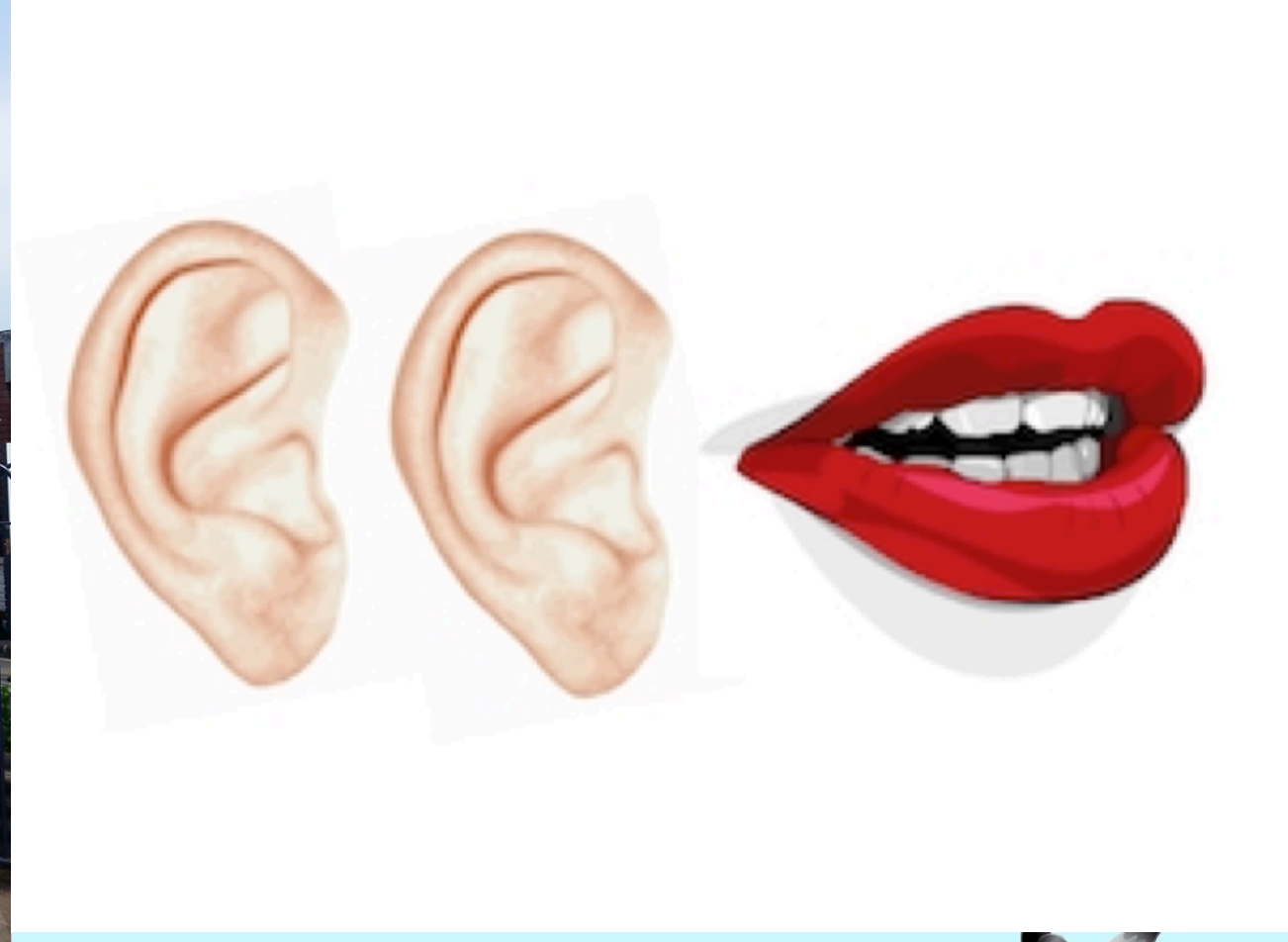
Solutions ready, but bespoke.







1. Do your homework
2. Break the ice
3. Introduce the family
4. Explore client's DNA
5. Highlight the media market
6. Demonstrate the perks of the family
7. Make your clients feel worth it
8. Get creative
9. Breakdown the numbers
10. Summarise the need to know
11. Always be closing
12. Bring it home

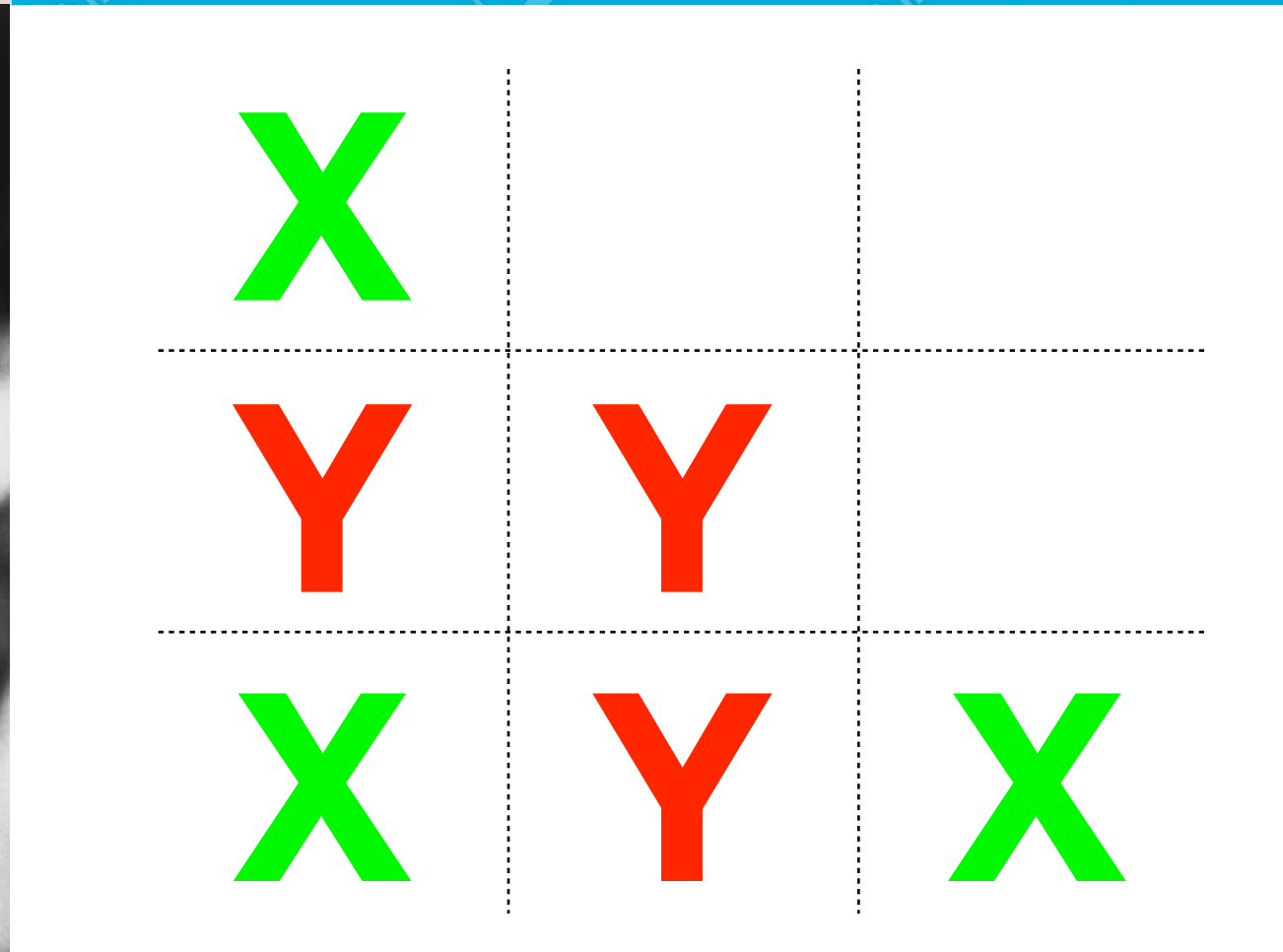
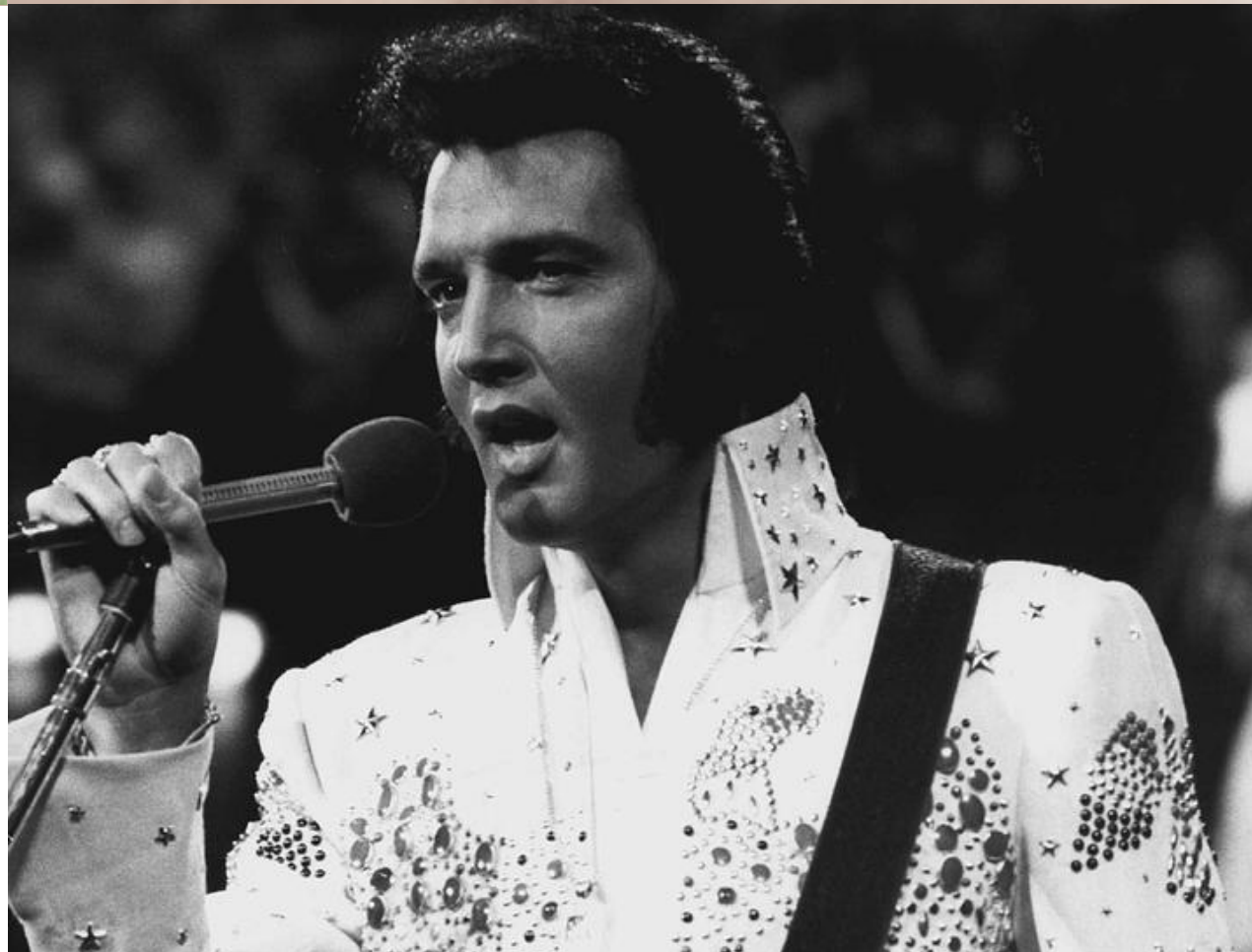
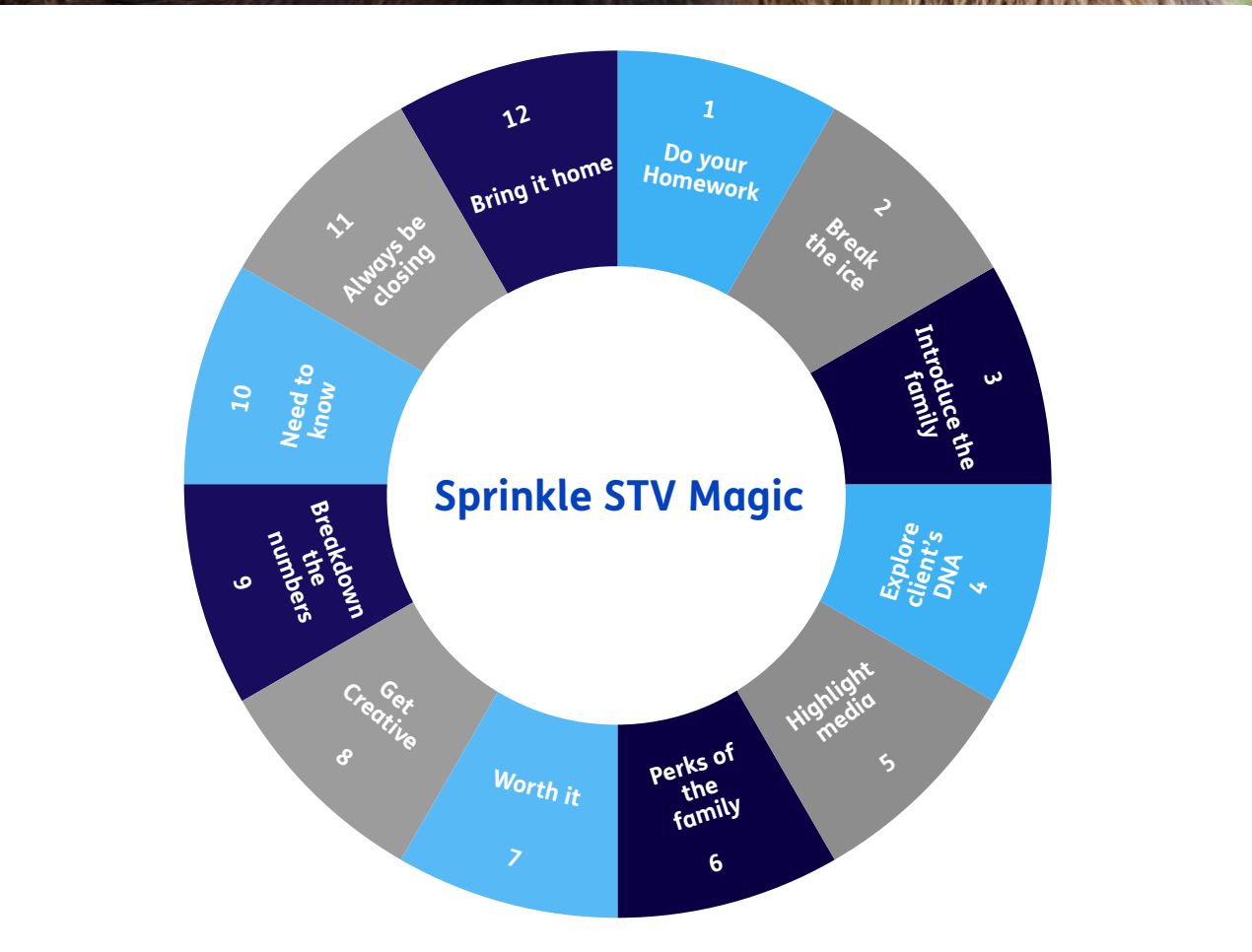
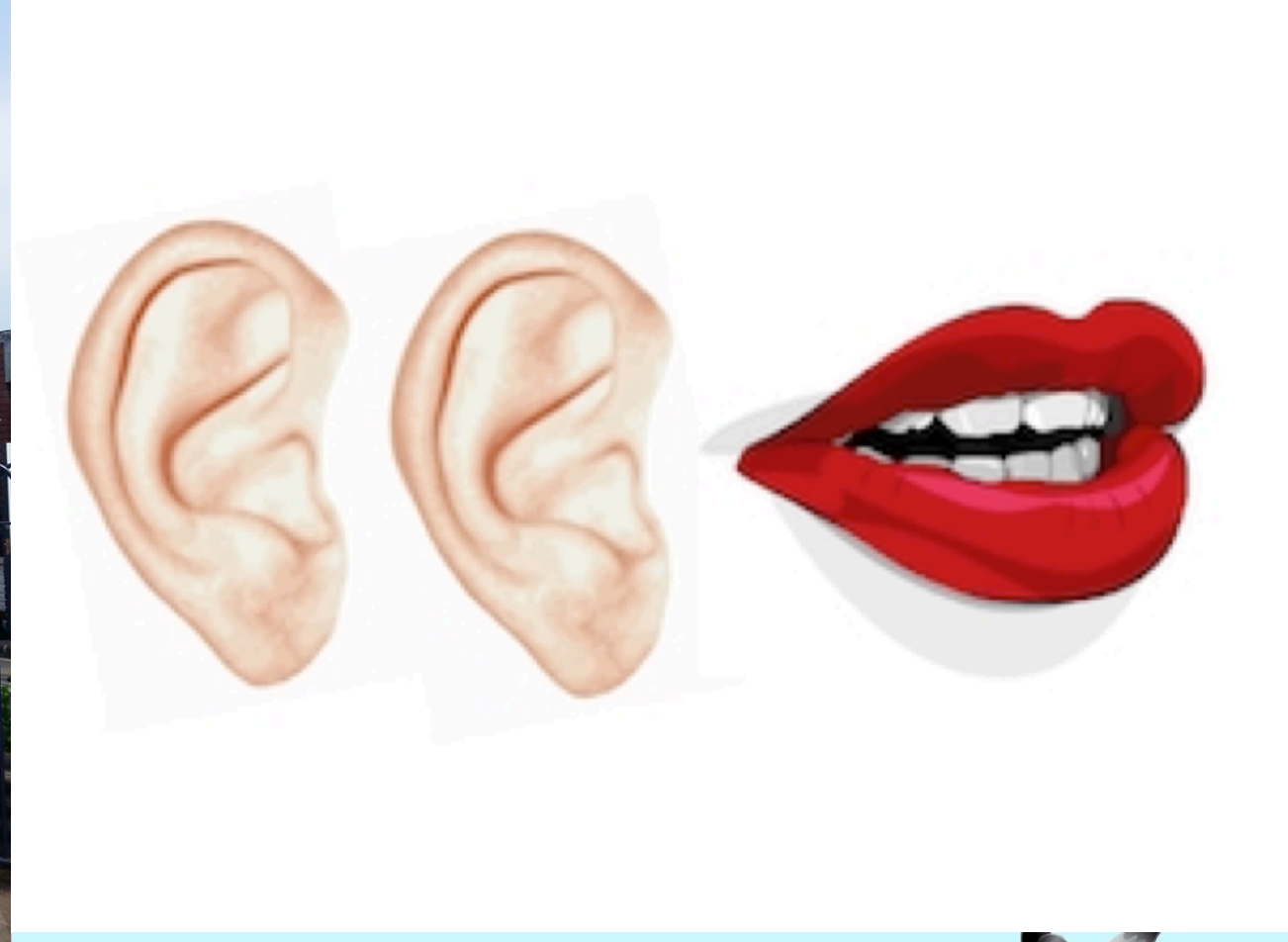


Who's Elvis around here?

The people who make shit happen.

The energy, the dynamo, the fixer.



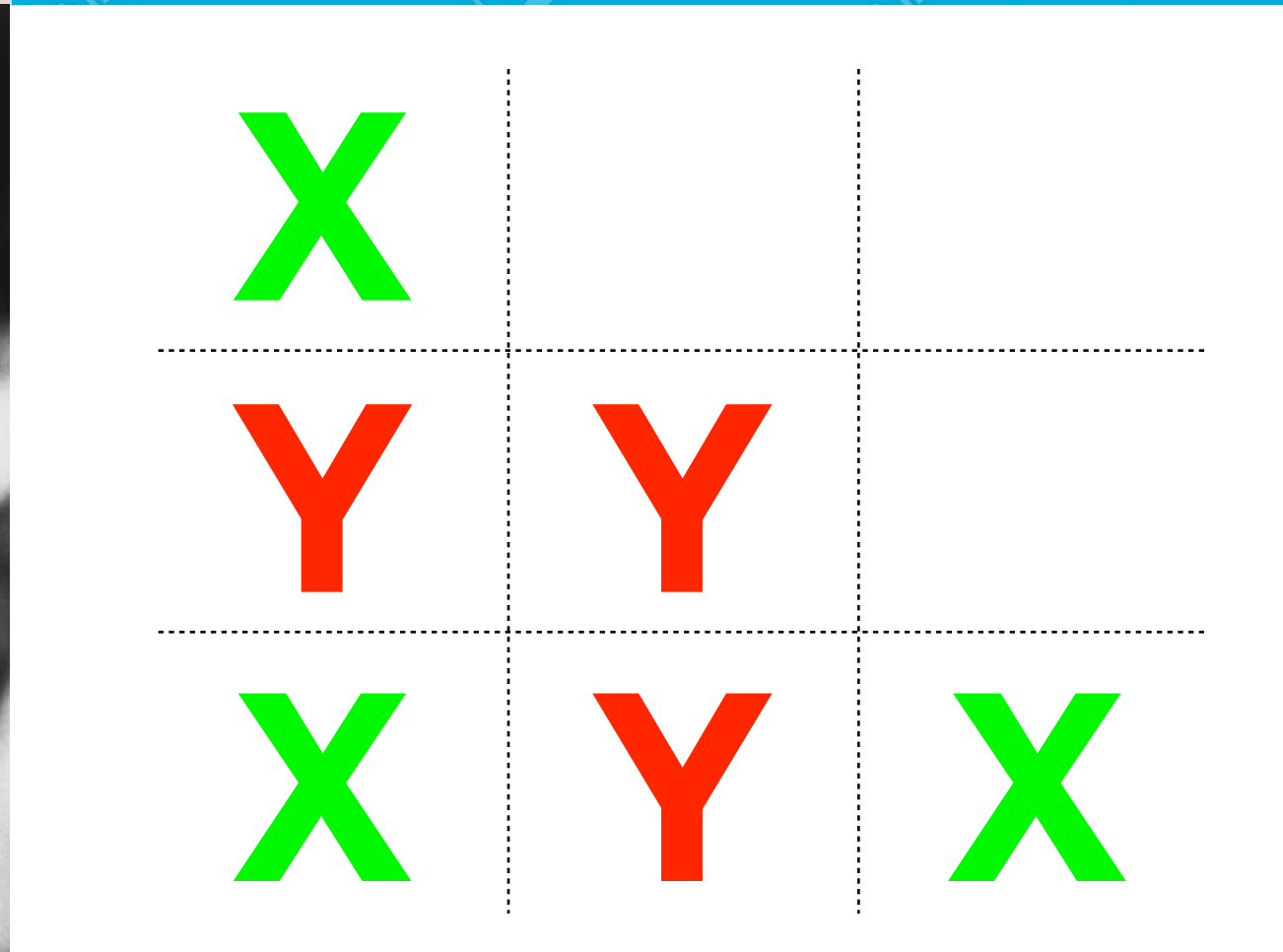
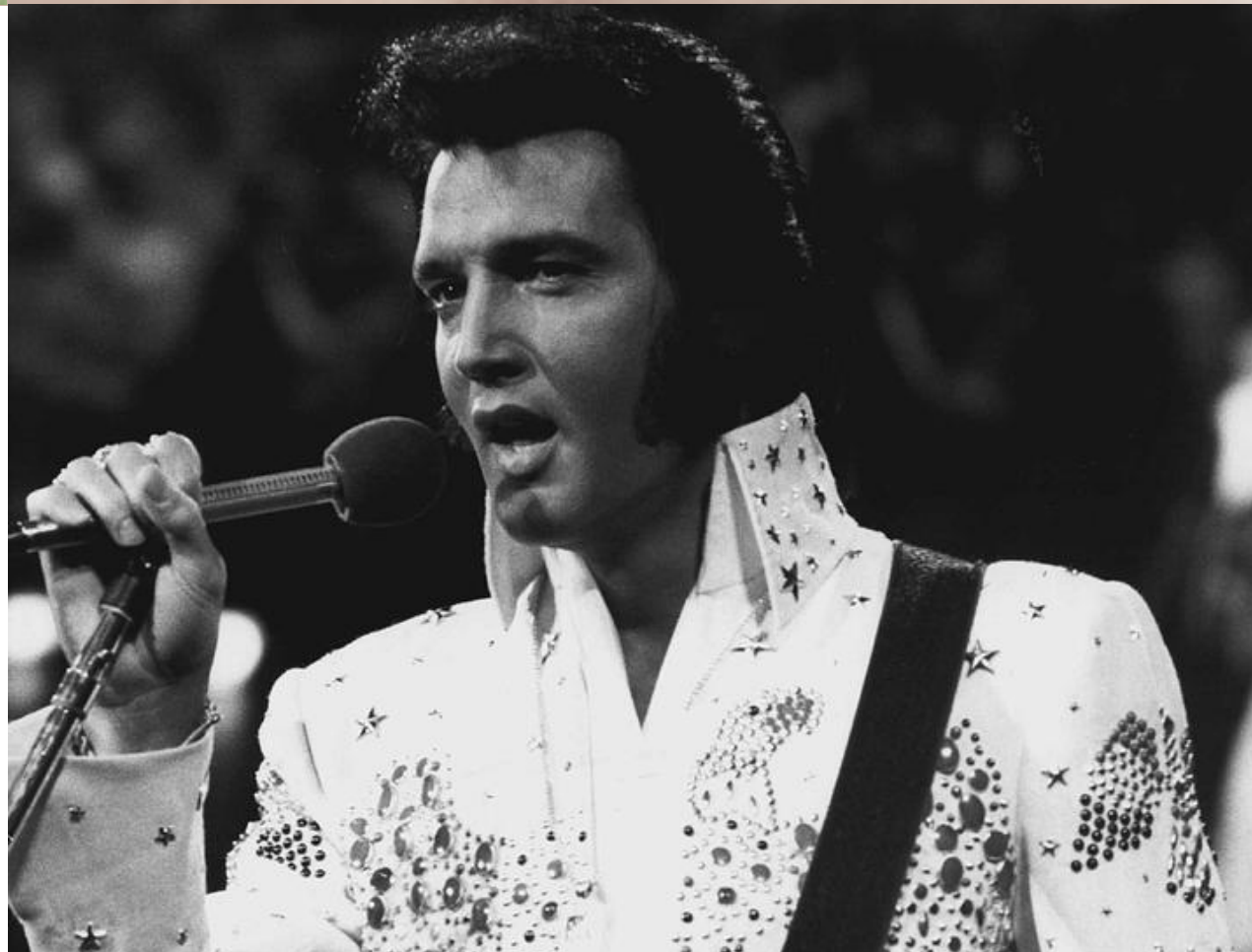
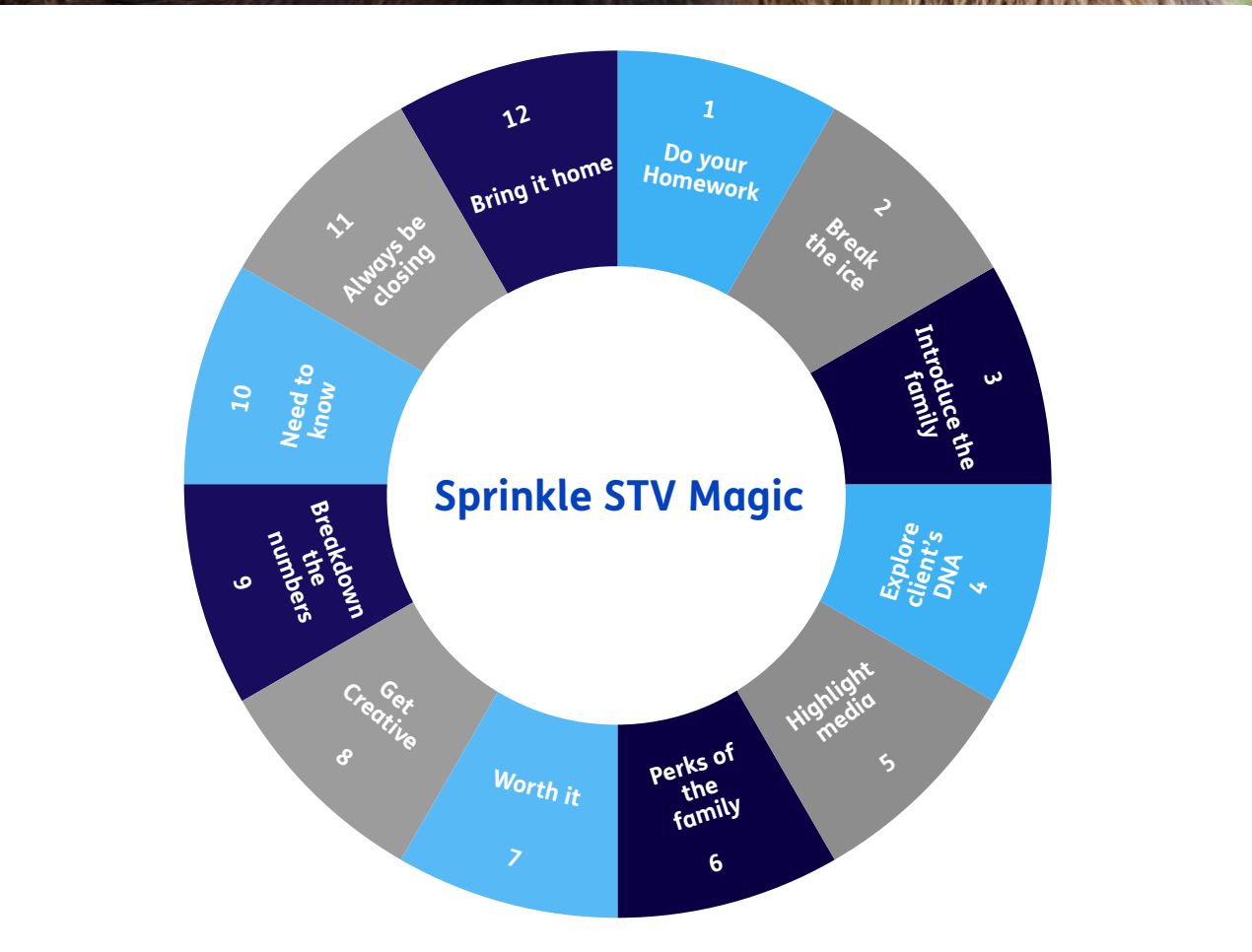
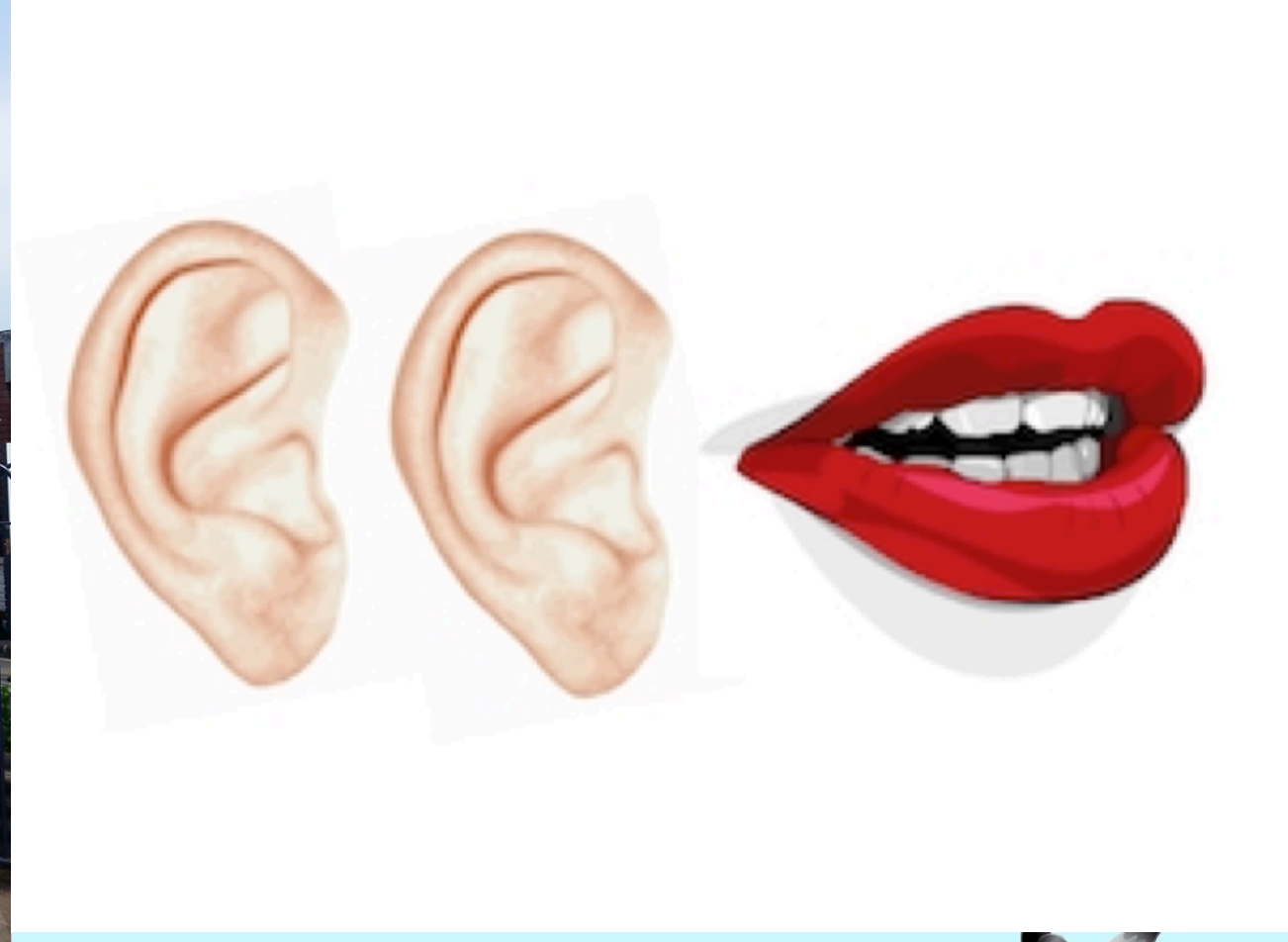


X Build a deal

Y Want to win the deal

Who works for you?





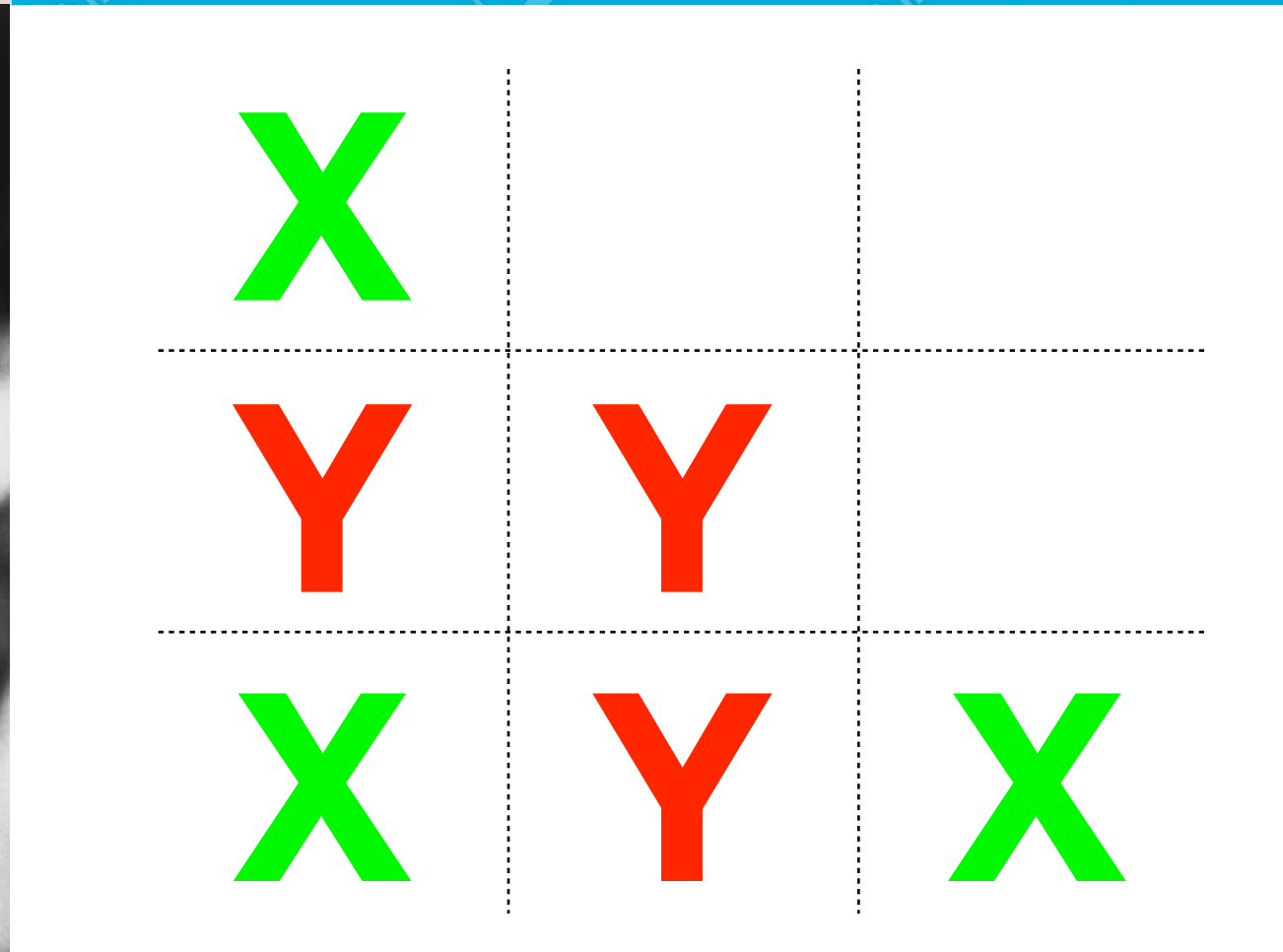
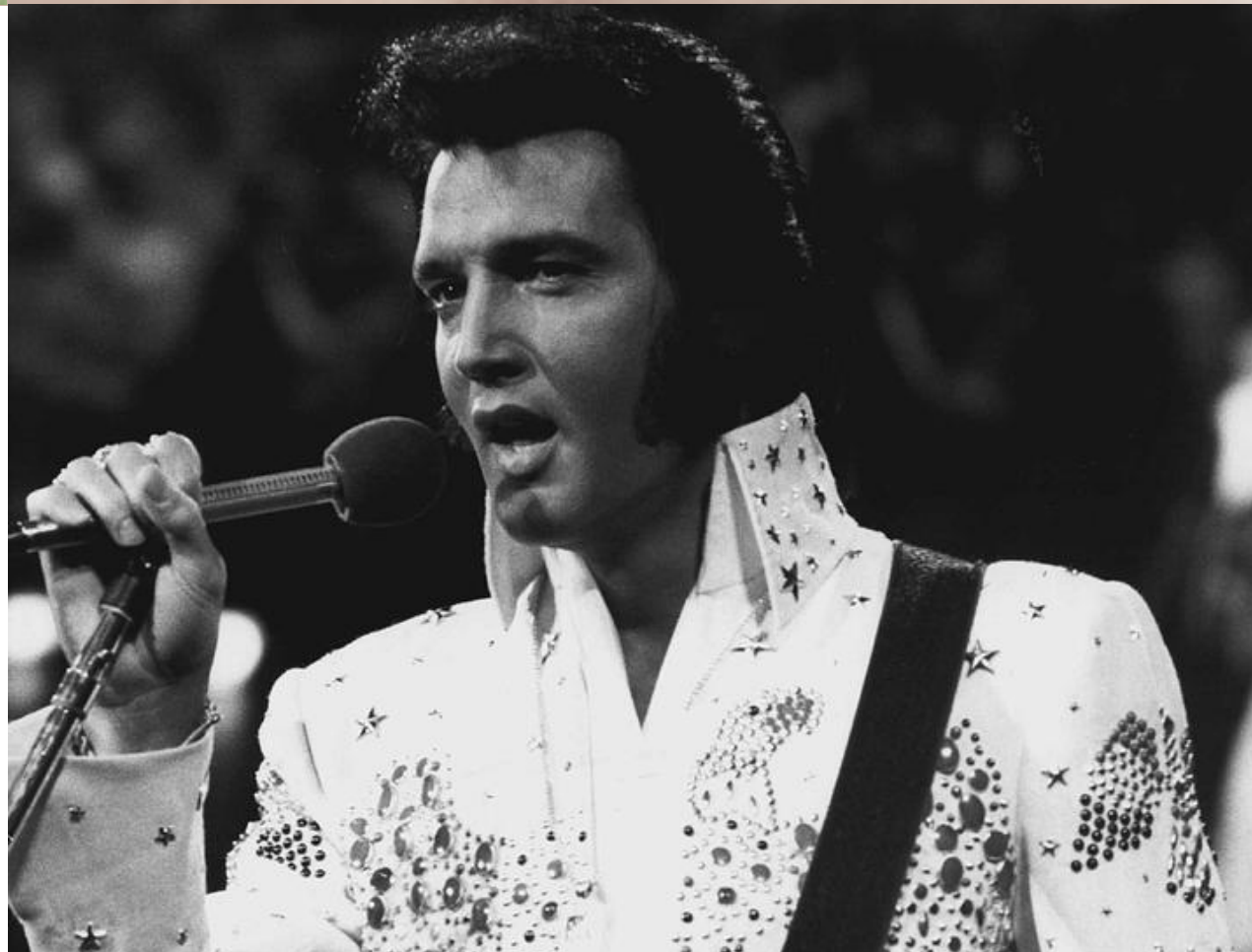
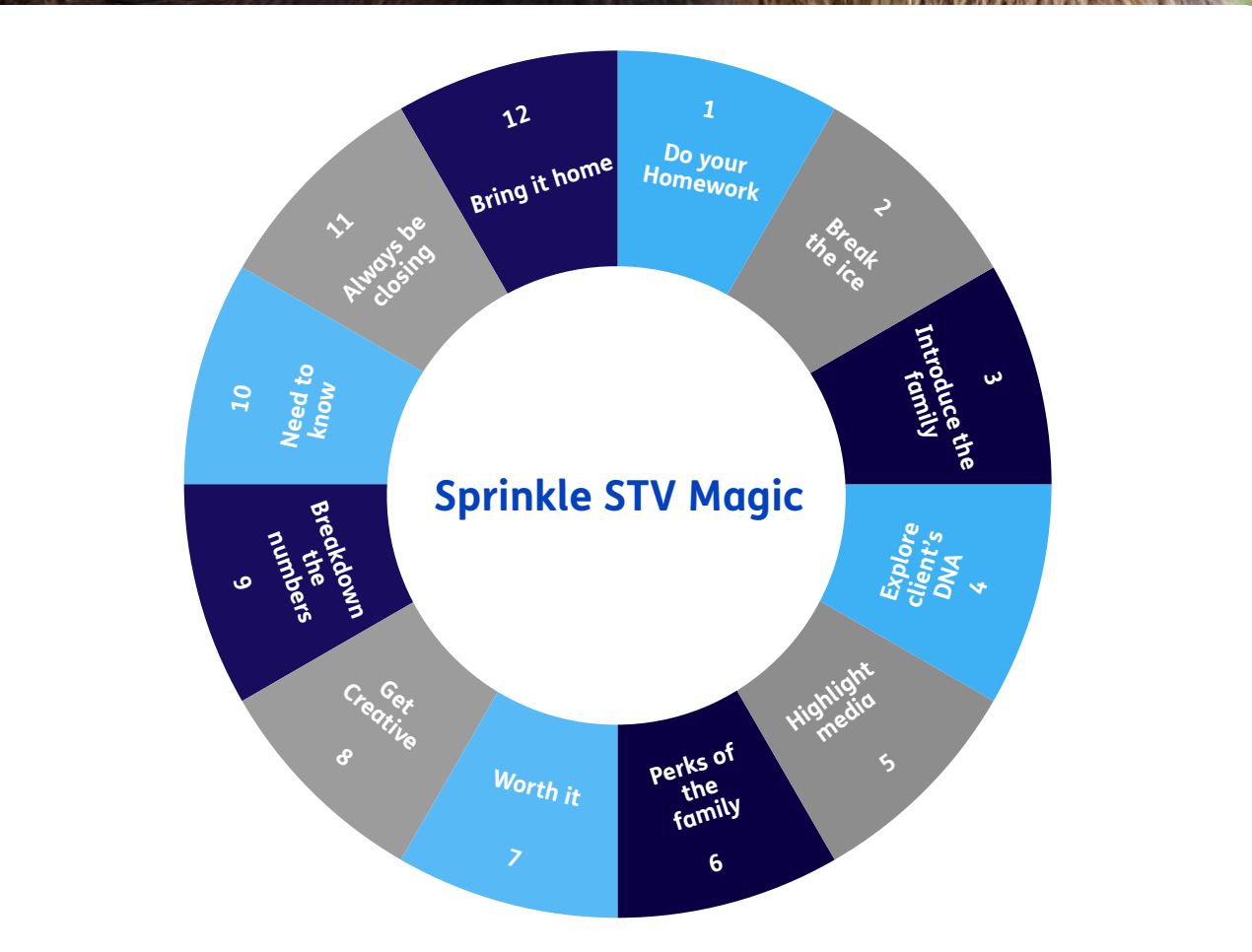
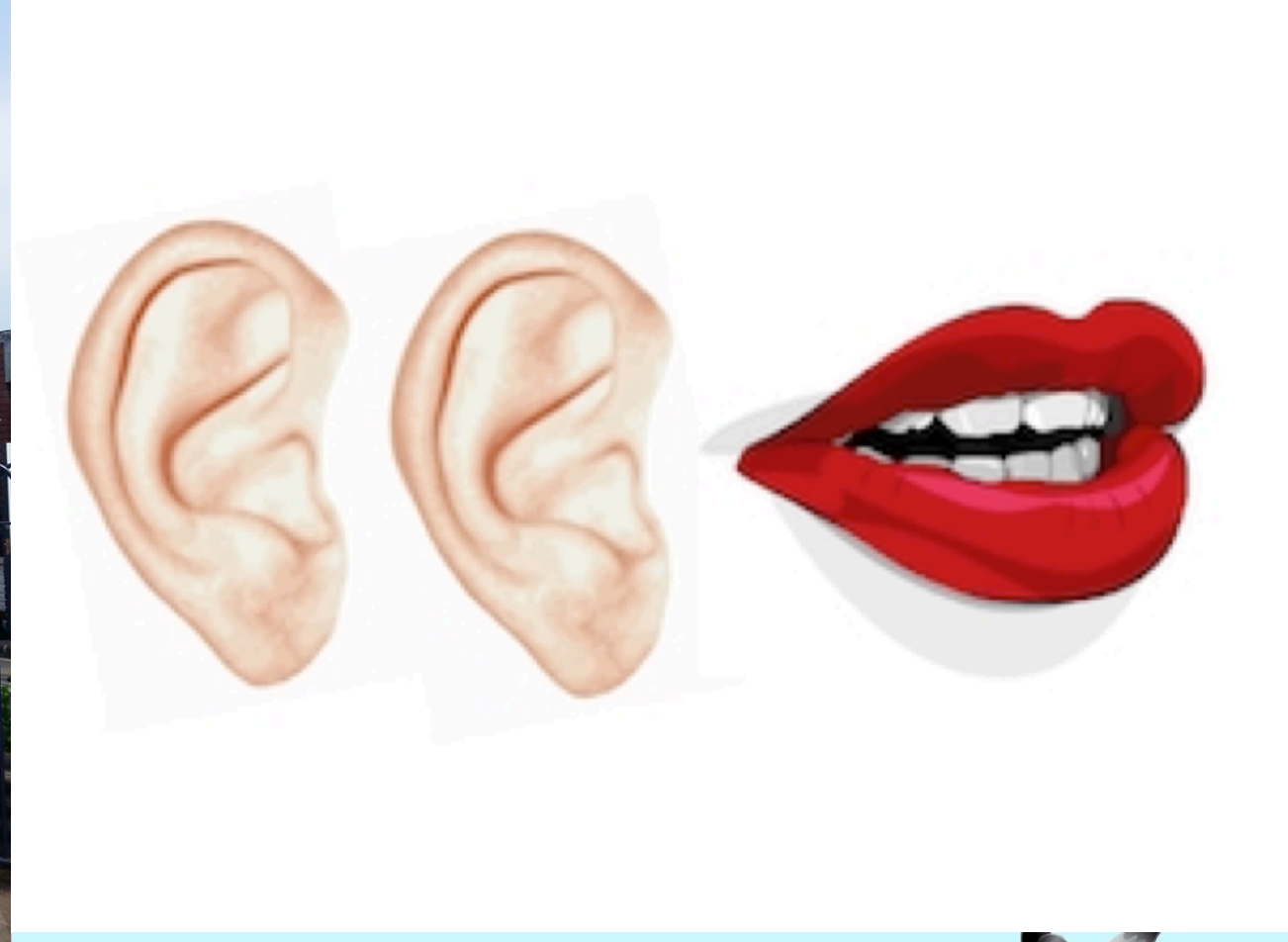
NLP - Bunkom or magic

Where to focus

Mirroring

Feet!





Reference Slide

Twitter

Chris Johnson - CJ_Johnson17th - bit hard core sales, but great hustle theme

Ed Latimore - Interesting thought leader, very commercial.

Naval - Inspiring leader, tech entrepreneur, angel investor.

Podcasts

Tim Ferris, both his main show but also his Tribe of Mentors podcast.

The knowledge project - Loads of great interviews, particularly the Naval one.

Negotiations Ninja - Great tips, reminders, insights

Books

One minute manager - A Classic easy read

Upping your Elvis - Short, impactful, inspiring.

Thinking Fast and Slow - Great read and lots to absorb.

Tribe of Mentors - Favourite bedtime read, snackable insights from a cross section of business, entertainment, gaming, science etc...



Don't Get Hustled!

Peter Reilly