

SELLING AND LEADING THROUGH TOUGH TIMES

Paul Reilly, CSP

SELLING THROUGH TOUGH TIMES

GROW YOUR PROFITS AND
MENTAL RESILIENCE
THROUGH ANY DOWNTURN



PAUL REILLY, CSP

COAUTHOR OF VALUE-ADDED SELLING, 4TH EDITION

TOUGH TIMES ARE GOOD!



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TOUGH TIMES ARE GOOD!



TOUGH TIMES ARE RELATIVE

A group of white chess pawns is arranged in a line, with one red pawn standing out in the center foreground. The background is a soft, out-of-focus grey.

**TOUGH TIMES ARE RELATIVE
TO YOUR OWN EXPERIENCES**

Not the experiences of others!!!

A black and white, close-up portrait of a man with long, dark dreadlocks. He is looking slightly to the right with a serious expression, his eyes partially closed. He is holding a vintage-style microphone to his mouth with his right hand. The background is a soft, out-of-focus gradient. The overall mood is contemplative and powerful.

**YOU NEVER KNOW HOW STRONG YOU ARE UNTIL
BEING STRONG IS YOUR ONLY OPTION.**



TOUGH TIMES IMPACT DECISION MAKING



ANTICIPATION IS THE WORST PART



**TOUGH TIMES ARE
TEMPORARY**



**THE AVERAGE
RECESSION LASTED 16.2
MONTHS WHILE THE
AVERAGE EXPANSION
LASTED 22.4 MONTHS.**



**THE AVERAGE
RECESSION LASTED 10.4
MONTHS WHILE THE
AVERAGE EXPANSION
LASTED 59.4 MONTHS.**

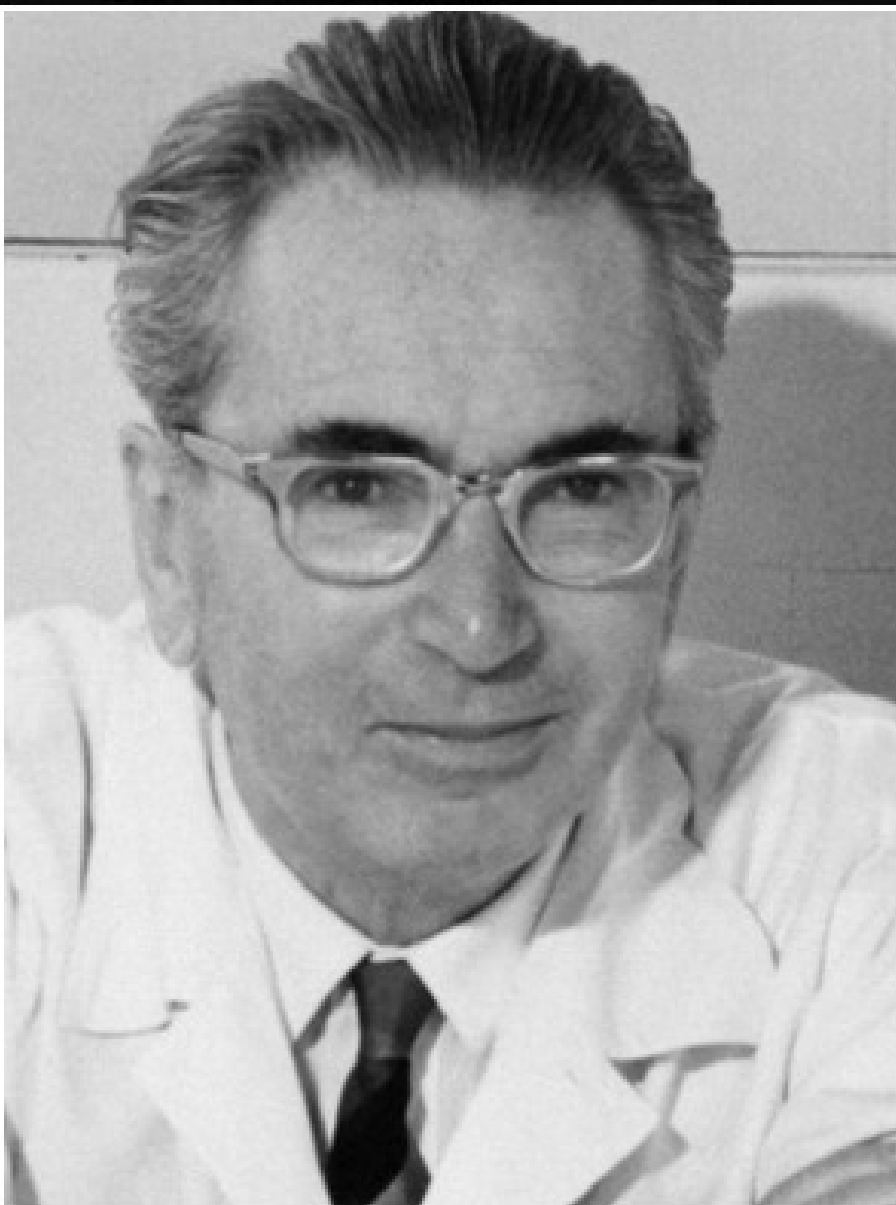
RX

**FOCUS ON
WHAT YOU
CONTROL**

The background features a blue-tinted medical scan of a brain, showing axial slices. Overlaid on the scan is technical text, including 'FoV 199*24', '296*512', 'Tra>Cor(6.1)>Sag(1.5)', 'W 178', 'C 66', 'Chil... PROOKES, JOHNS...', 'Harmony 1170', '4VA128', 'HFS', '+LPT...', 'STUDY 1', '16:41', '2 MA 18', 'AF', '5cm', 'RFP', 'R', and '100'.

INTERNAL/EXTERNAL

What is your locus of control?



Everything can be taken from a man
but one thing: the last of human
freedoms - to choose one's attitude
in any given set of circumstances, to
choose one's own way.

— *Viktor E. Frankl* —

AZ QUOTES

RX

**FOCUS ON
WHAT YOU
CONTROL**



POLLING QUESTION

BUILDING MENTAL STRENGTH



OVERCOMING MENTAL HURDLES





LOOK AT THE FACTS

A magnifying glass is centered in the frame, its lens reflecting the background. The background is a soft, out-of-focus sunset or sunrise with a gradient from blue on the left to orange on the right. The text 'MINIMIZE DON'T MAGNIFY' is written in a bold, white, sans-serif font across the lower half of the image, partially overlapping the magnifying glass's lens.

MINIMIZE DON'T MAGNIFY



VIEW YOUR PAIN THROUGH SOMEONE ELSE'S PRISM



HARD RESET

A small, vibrant green plant with several leaves is growing out of a crack in a grey asphalt surface. The background is a bright, hazy sky with a warm, golden glow, suggesting a sunrise or sunset. The overall scene is a metaphor for resilience and growth.

**BUILDING MENTAL STRENGTH
BEGINS WITH ATTITUDE**



POLLING QUESTION

BUILDING MENTAL STRENGTH

A small green plant with several leaves is growing out of a crack in a concrete surface. The background is a blurred, light-colored wall with some brown stains.

What is your first response to adversity?



HOW DO YOU HANDLE MINOR ANNOYANCES?



MONITOR YOUR SELF-TALK

BUILDING MENTAL STRENGTH

**How are you focusing
your attention?**





BUILDING MENTAL STRENGTH

**How are you
expressing gratitude?**

GRATITUDE BY THE NUMBERS

**23% lower
cortisol
levels**

**50%
increase in
activity**



BUILD A POSITIVE PERIMETER

TOUGHTIMER.COM



DAILY MENTAL FLEX[®]

WEEKLY FOCUS: _____

Exercise 1

GRATITUDE

List below, then journal a half page on what you are thankful for. If gratitude is your focal exercise, journal a full page.

Exercise 2

CONTINUOUS IMPROVEMENT

Note below a continuous-improvement activity, then spend 15 minutes on this activity. If continuous improvement is your weekly focus, spend 30 minutes.

Exercise 3

DISCIPLINE

Complete a task that you don't feel like completing. If discipline is your weekly focus, then complete two tasks that you don't feel like completing. List below.

Exercise 4

PRUNING AND PLANTING

List one way you will prune negativity or plant positivity. If this is your focus exercise, then list two ways.

Exercise 5

POSITIVE REFRAMING

Think of something negative that happened today, and find a positive outcome resulting from this negative event. If this is your weekly focus, think of two events. List below.

Exercise 6

REDUCING FRICTION

Complete one activity today to make tomorrow's goals easier to achieve. If this is your weekly focus, complete two activities. List below.



LEADING THROUGH TOUGH TIMES



“I REALLY BELIEVE WHEN 2020 GETS HERE WE’RE GONNA LOOK BACK AND THIS IS GONNA HAVE BEEN THE BEST DECADE IN CLEMSON FOOTBALL HISTORY. THAT’S WHAT I BELIEVE. “

LEADING THROUGH TOUGH TIMES

“It is principles, and everlastingly principles, not data, not facts, not helpful hints, but principles which the rising generation requires if it is to find its way through the mazes of tomorrow.”

Robert Hutchins, President of Yale University

TOUGH TIMES LEADERSHIP PRINCIPLES

Put others first

You get what you expect

You set the tone



PUT OTHERS FIRST



YOU GET WHAT YOU EXPECT



YOU SET THE TONE



TRANSLATE THESE PRINCIPLES INTO DAILY ACTION

A close-up photograph of a hand holding a red marker, positioned over the word "nope" which is written in a black, serif font on a white surface. The hand is in the upper right corner, and the marker is pointing towards the first letter of the word. The background is a plain, light-colored surface.

nope

MERCHANT OF HOPE



GET IN THE FIELD

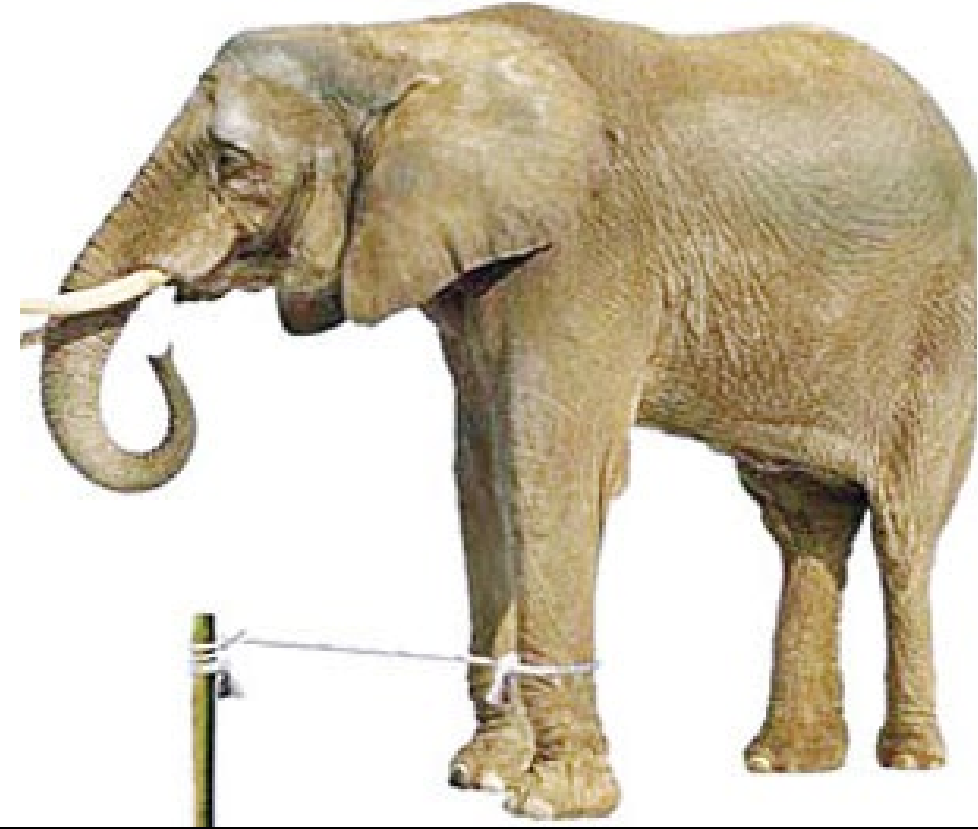


ACCEPT PROGRESS AND CELEBRATE SUCCESS

A close-up photograph of several people's hands clasped together in a circle, symbolizing teamwork and unity. The hands are of various skin tones and are positioned in a way that suggests a group huddle or a moment of shared purpose. The background is dark and out of focus, emphasizing the hands in the foreground.

SEEK YOUR TEAM'S FEEDBACK

**CHALLENGE
YOUR TEAM**



PRUNE NEGATIVITY





POLLING QUESTION

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THE Q AND A SALES PODCAST

with **PAUL REILLY**

Salespeople constantly have questions running through their minds, and the purpose of this podcast is to answer those questions.

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