



## Testimonial

I attended the 'Wheels of Life' workshop run by Noel Posus and found the 'Wheels' tools interesting and far more expansive than I had expected. Noel has an engaging, authentic and inclusive way of making the material real. In fact as all the participants were coaches we had the opportunity to have a 'mini' coaching session where we used the 'Wheel of Life'. This experiential approach made the teachings 'stick' which is vital as too often they disappear once you leave the class room.

I was inspired by Noel to actually make up a 'Wheel of Sales' which was very rewarding as it is a tool, I can use with my own clients and also a tool for others to use. Again we actually made up a 'Wheel' together in the workshop so Noel could demonstrate how and what to do. For anyone in a coaching/counseling capacity or in a position where they have to devise learning materials, I would thoroughly recommend Noel's 'Wheels of Life' workshop!

Sophie Robertson  
Director and Sales Coach  
Younique Coaching



## T H E   W H E E L   O F   L I F E - S A L E S

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Many people are familiar with The Wheel of Life where 10 different areas impact on the overall satisfaction with Life. This useful tool can also be applied to Sales.

See the Wheel of Sales on the last page of this document, where each spoke on the wheel represents an area for mastery. The Wheel can be used in various ways but as an initial exercise, I would ask you to measure your current satisfaction in each of the areas, starting with 'Sales Role' and moving clockwise around the wheel. I will explain what each area means and you can indicate on a scale from 1-10 how satisfied you are with 10 being the most satisfied.

1. **Sales Role:** Do you acknowledge and accept that you are in a sales role and do you accept this role? Indicate on a scale of 1-10 your satisfaction of this component in your job.
2. **Champion Mindset:** Champions believe they can do the job and know how they need to reach their goals. Indicate your satisfaction level relating to your mindset.
3. **USP or Unique Selling Point:** What is it you sell and why should people buy from you? Indicate how well you understand your USP.
4. **Features & Benefits:** Do you understand the features & benefits of your service/product? Rate your satisfaction with your knowledge of these.
5. **Vocabulary/Sales Language:** How fluent are you in your sales language? Is everything you say assisting you to get the sale?
6. **Objections:** How well do you overcome objections? How comfortable are you in doing so?
7. **Relationships:** For lasting sales success, you will need to build strong enduring relationships so you no longer have to rely solely on the transactional sales client. How good are you at building genuine relationships with your clients?
8. **Sales Cycle:** Rate your knowledge of what a sales cycle is and on how well you use one to build and convert clients.
9. **Closing or asking for the order:** How many different types of 'close' do you know? How many do you use? Rate yourself on how satisfied you are with your ability in this area.
10. **Results:** Rate your satisfaction level in the results area. Are you getting the results you want? If not, think about where in the wheel you need/want to strengthen immediately to improve your results.



## T H E W H E E L O F L I F E - S A L E S

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A common misunderstanding when using a 'wheel' is that the wheel needs to be balanced at all times. This is not necessarily so, as you may decide to concentrate on one area for the time being. It may be that you don't see yourself as a sales person which creates conflict in you, which hinders you in doing a good job. Or it may be that your mindset is not as positive as it needs to be. Or perhaps you need a deeper understanding of your USP and how that fits in with your competitors'. Or you may choose 3 areas within the wheel to work on to improve your overall results.

The Wheel can also be used in another way, where instead of measuring your satisfaction, you could measure your positive energy in each area or your negative energy in each area. Understand that when you use the Wheel, it's like taking your temperature with a thermometer. It gives you your reading at that particular time. For this reason, it is wise to use the Wheel on a regular basis so you can track changes whether negative or positive. The Wheel of Sales helps increase your awareness regarding your beliefs and ability. Remember for change or mastery to occur, you have to take action!

# THE WHEEL OF LIFE - SALES

