



# SMME Clinic Masterclass

## Know yourself and sell to Anyone

Paul Hartnady

Profitlab

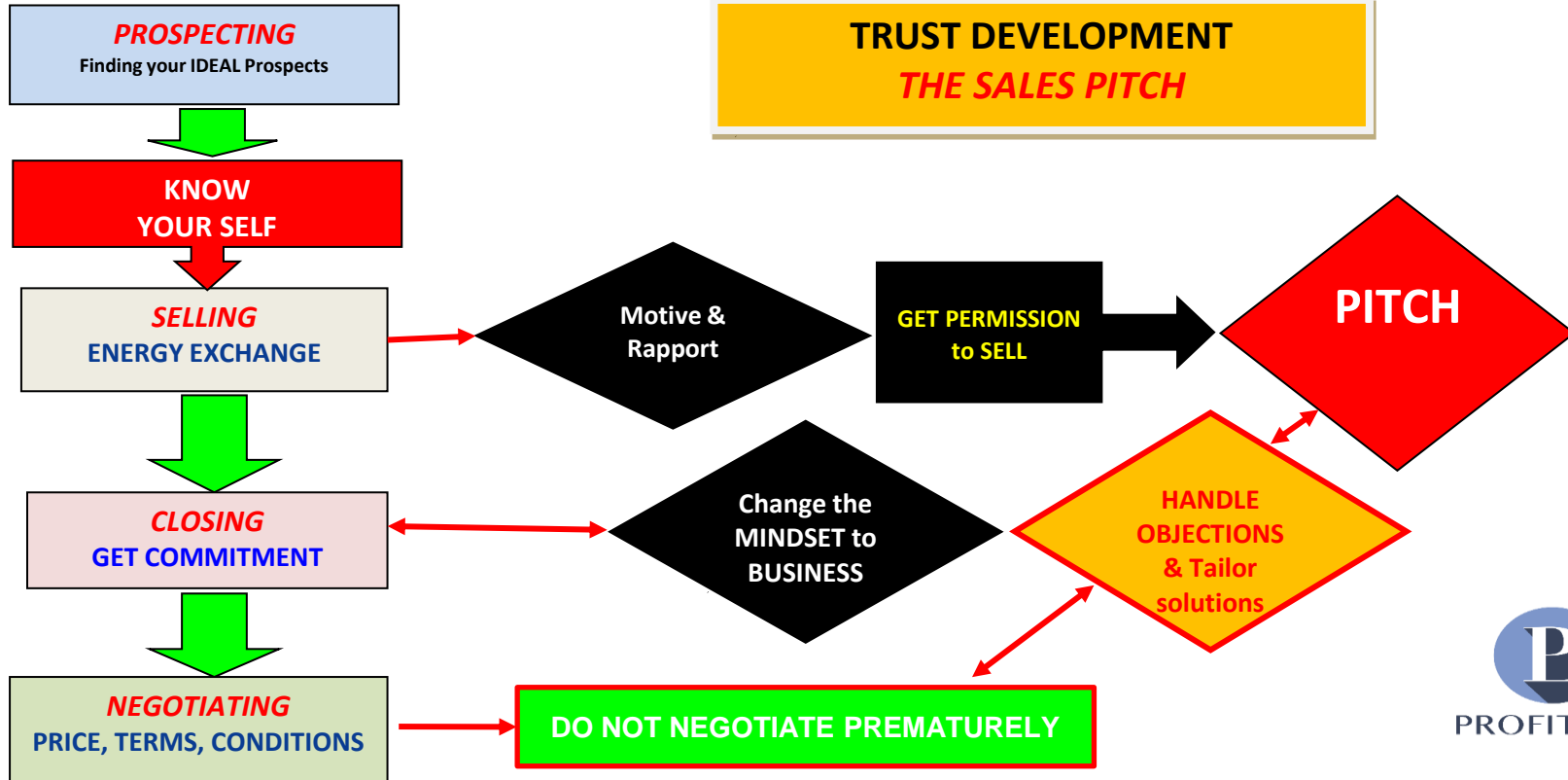
Sponsored by



BROUGHT TO YOU BY



# CONTEXT: *THE SALES PROCESS*

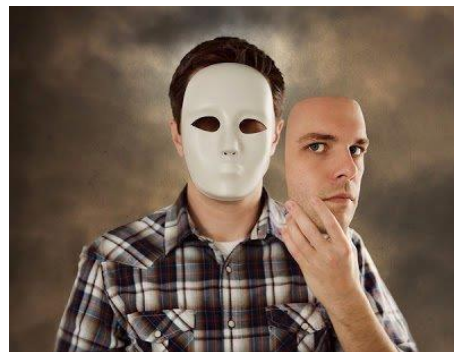


# CONTENT

Nosce te ipsum = Know Yourself



1. THE MASKS WE WEAR
2. PRIMAL SELF
3. HUMAN SELF
4. PSYCHOLOGICAL SELF
5. IMPULSIVE SELF
6. PERSONALITY
7. WHAT & WHY THEY BUY
8. ENERGY TRANSFORMATION
9. THE 1<sup>st</sup> 90 SECONDS
10. INSPIRATION



“The most difficult thing in life is to **know yourself.**”  
Thales of Miletus (550BC)

“Knowing yourself is the beginning of all **wisdom.**”  
Aristotle

“Knowing others is intelligence,  
Knowing yourself is Wisdom.  
Mastering others is strength; Mastering yourself is **true power.**  
The relationship with yourself is the most important in your life.”  
Lao Tzu

**SELL YOUR *SELF* FIRST**

BROUGHT TO YOU BY



Sponsored by



# THE MASKS WE WEAR

## EGO v SELF

ARCHETYPE ROLES  
BODY LANGUAGE  
PHYSICAL  
SOCIAL  
COMPETENT  
PSYCHOLOGICAL

FORM

ENERGY

DO THE MASKS YOU WEAR REVEAL  
THE TRUE **YOU**?



BROUGHT TO YOU BY



Sponsored by



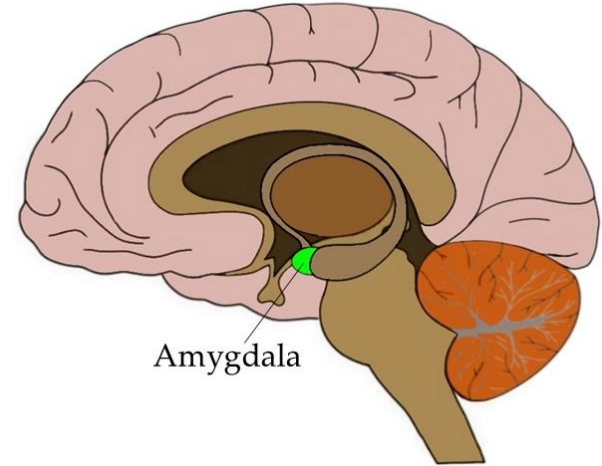
# PRIMAL SELF

## THE 8 PRIMAL SURVIVAL NEEDS

*Acceptance, Connectedness, Contentment, Freedom, Gratification, Guardianship, Prestige, and Fight or Flight.*

The primal brain (Limbic System) is triggered by **emotions** which create chemical events in the brain that directly impact the way individuals process and memorize information.

The immediate emotional response in first encounters is for fight or flight. Dissolve this responding instinct by validating them (eye contact & smile) and assuring them your genuine interest to find out who they are and establish their needs and not to sell them anything.



*“People make bad decisions rapidly when emotional” Warren Buffett*

BROUGHT TO YOU BY



Sponsored by





# HUMAN SELF

## THE DRIVING FORCES of HUMAN BEHAVIOUR **SPirit & MATter**

Every person is a product of their *creative thinking and energy* (**Sp**irit) and their *form / body* (**Mat**ter) which combine to produce their *unique individuality*.

- *Matter without Spirit is* **MOTIONLESS**
- *Spirit without Matter is* **EXPRESSIONLESS**

The essence of our HUMANITY is the **CONSCIOUS** and **CREATIVE** process of transforming 'Spirit' energy into 'Matter'.



Your **PURPOSE** enables you to do what you love and love what you do

BROUGHT TO YOU BY



Sponsored by



# PERCEPTION & CONSCIOUSNESS

Perception is the conscious ability to see, hear, or become aware of something through the senses

Consciousness through the senses is a *boundless dimension unique to Human Kind because it visualises creative opportunities*

Consciousness forcefully finds its expression through every cell of your living being

**Your Creative Energy is expressed Consciously**

**Your BELIEFS are formed consciously through your Perceptions of reality**

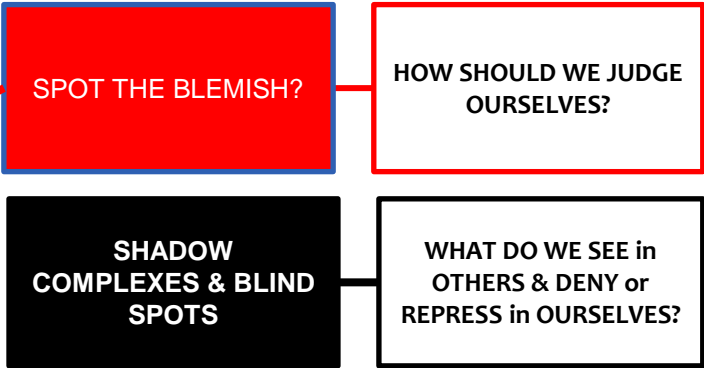
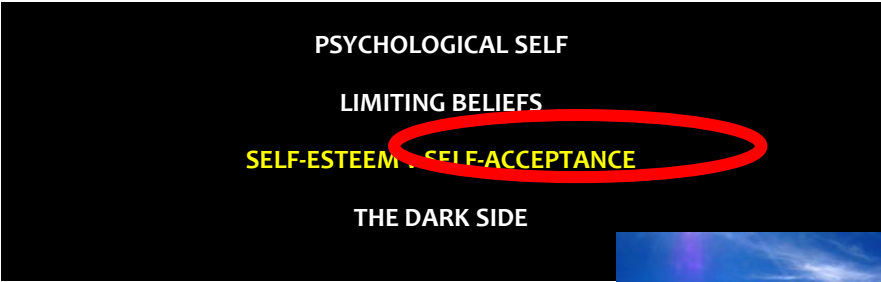
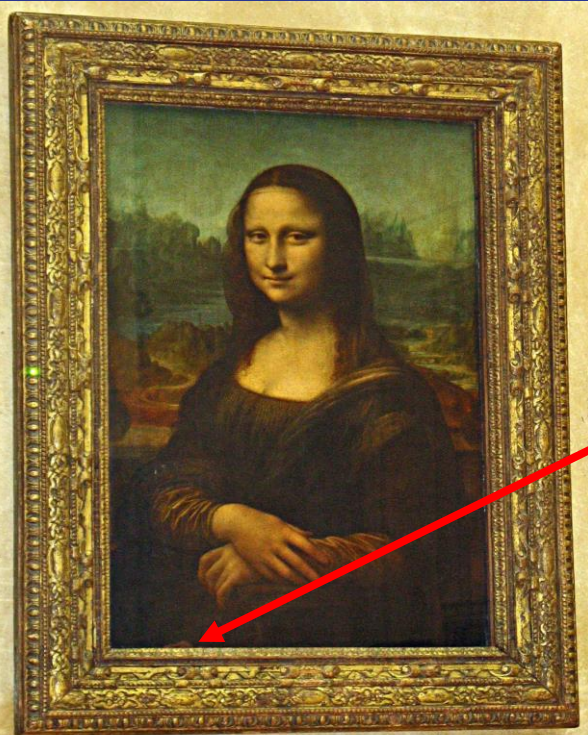


BROUGHT TO YOU BY



Sponsored by





**CERTAINTY =**  
**THE FIRST EMOTIONAL NEED OF THE BUYER**  
Any Self-Doubt will convey uncertainty and create energy disequilibrium that prevents Trust



# COMPLEXES: *inner disturbances of Consciousness*

**CAUSES** are **TRAUMA** related

*Failures / Humiliations / Abuse / Family / Culture  
Accidents / Addiction / Forced Beliefs / Loss etc*

TRAUMA causes **ANXIETY** related feelings &  
*images of psychic situations that become  
emotionally accentuated & incompatible with  
conscious habits & attitudes*

**COMPLEXES** are what remains in the psyche after  
it has digested traumatic experiences and  
constructed inner responses

A complex can never be completely eliminated  
yet they have less energy than ego  
consciousness because they manifest  
unconscious Hidden disabilities can create  
self-consciousness and hesitancy.

Tell your story – it will powerfully convey your  
authenticity



BROUGHT TO YOU BY



Sponsored by





## FEAR & GUILT

FEAR is a *FUTURE IMAGINED UNREAL EVENT*  
GUILT is a *PAST REMEMBERED UNREAL EVENT*

IMAGINED UNREAL EVENTS THAT PRODUCE FEAR OR GUILT  
RESULT IN METABOLIC CHEMICAL REACTIONS THAT CAUSE A  
STATE OF DISEQUILIBRIUM THAT IS PUNISHING TO THE BODY'S  
CELLULAR STRUCTURES AND LEADS TO **DIS-EASE**

BRING YOURSELF INTO THE **PRESENT** WITH **GRATITUDE**



BROUGHT TO YOU BY



Sponsored by



# UNCONSCIOUS STRIVING ENERGY



Making decisions involves a function of the mind which **'feels'** *natural, subconscious & protective*.

If we don't act on our 'feelings', we experience frustration and stress.

We possess within this capacity an energy source that propels us towards personal productivity that is different for each of us.

The creative process is the way we integrate separate elements of the mind's capacity that satisfies our impulses for

**(1) PROBING (2) PROCESSING (3) RESPONDING (4) DEMONSTRATING**

**STRIVING ENERGY PROFILING SYSTEMS:**  
*KOLBE or PROFITLAB COACHING*

BROUGHT TO YOU BY



Sponsored by



# PERSONALITY

## THE COURAGE TO BE CARL JUNG



Your **Personality** refers to the enduring characteristics and behavior that comprise your unique adjustment to life, including major traits, interests, drives, values, self-concept, abilities, and emotional patterns.

### PROFILING SYSTEMS

DiSC / Myers-Briggs / Enneagram / Hexaco / Eysenck and many others  
All based on Jungian analysis of Extra-Intraversion characteristics

BROUGHT TO YOU BY



Sponsored by



# SO, WHO AM I?

YOU ARE the sum total of your

**INSTINCTS** (Unconscious) – Primal Self

**PERCEPTIONS** (Beliefs) – Spiritual Self

**PERSONALITY** (Projection) – Social Self

**LIFE EXPERIENCES** (History) – Memory Self

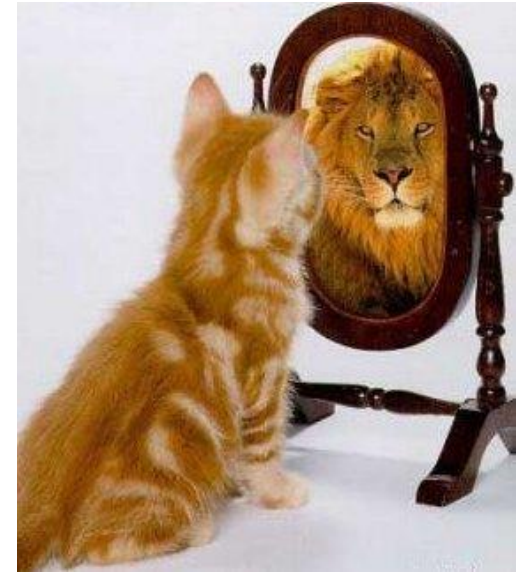
**TALENTS** (Physical abilities) – Physical Self

**MIND** (Mental abilities) – Psychological Self

These are representations of your

**SPIRIT** (Energy) and **MATTER** (Ego)

in a **PRESENT** state of **CONSCIOUSNESS**



**EGO = Temporary obsession with FORM**  
**SPIRIT = Eternal Energy in Universal PRESENCE**

BROUGHT TO YOU BY



Sponsored by





# WHAT & WHY THEY BUY

## WHAT?

- YOU
- CONNECTION
- CERTAINTY
- SIGNIFICANCE
- ACCEPTANCE
- PAIN RELIEF
- GRATIFICATION
- CREDIBILITY
- AUTHORITY
- INSPIRATION



Their **THOUGHT PROCESS**  
**SO WHAT? WHO CARES? WIIFM?**

## WHY?

To make me **look good** amongst my peers, management and communities where I live & serve

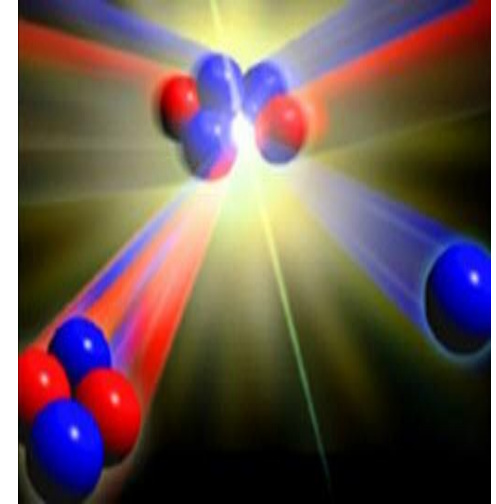
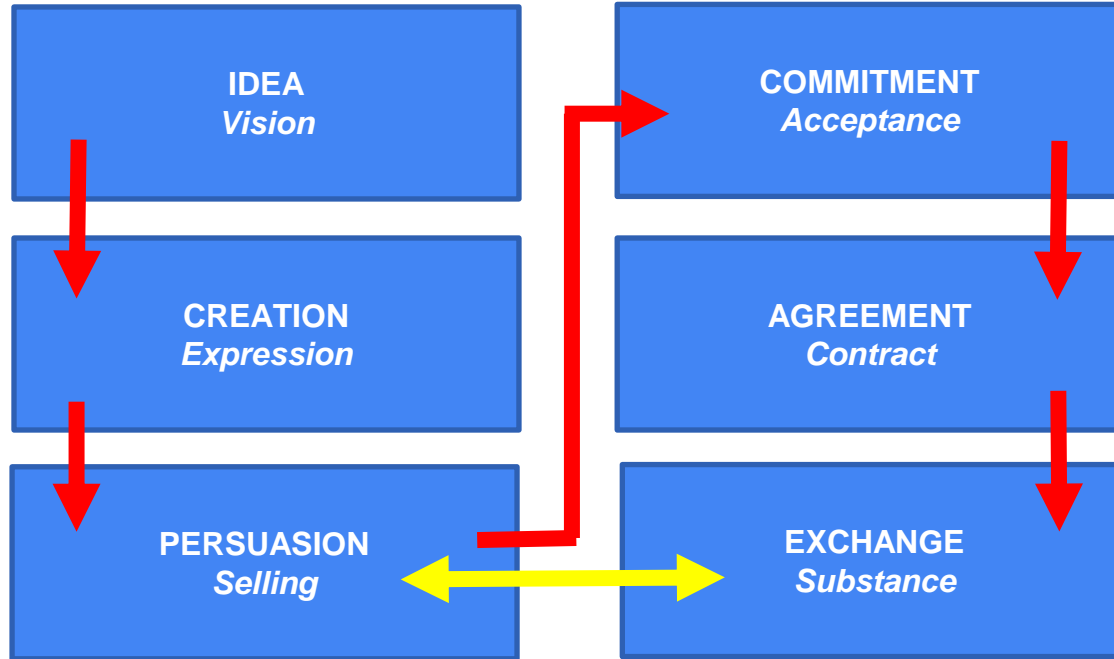
FIRST  
SATISFY  
THEIR  
EMOTIONAL  
NEEDS

**FITNESS INDICATORS**

BROUGHT TO YOU BY

Sponsored by

# ENERGY TRANSFORMATION



BROUGHT TO YOU BY



Sponsored by



# THE FIRST 90 SECONDS

1. **FEAR:** Eye contact / Smile / Respect / Consideration [5 seconds]
2. **INTRO:** Name / Brand / Service [15 seconds]
3. **ASK:** Courtesy / Values / Get them talking [40 seconds]
4. **GRAB:** Big Idea / Teaching / Fun / Sensory language [30 seconds]



## YOUR AUTHENTIC SELF

NO FEAR FOR BEING WRONG  
NO GUILT FOR PAST ERRORS

## KNOW WHAT YOU WANT

FIND OUT WHAT YOU'RE GETTING  
CHANGE UNTIL YOU GET WHAT YOU WANT

BROUGHT TO YOU BY



Sponsored by



# The 7 DIMENSIONS of INDIVIDUAL *INSPIRATION*

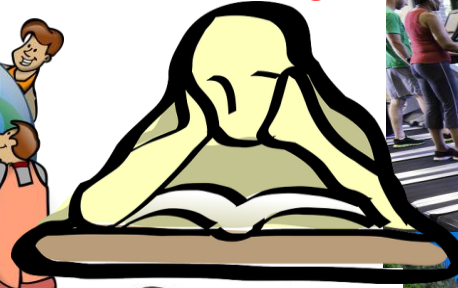
**FAMILY**



**SOCIAL**



**LEARNING**



**HEALTH**



**CAREER**

**MONEY**



**SPIRITUAL**

**INSPIRATION** – Self generated mental stimulation of impulses to action

**MOTIVATION** – Outside forces acting on a person to initiate action

BROUGHT TO YOU BY



Sponsored by



# THE HAPPINESS FORMULA

HAPPINESS IS EQUAL TO OR GREATER THAN THE EVENTS IN YOUR LIFE,  
MINUS YOUR EXPECTATION OF HOW LIFE SHOULD BE  
MO GAWDAT (formerly Head of Google X)

SOLVE for HAPPY  
IS IT THE TRUTH?  
No = Ignore / Yes = Can I do something about it?  
No = Accept it / Yes = Do it



BROUGHT TO YOU BY



Sponsored by





1. ARCHETYPES
2. EMOTIONS
3. PURPOSE
4. BELIEFS
5. ACCEPTANCE
6. INSTINCT
7. COURAGE
8. EGO
9. FITNESS
10. TRANSFORMATION
11. AUTHENTICITY
12. INSPIRATION
13. HAPPINESS

# REVIEW



***“You can get anything you want in life if you just help enough other people get what they want”  
Zig Ziglar***

BROUGHT TO YOU BY



Sponsored by



# Thank You

*CARPE DIEM*



"It is not the strength of the body that counts,  
but the strength of the Spirit." — J.R.R. Tolkien.

"Courage is being scared to death, but saddling  
up anyway." — John Wayne.

BROUGHT TO YOU BY



Sponsored by

