



# PRACTICE MAKES PERMANENT

We don't call this tool "Practice Makes Perfect" because there's no such thing as perfect. What practice makes...is permanent. It defines and refines our skills and disciplines, and enables us to get better and better over time. As we make certain skills and disciplines permanent, we establish a base, and then we practice some more and raise that base line to a higher level. And again. And again.

## MONDAY

### AM - Preparation

**Planning:** The top of the day on Monday am should be spent planning for prospecting, client calls and meetings and networking opportunities

**Goal:** What skill or discipline will I practice this week?

**Past Feedback:** Review feedback from coaches, clients and game film on that specific skill or discipline. Write down areas of improvement

### PM - Slow practice

**Alliance:** Create a feedback alliance with your coaches, focusing them on the specific improvements you are hoping to make

**Role play:** Conduct three rounds of role play practice with coaches (fellow sellers, managers, colleagues in another area)

**Feedback:** Ensure that for each practice round, feedback is written down and collected

## MONDAY - SLOW PRACTICE

Goal for practice: .....

Past feedback from coaches, clients and review of game film: .....

Current feedback alliance with coaches.  
Please watch for these specific behaviors: .....

Role play - Round #1 feedback:                      DW .....

(Offer one "Did Well" (DW)  
and one "Do Differently" (DD)

DD .....

Role play - Round #2 feedback:                      DW .....

DD .....

Role play - Round #3 feedback:                      DW .....

DD .....

## TUESDAY, WEDNESDAY, THURSDAY

These are our 'game days,' and so there is no practice. If there is room left over either early or late on these mid-week game days, then quickly grab a coach and practice the skill or discipline you performed MOST poorly during that day's meetings



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## FRIDAY

### AM - Fast practice

**Teams:** Teams of three peers

**Recap:** Each seller takes 10 minutes to recap one thing that went well this week (one DW and one DD)

**Recommendations:** For each DD, seller self-diagnoses what went wrong and why. Peers then make concrete suggestions for how to improve

**Practice option #1:** Seller then immediately practices that skill and discipline with peers and gets written feedback

**Practice option #2:** A different seller who is good at that particular skill and discipline does a quick tutorial. Then, that person role plays with a peer so that the seller who is trying to improve it can watch, take notes and then ask questions

**Practice option #3:** One of the other sellers has game film on that skill or discipline and the team watches it together, discusses and makes notes

## FRIDAY - FAST PRACTICE

Recap:

DD .....

DW .....

Recommendations:

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Feedback/Notes:

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## RULES OF ENGAGEMENT

- Most of your Monday is spent practicing with coaches
- Limit practice on Friday to an hour (two max), with no coaches present (only peers)
- Skills or disciplines being practiced must be specific
- Feedback alliances must be established prior to role play
- Role play should be harder than real life
- Role play must happen in multiple rounds
- All feedback is written down and kept in a running log
- We practice on each other, not on our customers