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## Week Seven Leadership Tool



160 Minutes w/ Friedman

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### Product Description

Week 7 - New Tool Added and Thoughts Before Use

- You must learn about customers' needs + problems they have before introducing product
- Listening techniques
  - Paraphrasing
  - clarifying
  - Perception checking
  - summarizing
  - Primary empathy
  - Advanced empathy
- Sell product based on pain points
- Set the Room = get in room before the other person and put yourself in a good spot to face them
- To know and not to do, is not to know
- Caching tips:
  - Only one question at a time
  - You dont have to have a surprise transition to the product
  - It should be like two dudes talking at the bar
  - Start the convo with something meaningful → build a relationship first

### Tool Description

This week 7 tool helps me take a deeper dive into catching and how to master it. It helps me understand that listening and asking questions are crucial. It's important to have more of a casual conversation where you learn about the other person. This tool also helps me understand the importance of catering the product to the person you are talking to - making sure to solve their pain points. Furthermore, it's important not to have a sharp transition into the product/service. Finally, it's important to build a real relationship with the person before going into the product. That's how you make lasting connections.

### Customer Reviews

★★★★★ Using Week 7 Leadership Tool – Thought

Verified Student

## Sell product based on pain points

Thought about how you should cater product to fit their needs → product should be versatile.

### ★★★★★ Using Week 7 Leadership Tool – Thought

Verified Student

#### To know and not to do, is not to know

Thought about how actually need to apply things you learn to retain info and get good at it.

### ★★★★★ Using Week 7 Leadership Tool – Thought

Verified Student

#### Caching tips

Thought about how differently this is compared to stereotypical sales scenarios. I'm used to it being super professional.

### ★★★★★ Shipping away my Box

Verified Student

Shipping away my Box:

- This assignment allowed me to figure out the things in my life that were taking away from my main goal in life - running a successful business.
- I examined things within the realm of five main categories: friends, school, confidence, procrastination, and being narrow-minded. It really made me realize all the things that were preventing me from reaching my goals. I may have been subconsciously aware of these but often brushed them off, failing to take action.
- Most of my issues revolved around distractions and beliefs that led to inaction or procrastination. I was doing a lot of other things that weren't moving the needle in my business, such as going out to the bars and doubting myself too much.
- Since this assignment, I have definitely noticed a change. Simply going to the business center right after class allows me to not even worry about old distractions like friends nagging me. When I'm at the business center, the only thing for me to really do is work.



**MY BOX**

**KEY**

F = Friends  
S = School  
C = Confidence  
P = Procrastination  
N = Narrow-minded

Here is a list of my box contents & description:

**Friends** → always ask me to do stuff, and I often feel bad saying no and not seeing them enough

**School** → having schoolwork occupy most of my time holds me back from working on my business

**Confidence** → I often feel like certain actions I plan to take won't succeed or help my business in any way, so I procrastinate.

**Procrastination** → There are often things with school and my business that I know will be hard + make me uncomfortable, so I delay taking action.

**Narrow-minded** → I often don't believe certain things are achievable within my business. I don't always see the big vision - what's actually possible. I think too small.

Customer image

### ★★★★★ Email Update

Verified Student

Email Update:

- My emails have gotten a lot better as the year has progressed. My email signature is finally unique and shows who I am as a person. I have also found ways to tie in creativity into my emails, such as a compelling subject line or cracking

jokes in the body. I've also learned that there's no need to make emails super long. Let your work do the talking.

Search Results

ESP252A - Shipping Away My Box

B Geissler, Bennett <geisslbg@miamioh.edu>  
to Jim ▾  
Hello Dr. Friedman,  
  
I have begun the process of packaging up my box and shipping it out. I haven't yet been able to get rid of it. With my new goals, I believe I can let go of it. Looking forward to class on Wednesday.  
  
Best Regards,  
Bennett Geissler  
--  


**Bennett Geissler**  
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Customer image

### Customers say

This tool allowed me to eliminate some major distractions in my life. I was able to see all the things that were working against my goals and come up with smart goals to get rid of them. It was important to see how all the different aspects of my life are affecting my goals. What I have kind of realized over the past few weeks is that most things that take away time from me working on my business aren't worth it. Most of it is just short-term gratification.