

THE MISSING LINKS IN YOUR SALES STRATEGY



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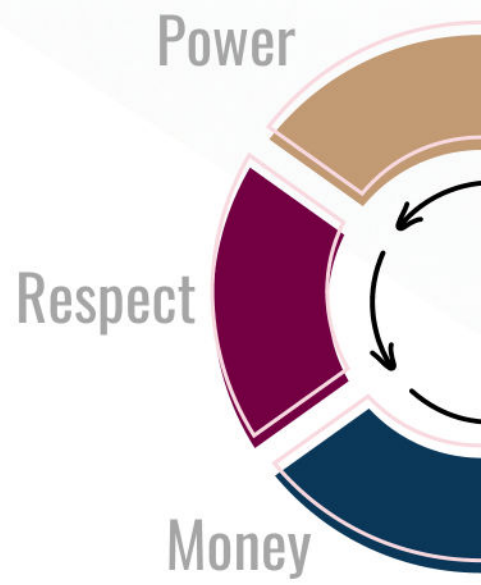
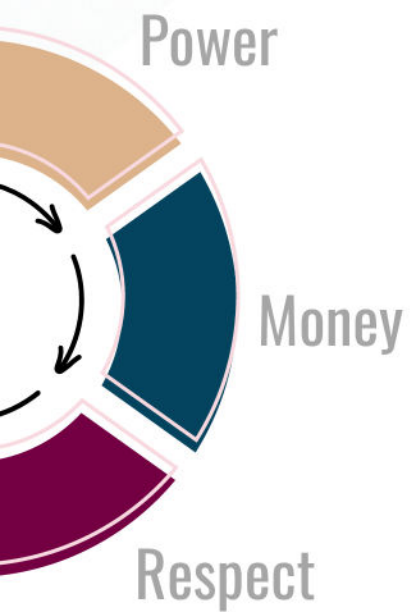


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BUSINESS PSYCHOLOGY INSIGHTS ON PEAK POWER IN SALES



Strenght

Endurance



Hard Power

Result-oriented

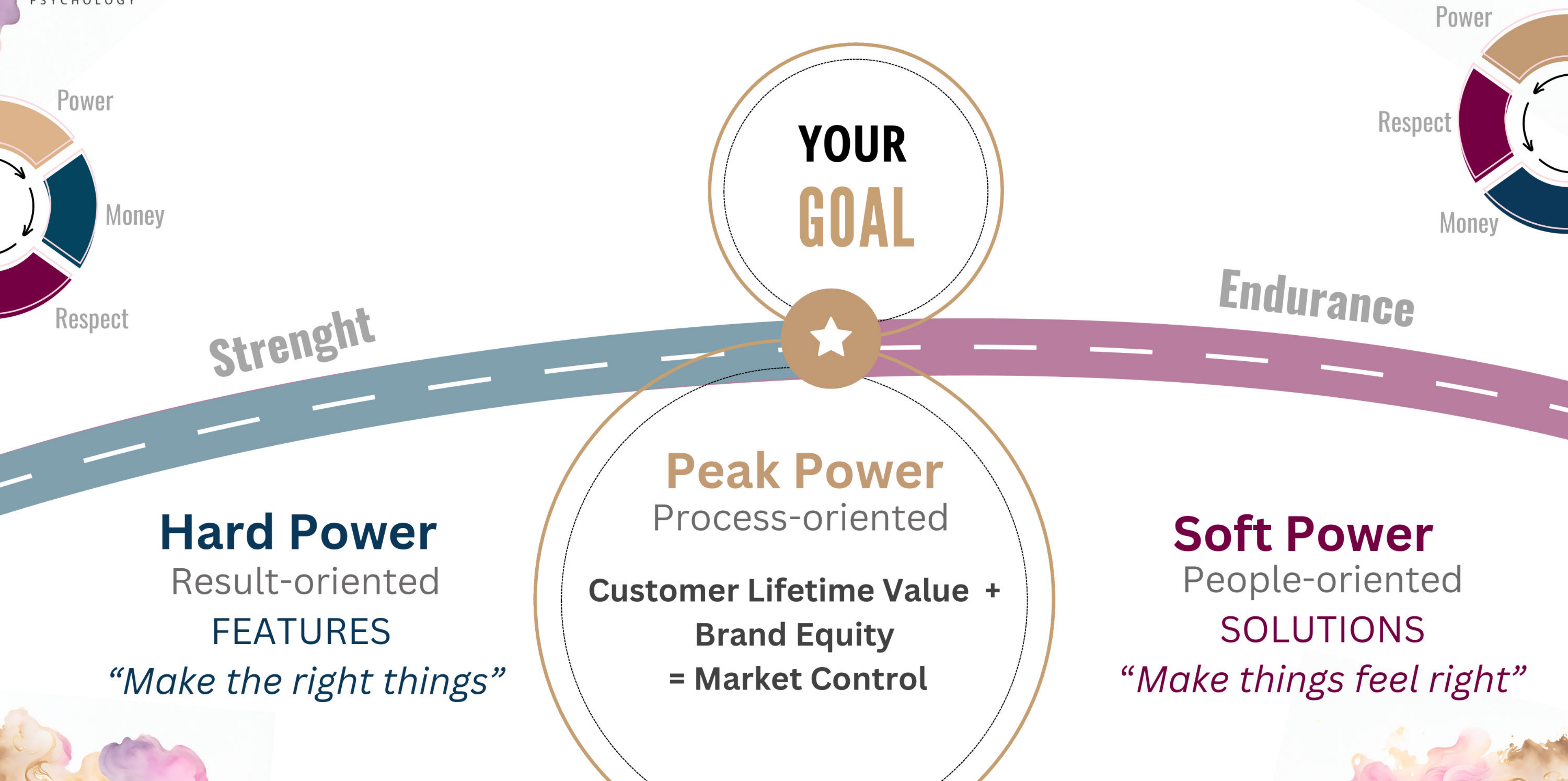
Logics, Data, Structure,
Security, Operations,
Services, Image

Soft Power

People-oriented

Values, People, Culture,
Feedback, Creativity, EQ,
Leadership

BUSINESS PSYCHOLOGY INSIGHTS ON PEAK POWER IN SALES



**YOUR
GOAL**

Strenght

Endurance

Hard Power

Result-oriented
FEATURES

“Make the right things”

Peak Power

Process-oriented

**Customer Lifetime Value +
Brand Equity
= Market Control**

Soft Power

People-oriented
SOLUTIONS

“Make things feel right”

Power

Money

Respect

Power

Respect

Money

Your Business Power

★
**WELL-DEFINED
PROCESS**

1. Starts with an Initial assessment & problem definition



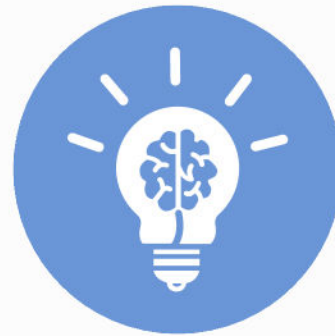
2. Defines what needs to be done, when, and why.



3. Navigates “How-to”s, strategic planning & implementation



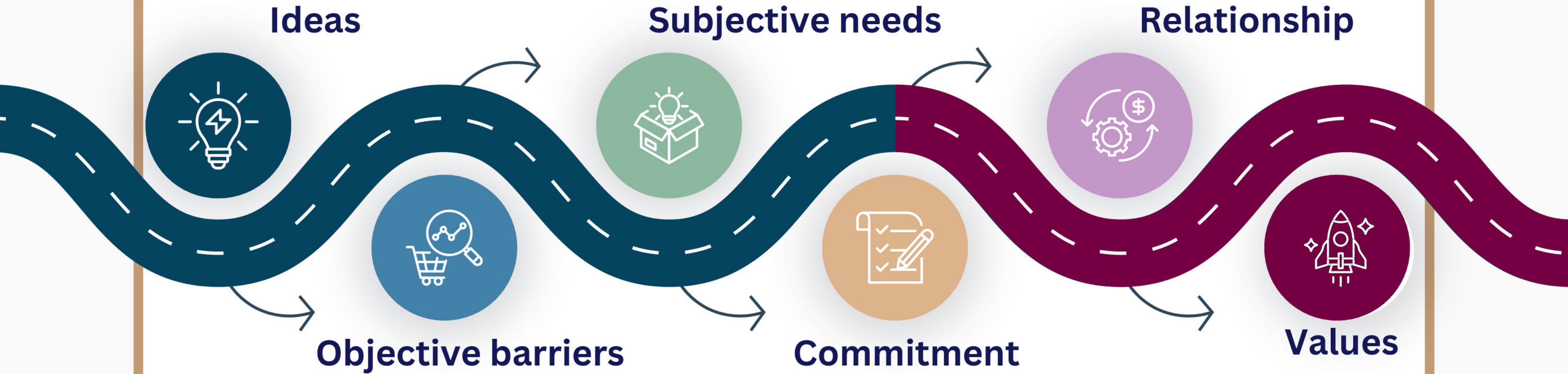
4. Grows with your business power



5. Delivers consistent, measurable outcomes & indicates improvements



YOUR WELL-DEFINED TIERS AND ENTRY POINTS



YOUR WELL-DEFINED TIERS AND ENTRY POINTS

Ideas



Subjective needs



Relationship



Objective barriers



Commitment



Values



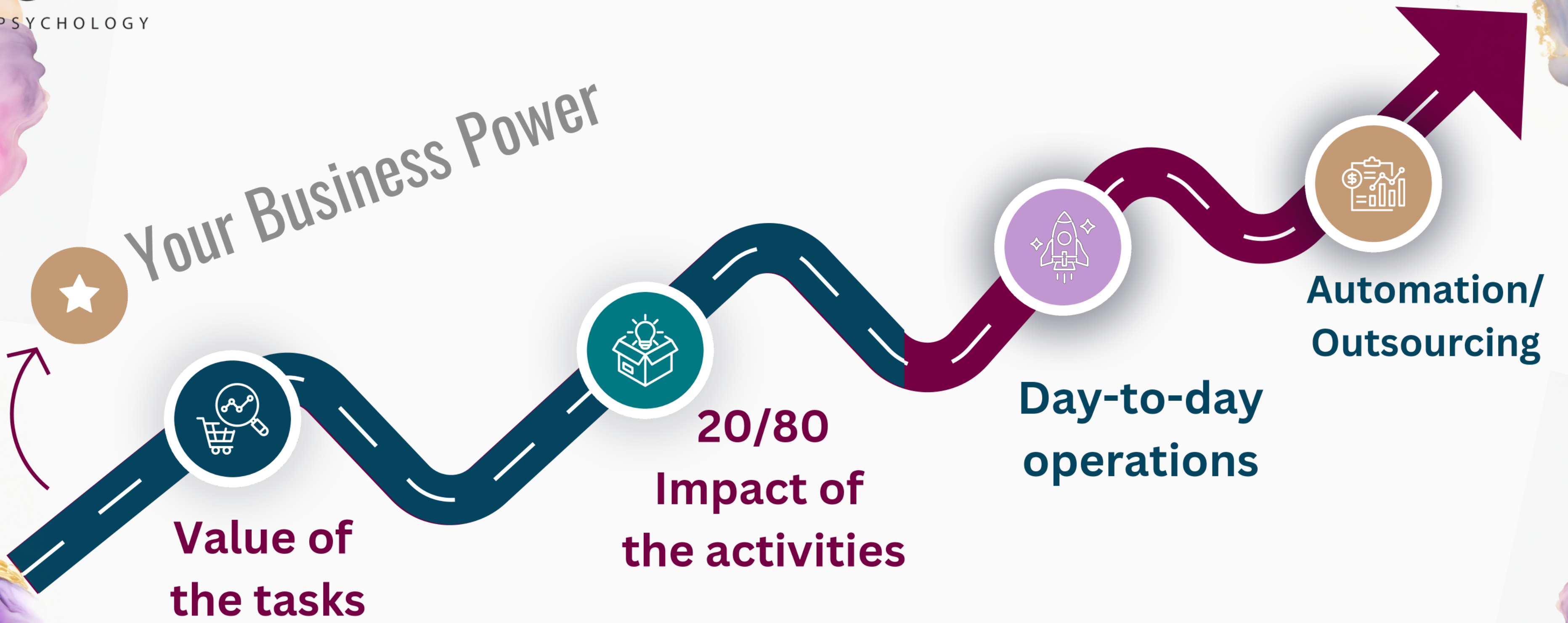
HOW DO YOU CONNECT, MOVE AND GLUE EVERYTHING?

CHANGE. ADAPT. EVOLVE.

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YOUR WELL-DESIGNED OPERATIONAL STRATEGY

Your Business Power



**Value of
the tasks**

**20/80
Impact of
the activities**

**Day-to-day
operations**

**Automation/
Outsourcing**

YOUR WELL-DESIGNED SALES STRATEGY

Your Business Power



What do you want?



What do you need?



What do you dream of?



What do you believe?



YOUR WELL-MOTIVATED BUSINESS CHOICES



**Why?
Values**



**What?
20/80**



**How?
Day-to-day**



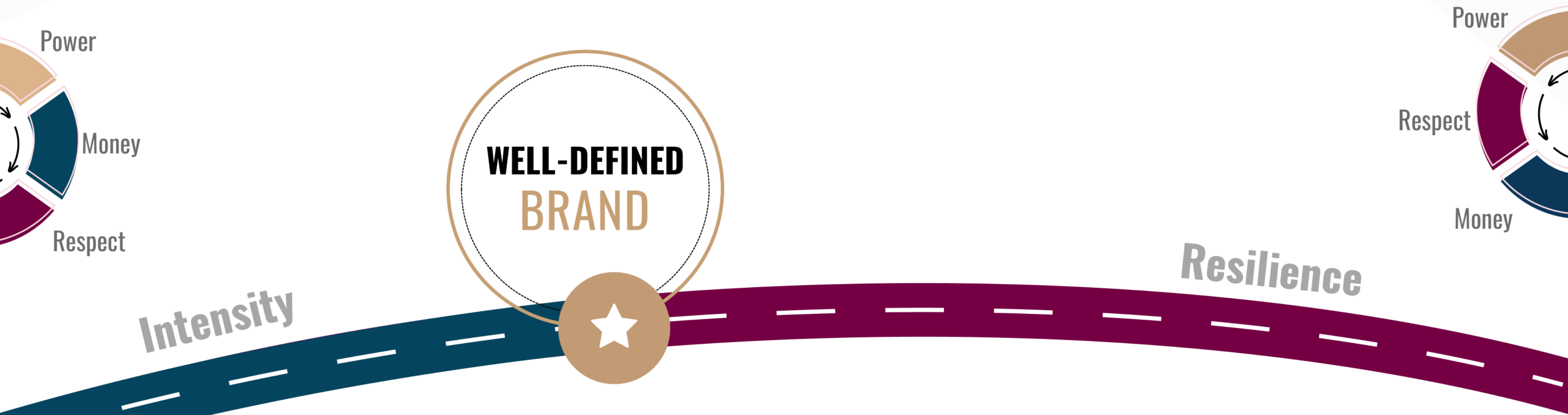
**Who/ When?
Automation/
Outsourcing**



**“THE LESS IS MORE”
WHAT TO KEEP/DISCHARGE**



YOUR WELL-DEFINED [PERSONAL] BRAND & LEADERSHIP STYLE



Hard Power

Practical Skills

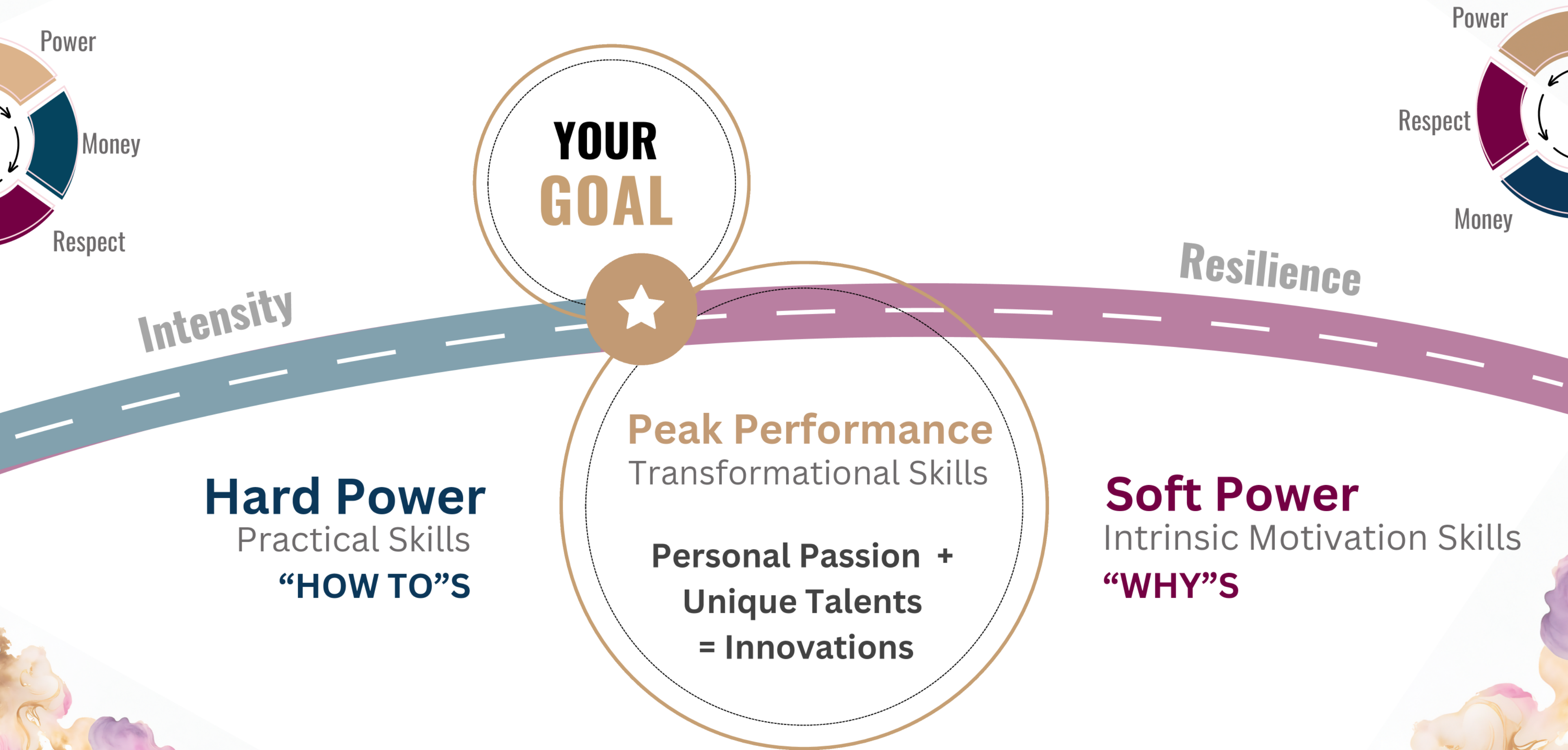
Logics, analysis, tools,
Image & Sales, Goals & KPIs,
Presentation & Negotiation
Security & Payments

Soft Power

Intrinsic Motivation Skills

Personal values, Self-worth,
Insights, Mindset, Openness,
Creativity, EQ, Innovativeness,
Networking & Partnering

YOUR WELL-BALANCED WORK-LIFE



CHANGING YOUR FOCUS: Stop. Reflect. Adapt.



**“All you build in business is
all you sustain”**

**“All you give in business
is all you get”**

WHO ARE WE AND HOW CAN WE HELP YOU?



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Business Psychology
Business Consulting & Development
Researcher & University Lecturer
Executive Trainer & Mentor
CEO of Juls' Psychology



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Career & Talent Strategist
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