



THE SALES GAME

BY WHY BRAVO

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The Rules of The Sales Game

1. Each player is given 20 poker chips.
2. When the game begins, players may start doing whatever they wish to obtain more chips.
3. Each iteration of the game will end after an unknown amount of time has passed. There are 4 iterations of the game in total.
4. You will not know how long this time will be, however know that it has been predetermined and cannot be changed.
5. The winner is the one with the most chips.
6. The loser is the one with the least chips.
7. ...Go.

Introduction

The game rules you just read were the ones that started this whole journey. At that point in time we had no idea what we – and the community that has now grown around it – were truly in for.

It started with an idea.

Actually, scratch that.

That sounds far too romantic and easy.

It started with a problem.

The problem was that after spending so much time at the front of the sales training room, working collectively with thousands of business owners, sales leaders, and their teams to improve their sales numbers, we noticed a trend.

It was a trend we hadn't just noticed in our own training rooms. This was a trend we were seeing in the students attending business and sales development events, trainings and seminars all over the world.

That trend? They weren't *using* the education they invested in.

They'd leave events feeling great about themselves with a page full of notes ready to be implemented, but when the rubber came to hit the road nothing really changed at the end of the day. Back to their old habits, old (failing) sales strategies, and old ways of thinking they go. It was like clockwork – and they'd even be the first to tell you it's the truth. We've all been there. We've all been 'that' student. Ourselves included.

We wanted to crack the code of meaningful education for the business world. When so many programs are left purchased but remain on the shelf, so many

books left unread, so many seminars attended and listened to yet unused, how do we cut through the noise and create something that people are truly changed for the better after experiencing?

How do we create an event that people look back on and say, “My business life is split into two parts, *before* I attended this event and after I attended this event”?

We delve more into this for you in Chapter Two, but for now all you need to know is it led us to take a long hard look at ourselves in the mirror and ask:

‘How do we create a sales training that people can’t help but be different people after attending?’

Not just have more information. Not just have *done* something different. But actually, *become* someone far better than they were before, in a way that transforms and empowers their approach to selling in the modern world of business.

Never again did we want Kylie to leave the training and be left to implement her page of notes on her own. We didn’t want Benjamin to be left wondering whether or not the sales strategy he just learned will work for him, given his unique position in the marketplace. We didn’t want Olivia to feel full of confidence while she was in the training room, only to be seen plummeting back to earth three days later when the hit of motivation wears off. We didn’t want Andy to even entertain the idea of going back to a list of leads on Monday with the same lacklustre attitude he had on Friday.

We wanted our students to have a sales training experience that transformed them into not just better sales closers, but better people at large.

Better communicators.

Better negotiators.

Better empathisers.

Better value adders.

Better problem solvers.

How about better everything that sales was always meant to stand for?

We didn't just want Peter to be able to generate great ideas, we wanted him to be able to back himself and take action on them *immediately*. We didn't want Sarah to just make another sale, we wanted it to be second nature for her to want to follow that buyer up again in a month's time and see if there's anything extra she can do for them. We didn't want Nick to understand his product or service like the back of his hand, we wanted him to truly understand his buyers and the way they think, behave, and make decisions.

Why restrict oneself to just winning small battles when there's a whole war to be considered?

And so, we needed to create an environment that encouraged this transformative style of learning. The type of learning where people don't just walk away with more information, they walk away as a new person, specifically in the areas of sales, marketing, and business they need it most. The answer turned out to be something that we've since discovered is – to our knowledge – the single most powerful, rapid, and yet sustainable way to educate an adult human being:

Playing games.

We know, right? Who'd have thought? Wasn't learning meant to be serious?

As you'll learn in Chapter One, games in the business training room are a profoundly empowering way to grow our self-awareness, increase our sales, and negotiation abilities, whilst opening our eyes to inspiring new possibilities for the future of business. It's not always a comfortable journey (in fact, the more discomfort we face, the more we'll actually get out of playing a game), but games ensure we keep our learning on track by boasting three distinct factors that any old PowerPoint presentation or textbook simply can't:

The feedback they provide on our sales approach is instant.

There's no running from the feedback a game gives us.

The way we play games is often how we play life.

And so, The Sales Game was born using the rules previously stated.

A carefully designed, yet seemingly ambiguous game where an infinite amount of outcomes could play out – purposefully created to help salespeople and business owners gain extraordinary amounts of self-awareness, self-confidence, awareness of others and how they think, rounded out with the trust and faith to also be able to *back their team mates on the same journey*.

The way it achieves this is by simply providing a playground for our strengths, weaknesses, fears, motivators, strategies, personalities, and behaviour to come to the fore.

Once we become acutely aware of our own strategies – some of which we weren't even consciously aware we were deploying – we gain the unfair advantage of self-awareness like never before.

And once we become aware of something, 50% of the journey to change has already been completed. The transformation has automatically begun to change what *isn't* working and double down on what *is*.

And at the risk of our readers believing that, “Well, of course they'd say that... they're here to promote their own training, aren't they?”, we can say with full conviction that The Sales Game is the *ultimate sales training event*. Not just because of our own experience of the event as its facilitators, but due to the extraordinary feedback and results achieved by the students who have played. We've included some reviews you have to read to believe throughout this book.

But please believe us when we say it isn't for everyone. We 100% stand by the fact that there are people who simply aren't ready to learn what this game can teach them about themselves and others. Sometimes, Pandora's Box simply wasn't meant to be opened yet.

The wisdom imparted to all students playing the game is as fun, enlightening, and empowering as it can be difficult and well, downright... potent.

The undeniable-feedback nature of The Sales Game comes into play whether people are ready for it or not – and that’s confronting for some people. It means deliberately putting ourselves into a situation we know will challenge us. It means accepting and facing the results we achieve, even if they don’t reflect our intentions for playing the game. It means realising something (or someone) we thought was working for us our whole lives could be *actually* the thing (or person) holding us back. Not everyone is capable of dealing with feedback of that intensity.

Admittedly, it is only a small portion of the population we’re referring to here, but it still needs to be said, nonetheless. The large majority of students up for playing this game describe it as one of the most profound, fun, engaging, and positively challenging training experiences of their professional lives.

Ideally, entering this game means *you’re ready* for the challenge. You finally want clarity on what’s been holding you back from sales success and you’re ready to confront and resolve whatever that means about you and the business you sell for. Either that, or you finally want to discover the edge to cut through the noise in your own marketplace and achieve the sales results you know your business is truly capable of – no longer keeping you stuck with the title of the world’s ‘Best Kept Secret’.

If that’s the case, then we can promise you this:

You *will* feel uncomfortable at some stage throughout The Sales Game.

And that’s *exactly* the way you want it to be. Because, it is only by pushing through that discomfort, that you will experience that exhilarating form of relief, release, and freedom you’ve been looking for, for so long now. Such a reward can *only* be achieved by embracing the challenge that lies ahead.

We thank you greatly for being here, reading this.

In ‘The Sales Game’, we’ve now been shown enough evidence to tell us this is having a huge impact on those up for the challenge – both in their internal confidence and in their sales results to match.

We hope by reading this book it even starts to get a few lightbulbs brightening up in your own mind.

Enjoy the pages to come and if there is ever anything else, we can do to help you on your sales journey, just say the word and the coffee is on us. Until then, we only want to leave you with three questions to keep in mind as you devour the book ahead:

What would your first move be? What is your winning strategy? How would you play the game?

Darcy J Smyth and Steve Claydon

Creators: The Sales Game

Chapter One

Are You Ready To Play A Game?

Darcy J Smyth

OK, are you ready to play a game?

Notice as you read that question how you almost can't *help* but lean in.

Something within you immediately wants to know more.

You didn't need to be persuaded into being curious about the idea.

You felt curious all on your own.

You and almost every other single human being that hears the question.

That's why there's something phenomenally intriguing about playing games.

Something within us is so naturally and organically attracted to them.

Something within us has a desire to feel the ultimate thrill of winning.

Something within us frees *itself* when we're given the opportunity to 'play'.

Almost like it taps into that inner child that's been screaming out for some fun and adventure for far too long now.

In fact, we've found business owners and sales teams alike are so exhilarated by the idea of *game playing* as an opportunity to learn, that we're shocked they're not at the core of almost every adult learning experience.

Games and play are, after all, how we've actually always learned best.

Us and every single other mammalian species on earth.

Just ask the tiger cubs play fighting at 4 months old.

The chimps racing each other to the top of the tree as one-year-olds.

Or your 4-year-old nephew who just learned how to beat you at 'Checkers'.

Games and play aren't just a way of learning...

They're the way we learn.

In 'The Sales Game' live event room, the power of games in learning is undeniable.

And the way it becomes so evident is three-fold:

Firstly, the feedback a game provides is instant.

Games afford us the luxury of instant feedback for the sales strategy we just used.

Did it work? Great, how can we refine it even further?

Did it fail? OK, what do we need to change to succeed?

The result is a fast-tracking of sales ability and results without the wondering and waiting to see if the learnings truly landed.

No more attending an event, then laboriously applying what you've learned for 6 months to see if it works.

No more guessing games, wondering if your sales abilities are up to scratch to succeed in your industry.

Just simple, straightforward, undeniable feedback.

Some people aren't ready for that feedback – they opt for blissful ignorance instead.

Others crave that form of feedback – they know the only way to grow is through discomfort and challenge.

Second, there's no running from the feedback a game gives us.

We can disagree with sales trainers, textbooks, and videos on 'the right way to close a deal' until we're all blue in the face.

But there's no disagreeing with the feedback a game gives us.

The result is the result.

If you're left with 0 chips at the end of the day, your strategy is broken.

No excuses, just an investigation into what needs to be changed moving forward for sales success.

And then adapting accordingly.

There's no mirror quite like 'The Sales Game'.

It's a mirror that doesn't just highlight our imperfections, or only show us what we want to see.

It shows us everything.

How we deal with what we see in the mirror is how we play the game.

And how we play the game determines the results we achieve.

Third, the way we play games is often how we play life.

We may not spend all day literally rolling dice or playing with poker chips, but the metaphor of gameplay can be found in almost every corner of professional life as we know it.

Competition, scarcity of resources, unexpected curveballs and 'rule changes', deadlines approaching, winners and losers.

Games have it all.

So does life.

Of *course*, who we are when we play games is who we are in life.
How could it be any other way?

Games show us how we behave when placed under pressure.
They force us to make decisions based on our personal values.
They reveal sides of ourselves we've become both great at expressing and hiding.
The positive emotions that spill from every part of us when things go our way.
The silence we sit in for hours after they don't.

There's no greater platform from which to understand ourselves, others, and the world we've all found ourselves in than a well-designed game.

So, are you ready to play?

Chapter One

This Was Always The Case

Steve Claydon

Games, play, experiences, make believe worlds, sport, competition, and imagination all create opportunities for stories around fires. This is the way we, as human beings, have always enjoyed learning and exploring. Those things we can sense are 'there', just below the surface, waiting for an opportunity to make itself known consciously, in clear daylight (or fire light in some cases).

An example could be the exploration of 'I wonder who the fastest runner in the world is' (then there came a thing called the Olympics) or 'imagine man on the moon' (then we built a company called NASA). Other times it's a little more practical as we learn mathematical equations by moving groups of blocks, or learning social interaction, negotiation, leading and following by playing 'unicorns' or 'army' as little ones and playing the board games Settlers of Catan, Monopoly, and Cluedo (or the likes) as slightly older ones.

It would be fair to argue that playing games and imagining new worlds (let's call them simulations for future reference) has led to the greatest discoveries and advancements of times past.

As creators of 'The Sales Game', we thought there would be a good chance that this would continue, if only we too created simulations for people to explore within. Just like it had been for generation after generation before us and most likely ahead of us too. Creating an environment for NASA-like imagination and Olympic-like competition was a worthwhile pursuit. History shows that it had a good chance of bringing the best (and possibly the worst) out in people in the most honest and authentic way possible. Which we believe is *all* good.

"How we play games is how we play life". A statement we believe to be true in every sense. All we had to do was trust that the best way to learn (and teach) is through 'play' paired with the self-awareness that how a player approaches a

particular game is showing them, and the world around them, a simulation (or part simulation) of their own life.

We have found this to be 100% the case within 'The Sales Game'. Often with the players saying all the way through that they, "Just had a massive realisation about the way they approached certain aspects of their business and professional lives".

Whether that be their relationship to money, the way they accept or deny responsibility, their approach to conflict, who they prefer to spend time with (whether out of comfort or discomfort), how they tackle problem solving and the result thereafter, even down to how people use food, alcohol, or tobacco when things get tough. It truly is a remarkable environment that has a fond relationship with raw honesty.

We just don't think you can do that with a PowerPoint slide deck, a workbook and a presenter. That form of education and learning had its purposes, but in the modern working generation it's going to die a slow and painful death. Purely from how often it can provide nothing more than just head knowledge with little to no action or change thereafter, with diminishing returns every minute after the knowledge has been consumed.

Introduce gaming, gamification, simulations, and imaginative environments into your business and life and we promise that you'll find out more than you could possibly imagine.

Besides, it's a whole lot more fun.

And that, right there, is something we all want more of.

“The experience today has been motivating. It’s provoked thought. It’s a good environment where you feel safe and delivers content you can emotionally attach yourself to. As an outcome of that, with the exchange between the people in the room and the facilitators, everyone benefits. The content is fantastic, it’s something unique and out there. It’s certainly new and provoking to better outcomes, instead of sitting around and being dealt death by a PowerPoint.”

– PETER TURNBULL

Chapter Two

The Old Model Of Learning Can't Get Us To Where We Need To Go

Darcy J Smyth

We can read all the books in the world – most of us have a stack of them gathering dust somewhere in the house.

We can listen to all the podcasts, complete all the online courses, and attend all the seminars available at our fingertips – we've all left the 4.5-star reviews and got the certificates sitting in our bottom drawer to prove it.

And they're great.

Great, at least, for gathering knowledge.

Great for knowing more things.

Great for reciting more facts, phrases, and figures.

But knowledge in this world isn't power, no matter how much we've been led to believe it is.

Power in this world is the ability to take knowledge and turn it into a result.

Power in this world isn't just having chips on the table, it's being able to turn those chips into an outcome (even if that outcome is just 'more chips').

But the mass majority of business trainings don't deliver power, they only deliver knowledge.

They ensure you 'know' more things - which is fine.

But if a builder doesn't know how to use a hammer, giving him more hammers isn't going to solve his problem.

The 'more knowledge' model of education is broken.

And in a lot of cases is a waste of precious time and money.

The value it provides is equivalent to being given a new car, with no confidence to drive it.

Tickets to the greatest music concert in the world, given to a deaf person.

An original copy of 'To Kill a Mockingbird' given as a gift to someone who only speaks and reads Mandarin.

A Royal Flush handed to someone who thinks they're playing Blackjack instead of Poker.

Are these things valuable? Absolutely.

Do they hold the same value in the hands of someone with no idea what it's worth? Absolutely not.

The same goes for the business and sales trainings we invest in as learners in the modern world.

Is the knowledge imparted on all the podcasts, in all the books, and at all the seminars valuable? Most definitely.

But what if people aren't yet the person 'ready' to truly receive the essence of what they're learning? Then most definitely not.

I say this as both a student and a trainer.

A mentor and a mentee.

A creator and a consumer.

The one sitting in the chair soaking it up and the one responsible for putting the chairs there in the first place.

And that's actually, ultimately, why we created The Sales Game to begin with.

It was when we truly had this realisation, that we vulnerably admitted something needed to change.

Transparency moment coming up.

We had both spent a relatively impressive amount of time at the front of the sales training room.

We had really come to be able to deliver our respective trainings with ease and simplicity.

We knew the words that were about to come out of our mouths hours before they were even said.

We knew when our audiences were about to laugh, about to cry, or about to have a breakthrough moment.

The 'knowledge' we were imparting to our audiences was abundant.

And because of that, we had heard all the positive feedback.

"That was amazing, thank you so much".

"Out of all the trainings I've attended, this one is going to be the one that changes

it all for me”.

“This was exactly what I needed, ready to go out there and finally start closing those sales!”

We’ve even both got the ‘training feedback’ sheets from years past sitting in our wardrobes to look back on.

We’re super appreciative and grateful for this feedback.

It’s been extraordinary to be a part of people’s ‘knowledge’ journey.

But as you can likely imagine (and likely have even experienced yourself as a student... I know I have), is what happens when the training is over and it’s time to go home and implement what you’ve learned?

The first day back you’re full of motivation.

The second day back you’re trying to cling on to that inspired feeling you had in the room.

By the time the end of the first week hits, you’ve forgotten 80% of what you learned, and your default settings have kicked right back in.

And that problem you came to the event to solve? Yep, it’s still there.

You ‘know’ a lot of new things, but being the person that implements them daily?

That’s a whole other form of transformation required.

You’ve got the keys in your hand, but you’ve never driven manual in your life.

You’ve got chips in your hand but are paralysed with fear to use them, even though you’ve got a whole 5 pages full of notes on how to do so.

And to be bluntly honest, you’re unfortunately not the only one.

Which isn’t the way we wanted it to be.

It isn’t the way *any trainer* of sales or business wants it to be.

It’s just a reality of the *typical* adult education world.

Which is why we *had* to create a training that wasn’t typical.

We had to create a training that not only gave people knowledge and content, but that they had no other choice but to become empowered to *actually* put it to use starting immediately.

We had to create a training that put the chips in people’s hands and showed them through pure experience how to place the best bet possible.

We had to create an environment that encouraged them to make as many mistakes as possible in a fully supportive group setting.

Now the feedback we receive isn't about how much people loved the training.

The feedback is now about how much action people are taking.

They send photos of the new products and services they've created for clients.

They send us the videos they've shot for their communities that they were far too afraid to before.

They send us messages about the deals they just closed, and the significant value to which they were able to close them.

And they don't do this within months of the event, they do it within days.

One woman literally booked an out-of-the-blue costume shopping trip to Bangkok for her Dance Studio, all before bidding on a new apartment at the high end of town that she says she never would have done if not for the self-awareness she gained through 'The Sales Game'.

Another went on to turn her team of 2 into a team of 10 and add tens of thousands to her bottom line while she did it.

Another player has gone from sitting at the \$4-5K a month mark in her business, to recently closing \$50K worth of business in three weeks.

A hammer without empowerment to go with it is simply a hammer.

But combine a hammer with a person empowered with confidence to build, and the Eiffel Tower looks damn stunning lit up at night.

Chapter Two

Role Plays Have Left The Building

Steve Claydon

One thing we often hear from those curious to explore what The Sales Game is all about is “So, like, are there role plays, or do we practice sales conversations, or...?”

From which our response is always – “Role plays are just a distraction from the *real* learning that needs to happen.”

Maybe if you were going to acting school, role plays are perfectly fine. It gives the person time to practice the part, master the pauses, and make the audience believe they are actually someone else.

Sales and business on the other hand is the exact opposite of that. The market is starved of true human connection (only amplified by our modern smartphone-led world full of ‘social’ apps). The market wants to know *who* you really are and *love* to see someone comfortable and confident within their own skin.

That is who they want to buy from.

We believe giving people scripts, teaching them how to say it perfectly, but whilst forcing them to articulate things in ways they never would in the ‘real world’ is a sure fire way to create anxiety and a strange form of disconnect when the buyer can sense (but often can’t say) that there is just something ‘off’ about that person.

So, we prefer to create simulation environments, whereby the attendees are free to be 100% themselves in a safe place that gives them immediate, raw, and honest feedback of whether their particular strategy is paying them chips.

What we find is extraordinary. Those who put on the ‘act’ often fail miserably from their fellow gamers. Those who decide to be courageously honest, confident within themselves, share stories, and reveal pure intentions and parts of

themselves that they may never have before with strangers (let alone the closest people in their lives) are the ones who are rewarded massively!

We are seeing 5X, 10X, and even 20X multiples of their starting chips.

Who would have thought that the single best strategy of this modern world is to be yourself, seek true connection with others (often facilitated through considerate personalisation) all the while getting rid of the 'act'?

“You know, I came into this event with 35 years business experience, thinking, “I’m really experienced, this is going to be interesting – but no idea what to expect”. Then, the amount of learning and the amount of information that came back at us was incredible. I’ve changed. My whole paradigm has changed in the last 48 hours. It’s certainly an event that will shift you and change you and I would highly recommend it to anybody who’s in business or anybody who’s in life.”

– SIMON ANDERSON

Chapter Three

What Are We Here To Achieve?

Darcy J Smyth

Without a goal in mind, even the most insightful and empowering business and sales training fails to have a purpose.

In 'The Sales Game', the truth is we could keep playing the game over and over again, gathering lightbulb moments on 'how to sell' all along the way.

But if we don't know what goal those insights are helping us kick, then all we're doing is going for a drive to a destination that doesn't exist.

In a car that can't steer or indicate in any specific direction.

Stopping for lunch at a restaurant with no menu.

And celebrating our achievement with... non-alcoholic beer.

And so, before we even begin playing 'The Sales Game', we ensure our players are 100% aware of the goals they're here to hit.

They are split into 4 different areas of growth for understanding ourselves, others, the business world at large, and how to sell successfully within it.

The first goal is to *know ourselves*.

Before we can achieve anything extraordinary in this world, we need to have a well-grounded understanding of self.

We are highly advantaged when we know our own strengths, can accept our own weaknesses, are conscious of our own motivators, and have the ability to remove what turns us off.

The Sales Game shoves this knowledge in our face and forces us to confront it whether we like it or not.

Some people are afraid of that.

Others relish the opportunity to soak in the self-awareness like a sponge.

If you're the one with the most chips at the end of the day, what does that say about you?

If you were winning 10 minutes ago, but have since lost all your chips, how does that reflect your rollercoaster finances in the real world?

Ready to truly know yourself, 'warts and all'?

'The Sales Game' literally can't help but give you that answer.

If you're afraid of knowing the answer, then even *that* in itself gives an insight into why your sales numbers are being held back.

The second goal is to *back ourselves*.

When we realise that knowledge is only power when it's applied, we give ourselves the opportunity to take 'knowing ourselves' to the level of 'backing ourselves'.

Not only do we know our motivators, but we're confident enough to ask for more of them.

Not only are we aware of our weaknesses, but we're free to delegate them.

Not only do we know our strengths, but we love to express ourselves through them.

'The Sales Game' provides for the ultimate platform to do exactly that.

In an environment that is made up by simulation.

You get to scratch your knees in the room but avoid the scars the second you walk out.

Of course, you always have the option to continue to play it safe.

A strategy which has its own set of consequences and results.

The choice is *always yours*.

The third goal is to *know others*.

This is where things start to get interesting.

Especially if we're intrigued by what happens when people 'lose control'.

Because let's be honest, if there's one thing that's out of our control in this world - it's other people (unless you're a skilled narcissist, at which point you'll have already failed at the *next* step to come).

Because knowing ourselves and backing ourselves is within our own realm of psyche.

It's (somewhat, at least) within our control.

It's much more graspable and malleable.

But bringing other people's behaviour, personalities, and stories into play?

Well, that just throws an incredible amount of unpredictability into the mix.

However, the amount isn't so much that it can't be tamed to a functional or resourceful amount.

And understanding as much of that *as possible* is the key to success here.
To know others is to become aware of their strengths, their weaknesses, their motivators, and their turn offs.
And to be successful in this is to remain committed to the never-ending journey of understanding it on a deeper and deeper level, knowing we'll never ever fully arrive at 'all knowing'.
Whilst playing 'The Sales Game', what is it you'll look for in others?
How will you know whether your assumptions about them are spot on... or miles off?
And what will those assumptions cost or gain you as the game rolls on?

The fourth and final goal is to *back others*.
Once our knowledge of others has been sufficiently established, it's time to take the leap of faith and back them to achieve a result.
That means quieting our ego and trusting they'll be able to get the job done without our hands needing to be on the wheel.
That means giving them our chips to bet with at a different table.
For some, that means doing the scariest thing they could possibly imagine.
Giving up control.
Victory in 'The Sales Game' depends not on our ability to 'do it all on our own'.
Of that, you can be assured.
It more depends on our ability to have faith in those around us.
To trust they want the best for us and to show we want the best for them.
Upon hitting this final goal, the entire game opens up to us.
And upon leaving the Sales Game training room at the end of the day, the same can be said of the world that has since become our oyster.

If only we're willing to give up control, and trust that one man's weakness is another man's strength.

If only we're willing to drop the belief, we need to do it all ourselves and trust that one woman's greatest fear is another woman's passion.

Chapter Three

How To Irrevocably Shift To 'Backing Yourself' Always

Steve Claydon

If I somehow stumbled across a pack of Tim Tams with the magic genie inside, granting me three wishes, it would be to ensure all of mankind had three things permanently:

- Clarity
- Confidence
- Consistency

I believe they are the three things that lead to mastery in any chosen field, personally or professionally.

They are to know the path forward, illuminated with the brightest lights, with the very best that Google Maps has to offer, showing you every turn in great detail in the most efficient and practical way.

It is to approach everything with an inner, unshakable confidence that allows oneself to stare fear in the face and say, "Bring it on", as you bump shoulders and move past, shoving it to the side to feel sorry for itself.

And finally, it's to have every action aligned to 'the path', firmly stuck on the tracks like a 50-carriage train, loaded up with thousands of tons of rock. You can't help but consistently move forward. Momentum is the only option and day-by-day you get closer to the destination.

Wouldn't the world be an incredible place if the genie would grant these wishes?

However, the reality is most are working from the opposite end of the spectrum. They have no idea where they are going in life, the waters are murky, and the reflection is poor when they try to look at who they are.

They fall mercy to fear, especially in those moments that really matter, and they say a lot of things that never bear fruit or come to fruition.

In playing the game, I've noticed that wish number two – having confidence – is the secret sauce. It is the hidden ingredient that unlocks new flavours and experiences for people, and best of all, it can be embraced if only one would be willing to try.

So how? How can one build their confidence and find the way to 'backing yourself' always?

Well, I believe it comes down to a few complimenting things; that permanence is a worthy pursuit, legacy is an inspiring force for all, and at the end of the day, we all have nothing to lose.

So, let's briefly deep dive into each to make sense of how this is applied throughout 'The Sales Game'. As you know by now, our vision for the game was to create a learning and training environment whereby the players couldn't help but be different people by the end of the game. It was through this 'permanence' that the game took shape as we explored how positively transformative things were of the highest value in life and were mostly found through experience. An example? Skydiving. A positively transformative experience that left the diver a different person once they landed back firmly on the ground. Traveling to new countries and cities, soaking in the sights, food, and people is another.

Another form of permanence is those creations that can live on longer than you. Building the business, the brand, the book, the painting, the photos, the board game, the film, the songs. Even those creations that aren't permanent in and of themselves (like floral arrangements and exquisite food) that are here today and gone tomorrow can still be 'transformative' in nature. Leaving the person 'changed' after either creating them or experiencing them.

These are worthy of your pursuit.

Now, the question becomes, why don't people embrace them? Put them out there? Do them more? Share them more?

The answer is this: It comes down to the great enemy of confidence and that is fear.

Now don't get me wrong. Fear is a good thing. It allows us not to go and do things that will physically hurt us (like jumping from a building with no parachute). However, we still often fall victim to it with things that *won't* physically hurt us.

Like starting a conversation with a stranger. Asking for an opportunity. Releasing your creative works, dancing, trying something new, or being vulnerable with others.

I'm sure you can empathise with all of the above (we've all been there... often) but you may also notice that none of the above will hurt you physically (well yeah, I'm sure you could argue a sprained ankle during salsa or a punch in the face when you say 'hello' to a stranger... but come on... please).

However, the fear still works out in the same way. It holds us captive. It keeps us still and it helps us to remain in the shadows where a predator may not see us so easily.

By playing 'The Sales Game', I've come to realise a hack for how you can win the game and it's all about switching the rivalry you have with fear to one of friendship.

Your fear is telling you exactly what to do at any given time. It is your compass, pointing you in the direction to take and it itself on time. Every second you wait, it becomes stronger (and it doesn't want you to know that).

So, use your fear as your compass and starve it of time. Notice what you fear and move *towards* it.

Move fast and act without hesitation. It won't even know that you've slipped past for a few moments (sometimes minutes) as it continues to gorge itself on the

double cheeseburger of time. By this point, you will already be a few steps ahead and as it is fat and lethargic, it won't be able to catch you.

An example is when you need to start the conversation with a stranger for a mutual win/win (chips or real money, it doesn't matter). You see them and you know exactly what you must do. It's simple, walk up to them and say, "Hey", followed by something else ending in a question mark. But there is a knot in your stomach that says, "Hmmm you're not ready yet", or "That won't work". THAT should be the precise moment you commit and start movement regardless.

Another example is when you get to the point of the conversation with a buyer, everything is lined up to move forward and do business together, but you know you need to talk money, followed by a, "How does that sound to you?" But your palms get sweaty, you hesitate, and want an 'out' by moving the conversation towards, "I'll send you an email". THAT should be the precise moment you commit and start talking money.

And as you run towards and past your fears, knowing it can never catch you (if only you commit quickly) your agility increases as it's diminished.

This leaves you with an unfair advantage that can't be matched. This allows you to create at levels never before deemed possible. This paves a way for transformative experiences (not only for you, but those around you) and this means you leave this world with a banging legacy as others endeavour to be courageous like you.

All it takes is for you to run like hell towards your fears and insecurities, when everyone else runs away from them, learning more about yourself than you could have imagined.

That's how you irrevocably shift to 'backing yourself' always.

That's how you win The Sales Game.

That's how you win the game of life.

“Essentially the last two days – or two days prior to this – my thoughts were, that I had no idea what was about to happen. I thought it was going to be good, because these guys always put on amazing events – but, the last two days really highlighted the age old saying of, “How you play games is how you play life”. It came out in so many people in so many ways. It was really evident, really obvious, and it’s funny how we play the same patterns over and over again. So, this brought those patterns to the surface and allowed us to change them and ourselves. I thank the guys and the team, for such an awesome two days.”

– SCOTT NASH

Chapter Four

Embrace Discomfort, Receive Sales Success

Darcy J Smyth

As humans, we are creatures of certainty.

We love to know what's coming around the corner.

We crave the knowledge that everything's going to work out OK.

But the irony is, it's the uncertainty of life that gives it all its pleasure.

Without the uncertainty, we'd be bored out of our brains.

If we knew what were always about to happen in the next moment, then there'd be little enjoyment in actually experiencing it.

Some of the most disappointing moments in life are when someone tells us the ending of a film whilst we're halfway through it.

Understand that growth happens – and can *only happen* – when we step outside of our comfort zone and our perception of what's possible in life transforms.

Quite often that means facing and sitting in the emotional and mental discomfort we've previously been running from.

It's a lot like going to the gym.

Remaining committed to the exercise despite the pain is how our muscles grow.

Remaining committed to a learning journey despite the discomfort is how we expand our capabilities and knowledge of the world.

And it's this discomfort that The Sales Game invites people to face.

The discomforts that in normal life could be swept under the ole' dusty rug by a night out with friends, binge watching a TV series, or any other form of worthy procrastination. *checks phone for the 4th time in 10 minutes*

The discomforts we all experience on some level, yet so many of us choose to selectively ignore.

The fear of not being good enough – that causes us to hold onto our chips for a little extra security and comfort at the cost of truly advancing in the game.

The fear of not being loved – which stops us from putting ourselves out there to the rest of the playing group. At least then we won't be rejected by our fellow players!

The fear of being found out – which stops us from asking for help in front of the rest of the group.

The fear of demise – which stops us from even getting started playing to begin with.

The fear of success – which sabotages our victory just before the finish line.

Or the fear of true connection – which ironically is the whole reason any of us ever want to play the game of life to begin with.

These fears sit at the core of *everything* that holds us back from being our ultimate best.

In the real world, they're the underlying reason we haven't created that foolproof product yet.

They're the reason we've resisted writing the book so many people are asking us for.

They're the reason we haven't fired that team member yet, even though we know it would be best for *all* parties involved.

They're the reason we feel unfulfilled, yet powerless to do anything about it.

As can be expected, facing these uncomfortable truths about ourselves can be extremely confronting.

We can suddenly be shown behind the curtain of what these fears are truly costing us – with the revenue totals (and sales numbers) of our business being a direct, measurable reflection of that.

We immediately become aware of how much we've been holding our own selves back, as we remember that ideal client, we still haven't approached for fear we'll be told, "No".

We realise the impact our own unnecessary insecurities have on our relationships with our clients, as bit by bit we learn the *real reason* we keep losing the clients we foolishly assumed were going to be with us for life.

But it's upon confronting them, being honest with ourselves about them, resolving them, and moving forward that people become *dynamite* after experiencing 'The Sales Game'.

How could they not?

The unconscious (or conscious) fears that had been holding them back from being their true selves have now been removed.

No longer do they see the need to hoard all their chips at the fear of never being able to make them back again.

No longer do they fear being told, "NO", for fear of being rejected for what they're offering.

No longer do they need to run from the true feedback the game is giving them about how they're playing life.

In fact, they relish the opportunity to learn more about how they can play the game even better.

The lack-a-band that had been pulled further and further back has now been released and is slinging them forward at a phenomenal rate of knots.

They literally have *no choice* but to experience their next level of business and sales results – and quickly.

Quite often, attendees will describe their newfound mindset as one of relief or release.

They describe a tension or anxiety that is no longer there.

The stories they told themselves previously about *why* or *how* their next level of sales and business results were off-limits rapidly melt away.

And in its place, they become benefactors of a new-found sense of empowerment, inner certainty, and clarity on how to move forward.

And the way they play the game has irreversibly changed for the better.

But here's the thing.

Because the 'old thing' that used to hold them back has been completely transformed, they actually *take immediate action* towards their new goals.

No more 'setting a plan' and staring at it for the next 6 months.

They find the plan starts writing itself as they start taking motivated and inspired action towards their next level of success, whatever that may uniquely be to *them*. They almost can't help but start moving.

Products get created.

Decisions get made.

Sales get sold.

Businesses grow.

Impact and influence rises.

It actually becomes more difficult to sit still and procrastinate, than it does to go out there and take on the world.

And all it took was for them to play 'The Sales Game' and face the discomfort they'd been previously so afraid of.

It's amazing what happens when we embrace discomfort.

It's such a shame what happens when we don't.

'The Sales Game' gives us the chance to make that choice.

Chapter Four

The Not-So-Subtle Art Of Surrender

Steve Claydon

As Darcy described, we often find the biggest opportunities for personal, professional, and dare I say spiritual & relational growth, just on the other side of discomfort. We know this logically and intellectually. You may have even said to yourself, “Oh yeah, gym and muscle analogy again”. Yet even with this knowledge, it doesn’t often translate into tangible action.

If there is one thing, I have noticed within humanity at large, it is that we are consistently inconsistent. We regularly know the right thing to do for the betterment of ourselves and all, yet we willingly choose to do the exact opposite in the moment, with guilt and shame soon following.

Why?

Why is it that we do this? It makes very little sense. However, after spending some time exploring simulation environments and facilitating ‘The Sales Game’, I’ve started to see some patterns of those who flick the irrevocable switch toward consistency, alignment, and actions toward betterment instead of self-sabotage and procrastination.

That is, those who decide in a moment to surrender to whatever monster is hiding in the shadows, holding them back, immediately finds reprieve and release. It’s a courageous act, not always taken, but the strike rate is currently sitting at 100% breakthrough for those moments.

An example was a young lady who was almost to the point of being physically sick at the thought of sharing what was going on for her during the game. All it took was for her to interrupt everyone with a public announcement.

“I just need to tell everyone that I’m feeling insane levels of anxiety right now. I just wanted everyone to know that”.

Silence followed. Everyone turned and looked. Nothing more needed to be said and the natural response from the group was genuine celebration and applause. There didn't need to be a deep dive into psychology or a therapeutic session. There didn't need to be a smart answer to overcome the self-sabotage. No reframes and no tactics.

All it took was for her to state the truth of what was going on for her in the moment and stop running from it.

The war had been won with surrender. What a great paradox that is.

Yet we often fall into the trap of building monuments of our best and defending our worst. All the while tiring ourselves into having to be a certain way for extended periods of time, often to try and please people we don't know (and they certainly don't know us).

This creates the need and desire to build the army, construct the tanks, and get to war with careful, strategic tactics of how to beat the enemy: discomfort.

We make plans in our minds of how we can create our own simulations that make us look like the hero as much as possible, even if that is a crafty version of ourselves being 'vulnerable'. This is foolish and often leaves the war general empty.

True surrender is momentary, where you are firmly placed in nothing but that present moment in time, selectively forgetting the past and suspending disbelief into the future. It's where you don't know the outcome, you don't know the response, you don't even know what the answer could possibly look like. There is no reference point, there is no certainty, there isn't even any uncertainty in a strange way. All there is... is.

And at that moment, when you turn to the monster hiding behind the shadows, fall down on your knees, raise your hands to the sky, and say, "I'm yours", *that* is the exact moment when the shadow is blinded by the light, the monster evaporates, and all you're left with is the realisation that it only had its power when you chose to look away, run away, or deny its existence.

'The Sales Game' did this for so many; myself included. It's a microcosm of life that provides a safe place for people to face monsters. Not all faced them, but those that did found immediate and irrevocable reprieve and relief.

This is the not-so-subtle art of surrender. It's a noble and courageous act that seems irresistibly easy, but only until after the white flag has flown. What do you need to surrender to?

“So, I came into this not knowing what to expect, what to do, just having that unrealistic thought in my head that said, “Maybe, this is not gonna be for me”. But then, I stepped out of my comfort zone and took that first initial step to say, “Maybe this could be”, and then I put myself out on the line. Everyone was really welcome and comforting and it was a really safe space to just say what you wanted to say and do what you wanted to do whilst also learning in a really great environment. These guys are f**king pros at it, and they will 110% help you on your business journey, your financial journey, or whatever you plan to do next.”

– EMMA RICHARDS

Chapter Five

Fear Or Courage: With Which Will You Play?

Darcy J Smyth

There are two parts of you.

Two parts that you've always known were there but haven't been quite able to put the language to.

The first part is your heart.

Your heart only wants to explore and expand itself.

It wants you to discover all there is to discover.

It wants you to back yourself to the level you know you're truly capable of.

It doesn't just want you to win, it wants you to do it with all the passion, glory, and class you've kept hidden for so long now.

It wants you to quit that job and hike your way through Central America.

It wants you to start that business you've always dreamt of.

It wants you to contact that huge account and ask for the business, immediately.

It wants you to buy that new creative space down the road and start your own fitness studio there.

It wants you to quit being scared and ask that girl out.

It wants you to quit being scared and leave that guy you should have left years ago.

'You Only Live Once' was an expression created by your heart.

It wants you to approach your fellow game players and ask for their help on your quest for success.

It wants you to place all your chips on the table and announce you're *all* in on your ideas.

It wants you to try new tactics, even if you're not sure they'll work.

Whether you fail forward or fail backward, your heart will still think you're God's gift to the world and love you any way.

Whether you win or lose 'The Sales Game', your heart can only see the perfection in your story up to date.

So it can only ask, "What have we got to lose? Let's go for it".

And it asks this every single second of every single day.

And 'The Sales Game' is where your heart truly gets to shine, if you allow it.

But there's something standing in its way.

It's that *other* part.

That *other* part is called your ego.

Your ego only wants to keep you safe, out of harm's way.

And it doesn't matter if that harm is real or imagined – it's all danger to the ego.

It wants you to survive at all costs.

It wants you to scan your world around you for anywhere where things could go wrong and avoid them accordingly.

It can't have you know what your heart sees, because to do that would mean you'd be free to embrace discomfort and overcome your fears.

If that were to happen, the ego would be out of a job.

And it made a promise to itself to *a/ways* keep you safe, no matter what.

It was a whole lot more useful when we were a part of the food chain some hundreds of thousands of years ago.

In most situations, it's nowhere near as useful now, in the modern world.

It wants you to stay in that job you hate - at least it's easy to get to from public transport.

It wants you to realise just how truly difficult starting that dream business will be - what about all the people before you who have already tried and failed?

It wants you to remember all the times you've been rejected - it's far too painful to experience that again.

Best not put ourselves out there today... maybe tomorrow?

It sees that new creative space down the road and only sees the increased electricity bills and running costs.

It wants you to just keep staring at that girl and wonder what it would be like to ask her out.

It wants you to convince yourself that guy you're with, "Will do for now, because all relationships get boring after a while, right?"

"Get Your Ducks in a Row Before Taking Action", was an expression created by your ego.

It wants you to wait for your fellow game players to recruit you as part of their plans, hoping they'll lead you to success in the long term.

It wants you to hold onto those chips in your hand for dear life.

What would people think of you if you had to start back at Square One?

It wants you to try new tactics, when the time is right ("Soon, I promise", says the ego).

Whether you fail forward or fail backward, your ego will always be there to say, "I told you so. When will you finally learn you're not ready for this?"

Whether you win or lose 'The Sales Game', your ego only sees why you should never play again.

So it can only ask, "What were you thinking? Taking risks like that? Are you out of your mind?"

And it asks this every single second of every single day.

And 'The Sales Game' is where your ego truly gets to shine, if you allow it.

So, when it comes to your turn to play 'The Sales Game', from which part of yourself will you play?

Will you allow the fearful ego to kick in and keep you safe, comfortable and 'the same'?

Or will you allow your heart to help you step into the unknown, learn from inevitable mistakes, back yourself, and ultimately show you who you're truly capable of being?

What would your first move be? What is your winning strategy? How would you play the game?

Chapter Five

Asking For Help Is A Winning Strategy

Steve Claydon

“I can do this on my own”.

The single worst statement to make when it comes to growing your business (and multiplying your chips).

In business and sales, it's quite easy to fall into the trap that going it alone is a sign of strength and bravery. Maybe this is helpful and appropriate at the start of the journey as you make a decision to 'leave the pack' and go a road less travelled.

However, soon it can get tiresome, lonely and exhausting trying to figure it all out on your own. Some learn the lesson quickly. Others can be caught in the 'lone wolf' strategy for their lifetime.

'The Sales Game' forces collaboration, and quickly, leaving the players either in a position of strength or quickly exposed that they aren't used to collaboration and negotiation. Two things that are fundamentals to getting anywhere in life.

Whether that is looking to build a new strategic partner to grow a new revenue stream or simply working with your children in the morning to put on their school uniforms. It always requires a little 'back and forth'.

So why is it that we find it so difficult to ask for help?

Well I think Darcy summed it up nicely in his chapter. It's the ego. Telling us we would look weak or incapable by simply exploring that there could be a better way, already proven by someone who has taken the trip and marked all the pointers. Once again it appears that this is another one of those intellectual truths that aren't often backed by action.

So, what is one to do when faced with the paradox of needing help but not being willing to ask?

Well, what we find in the game is:

1. The player chooses to accept that they might not know the best strategy or best way forward.
2. They surrender to needing help.
3. They back themselves and others by realising that the 'whole' will be much better off by figuring things out together instead of seeing only one side of the coin.

As a facilitator of the game, I'm noticing that number three is the one that tips the new action over the edge. It's when a player realises that they too can be better off through collaboration and negotiation, whilst putting all involved in win/win position.

You can only get so far on your own. By asking for help you realise what others are great at and through that conversation you will always notice what you are great at too, as you notice that everyone is in the same boat.

We don't know what we don't know.

We are good at unique things.

We all have different interests.

Putting them together makes a beautiful cake (instead of a single cup of flour or nothing but icing sugar).

All you need to do is accept that you know nothing (in the big scheme of things), yet know a heap about a particular something. Surrender to needing the help required to make the whole the best it can be and simply start the conversation.

Asking for help is a winning strategy. Will you be brave enough to ask for it?

“Before coming into this room, I had so many big ideas of what I wanted to do, but I didn’t know how I was going to get there. I was terrified walking into this training, like - my body was shaking! But now, going through that and realising no matter where you are on your journey, we’re all the same deep down, we all have so much to learn, and walking out of here with a clear plan and confidence knowing how I can get to those big goals has been the biggest value. I’m so excited to go out there and do what I really want to do in this world. So, thank you guys and get in the room!”

– ELLISA HELEN

Chapter Six

What If Life Were A Game?

Darcy J Smyth

As teenagers going through school, we weren't exactly gifted the most empowering perspective of education.

At least not the learning part of it any way.

Eyes to the front of the room.

Books and pens at the ready to take notes.

No talking, no distracting, no *being* distracted.

And most certainly, for the love of mankind, no playing games!

Then we become adults and the trend continues.

It's a stage of our development the majority of the workforce refer to as 'Death by PowerPoint'.

You'll know the death, it's a slow and painful one you've likely been on the receiving end of yourself.

The lecture-style seminars continue.

The boredom has become the norm.

And bathroom breaks are suspiciously taken more often than they were in earlier years.

And by the end of it, we're expected to passionately implement what we just learned right away.

So, who could blame today's growing professionals for having an adverse (and that's putting it nicely...) reaction to the words: 'education', 'training', 'learning', or 'development'?

Nothing in their past really tells them they could possibly enjoy what they're about to be put through.

So much of it goes against the way true learning and growth naturally happens.

It's like starving a plant of water and expecting it to thrive.

Or as Neil deGrasse Tyson says, "We spend the first year of a child's life teaching it to walk and talk and the rest of its life to sit down and shut up. There's something wrong there".

And this is why we find our students are so naturally and enthusiastically attracted to learning through *games*.

Games bring out that inner child in us that only wants to explore, create, make mistakes, and learn.

Games allow us to learn critical business lessons the easy way, where the only cost is in the training room, not on the revenue sheet at the end of the day.

Games make us *want* to work with others to achieve a common goal.

Games provide a metaphor for life at large.

Games are, dare we say it... fun!

And when we're having fun, we *want* to include others.

When we're having fun, we *want* to keep playing and keep learning (imagine that...).

Fun means we'll actually remember what we've learned.

Fun means we'll be eager to implement what we've taken away and start taking action on it immediately.

Fun isn't the 'icing on the cake' to a training, it's the flour that keeps the entire thing standing.

And it's exactly what 'The Sales Game' was designed with in mind.

Because if we're not here to have a bit of fun while we grow, then why even bother growing in the first place?

Chapter Six

When Did Business Get So Serious?

Steve Claydon

Lack of confidence.

Self-doubt.

Fear.

The three most common challenges I hear when asking business owners and salespeople what's holding them back from taking action towards the goals that they've set for themselves.

I'm sure you, the reader, can empathise with this too (I think we all can). If only we could somehow remove these barriers and have the freedom to go explore as we choose.

Imagine a time when you can pick up the phone and call whoever you please? What about a time when you had no hesitation in asking for business or referrals or recommendations? Better yet, imagine a time when you had a massive smile on your face doing all of the above!

Is it possible to laugh most of the day and be paid damn well for it? Well, unfortunately, for most of the business and sales world, this is not the case.

Instead we sit in serious board rooms, paired with serious conversations, and take everything far too seriously! My question becomes, when did this happen? Or has it always been this way?

I sat with a client in recent times. He wanted to get over his paradoxical dilemma of getting the results he wanted from his buyers, whilst realising they didn't exactly enjoy the buying experience, as they were made to feel uncomfortable during the questioning. It was more masterful persuasion rather than true human connection.

And as he was describing the challenge, I could even feel myself becoming uncomfortable as his mentor. It was a tense conversation with no smiles anywhere in sight. Hesitation followed with him trying to get the words right and the other team members sat around the boardroom table in dead silence. The atmosphere was awkward and discomfoting.

I asked him, "What's something you love outside of work?" He quickly shook his head side to side and replied, "Ahhhh?" Almost as a way of saying, "What does this have to do with my problem?"

"Go on", I quickly replied with a smile on my face, "What is it?"

"Well, I suppose I like a good shiraz. I like eating cheese, visiting wineries, and learning about different wine makers. I like the good stuff, less preservatives, meaning less hangovers haha!"

Immediately there was a 'lightness' to not only his tone, but his whole being. He had a slight smile, raised just at the edges. He spoke more with his hands and his shoulders relaxed as he gently swiveled in his chair. The whole room smiled, I think they breathed properly for the first time in a little while and the jokes started to flow around the table.

"SHIRAZ!" I yelled, "It's your key word my friend". Every time you're heading into a sales conversation, I want you to think about your love of shiraz.

I proceeded to wave my palms towards the floor to show that it's completely ok to relax, chill out, have a smile on your face, and still talk about work. They don't have to be two separate things.

From that day on, he was a whole new person when it came to sales conversations. Not only did he smash company records, but he had a smile on his face whilst doing it. His buyers loved the experience and referred more opportunity his way.

It's completely ok to have fun making money. In fact, I would almost argue that it's the best and most effective way to make money. That's what 'The Sales Game' is all

about (and trust us, sometimes we even need to remind ourselves that it doesn't have to be serious all the time).

Fun is not the enemy of progress. Fun enables progress.

“So, I came into this event super excited and really looking forward to spending the two days in this room. What really drew me in was learning through games, because I know for me, there has been a lot of learning playing Monopoly and I’m sure some of you might already resonate from that. And wow, has it been way more in depth than I’d ever have imagined. The amount of learning that I got in the first day, which then compounded in day two, created such an effect that I’m now in a place where not only do I understand myself so much more, I’m also able to put that into my business and really get some new results. So, it’s just been such a phenomenal experience and I really can’t encourage you enough. Anyone who wants to learn more about themselves and get some great results in their business - come along to this training! It’s been phenomenal and I highly, highly recommend it to anyone who wants to give it a go and take on the game of life!”

– AMANDA VINCI

ABOUT THE SALES GAME

As you've likely come to know through reading this book, 'The Sales Game' is a business development training like no other – both in terms of the experience of the training itself and the immediacy of the impact it has on anyone who plays.

And so, throughout reading this book, you'll have likely fallen into one of two categories:

The type who can appreciate the power in a training like this - but know they (or their team) simply aren't ready for this level of personal growth. That's totally understandable. We legitimately believe not everyone is ready for 'The Sales Game' and we don't aim to run it with everyone for that exact reason.

Or.

The type who have a deeper sense for the power in a training like this and are ready to explore what embracing it would mean for them (or their team) moving forward. If that's you, then we would be honoured to connect with you and see how 'The Sales Game' aligns to the future of your sales numbers.

The event is run both for small business owners and sales teams at large.

Check out www.sales.game for more information and to register your interest today!

Let's play.

Darcy J Smyth and Steve Claydon

Creators: The Sales Game

WHAT OTHERS HAVE TO SAY ABOUT 'THE SALES GAME'

VANESSA MEDLING

The last two days in The Sales Game training have been phenomenal. It's really been such a huge investment in my business, in myself, and in my ability to be able to take my ideas forward and really create change out there in the world – which I'm so excited for! Can't more highly recommend Darcy and Steve as mentors, as facilitators, and for holding the space for me to make my breakthrough. And the amazing people that I've met here today.

EMILY CHADBOURNE

I've just finished the two-day Sales Game workshop with Darcy and Steve. I was a little bit nervous coming in, I'm going to be really, really honest, but it has been nothing short of a very safe environment to explore some awesome concepts around not only myself as a business owner, but also sales. I would recommend this event to absolutely anybody who wants to up their sales game and back themselves a little bit more as someone really ready to go to the next level.

TERRY BAHAT

I'm just out of The Sales Game – two days with Darcy and Steve. I came for just one thing, for self-awareness, but I'm going out with so much more. These guys, they know how to make it easier for you and give you so much material. The organisation was great. If you want to do yourself a favour, come play The Sales Games with Steve and Darcy. You'll thank me later.

TOM ROBB

I've just come from The Sales Game with Darcy and Steve – it's been amazing! Quick background; I'm a surfer, I work in outdoor ed, most of my mates wouldn't have expected me to come to something like this but I got invited by a dear friend. It's been the most amazing two days I think I've almost ever spent. I've learnt more about business, and sales, and myself, and other people that I ever thought I would have. I kind of came in not really knowing too much about what was going to happen, but it's been transformational for sure. So, highly recommended, I think no matter what area of your life you're doing, you can still gain a lot from this, so check it out for sure.

MARIO VINCI

I came to this training interested in what was going to happen. I wasn't too sure where we were going to go, but I've come away now not only knowing more about myself, but stuff that I can implement in my business basically from tomorrow. It's an absolute game changer so I'd recommend this training to anyone who's thinking about trying to up their sales game and make themselves better.

HEATHER JOY BASSETT

I've just done the Sales Game – it's phenomenal! It's brilliant, the simplicity of it, the fun of it, the intangible, the tangibles, the takeaways have so much depth to them. Watching everyone in the room deeply process – and there were people in the room who'd been in business or sales for decades and people who were just starting – everyone got breakthroughs, everyone got takeaways, everyone got principles they can use moving forward in their professional lives. So, if you want to learn about sales, if you want to learn about yourself, if you want to grow and expand and have an extraordinary two days then I highly recommend

these guys. It was incredibly safe for everyone to be exactly where they were at on their journey and I highly recommend you jump on board and check it out. Look forward to seeing you in there.

ANGELA KONING

We've been at The Sales Game here with Darcy Smyth and Steve Claydon. It has been, probably the best training – big call – I think I've ever attended. It's blown my mind. I feel like I've been turned inside out and put back together in this program – and that was my choice in the learning, that I wanted to do. For me, I'll be doubling my prices, and really targeting playing the longer game to work with higher quality clients – and I know I can achieve that and hold that space until I get there.

ANDREW PEARCE

It's been incredible. It's stretched my thinking in ways that I didn't even think was possible. The way that the training has been set up and run; it elicits your behaviours, it elicits your gaps in such an accurate way that the self-certainty that I have in backing myself now is – that my business is going to go to the next level, up my prices, work with higher level clients, and the confidence to do that is just second to none after the training.

CHRISTINE BOUCHER

I've just been in the room with the Consultative Sales Game with Darcy and Steve. It's been absolutely awesome; it's just blown my mind. We've been having so much fun playing lots of games – but as well as having fun, I've learnt a lot. I've learnt a lot about myself – self-awareness. I've learnt about others, interacting with others, and building relationships. And I've learnt a lot about my business and how I can stretch myself and

grow in my business. So, I'm walking out after two days of full on training, full on fun; I'm exhausted, but exhilarated at the same time. I Just can't wait to get home and implement all the strategies that I've learnt in the last two days to move my business forward. Thanks guys.

SHERREE NASH

I've just come from two days of training with Darcy and Steve. It's been two days of playing games, reflection, and so many activities that just highlighted things about myself and others that I couldn't have imagined. I was really fearful about coming into the room, but it has been mind-blowing and amazing. There are so many things to take away, I feel so inspired, and I still can't wait to go through my notes and apply so much that I've learnt to sales, my business and my life. Thank you, it's amazing.

KERRY ANNE NELSON

Before I came here to The Sales Game event, I was really excited about confronting some of my ideas around sales. But also, a little bit nervous about what the gaming environment would involve and how nervous and vulnerable that would make me feel. Then I came and I felt so safe, so supported, and able to really be authentic. So now, as we're finishing up, I'm looking forward to being able to take that authentic self and really smash it with my sales – because I can be truly who I am, revealing all my value, and really giving my best gifts to the world – and that's what I came here to learn!

ANNE ROBINSON

I've attended the training today with Darcy and Steve and it's been absolutely amazing. I've grown, I've changed, I've connected with

likeminded people. If you've met me, you can see I look a little old, I've been to lots of different trainings and usually it's the same thing – but this, is ground-breaking. It changes the way you think; it makes you grow, and at the end of the day it helps your business and sales numbers grow. I would recommend the training, I'm sure that you'll enjoy it and that you'll grow as well. Thanks so much.

MARY JENSEN

I've just finished this amazing training called The Sales Game. This was an incredible two days of training with Darcy Smyth and Steve Claydon. What was so amazing about the games was, they really took us from somewhere to somewhere else. Like, when I rolled up at the start of the two days, I was stuck thinking that I liked to be a lone wolf and do things on my own. Then, doing the games one after the other, I learnt how much more powerful business and life would be with wonderful collaboration. There was so much more than that, but that's my number one take away. Do yourself a favour and get in the room.

TANIA GORANITIS

Being in the room of The Sales Game has completely blown my mind. These guys are next level when it comes to the knowledge, experience, and motivation that they bring into the space. The event helps you understand very quickly and clearly where you can lift your own game to take a step forward in your business. There is a lot to digest. It is a big two days. It is entirely worth getting in the room, with a really big open mind and a willingness to be a bit uncomfortable, because you will get results.

KYLIE SNOWLEY NODEN

The best thing was – when I walked into these rooms – I wasn't too bad at sales, but I still had some really disempowering beliefs. They were totally uncovered here; it blew my mind. What I've gained is the ability to be able to do things differently. To know when I'm running a strategy that's completely not working for me and change tact. And to be able to play my personal sales game at a totally new level, which means, I can serve my clients even more. Bravo guys.

ABOUT THE CREATORS

Steve

Claydon

CO-FOUNDER & LEAD STRATEGIST

The motivator. The architect of flawless sales strategy. The master of reaching outcomes. With extensive experience within project related companies, Steve is well known for developing some of the most effective business growth strategies and creative sales tools in the industry. A 7x Sales Author, responsible for \$400 Million in additional sales growth across the globe. Above all, a proud husband and father of two girls.

Darcy J

Smyth

CO FOUNDER & LEAD STRATEGIST

The precise predictor of your buyer's thoughts. The psychological influence specialist. Those that have experienced Darcy's work are most often left jaw-dropped by the depth of understanding into human behaviour and buying psychology he has amassed over the years. This is applied directly to your sales and marketing strategies for successful outcomes. Having worked with thousands of business owners and salespeople as a coach, mentor and trainer of buyer psychology, his obsession with the workings of the 'buying brain' has generated millions of dollars in sales.