



MOMENTUM MINDSET™

Evolve how you work.
Avoid survival mode and
minimise burnout without
compromising performance



An online course for sales professionals with Peta Sitcheff

www.petasitcheff.com/momentummindset

TRUST GROWS WHEN MOMENTUM FLOWS

Fast facts:

Rationale

In a profession renowned for burnout, Momentum Mindset™ was designed to remove unnecessary stress from the sales process and provide sales professionals with tools and strategies to avoid slipping into survival mode.

Focus

We focus on what's in your control, progress & effort of the evolving customer relationship.

Concept

“Momentum” refers to maintaining momentum of three factors known to stall developing customer relationships: motivation, conversation and engagement.

Philosophy

We grow business when we focus on human connection, with ourselves and our customer.

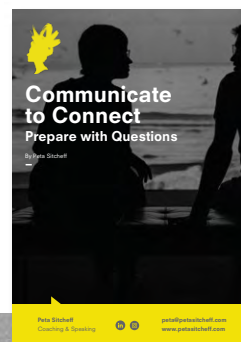
Results

Momentum Mindset™ has delivered year-on-year consistent growth into a prominent Australian healthcare brand, mounting to over 700% across 5 years.¹

¹Sitcheff, P (2023) Kieser Australia, Case Study. (available by request)

Course Structure & Inclusions:

- 6 months online course content
- 60 minute 1:1 kick off coaching session
- 14 e-lessons (fortnightly drops)
- Professionally designed workbooks
- Instructional videos
- x4 90 minute group coaching sessions for accountability (weeks 2, 8, 14, 20)
- Welcome pack: A Momentum Mindset Journal + copy of My Beautiful Mess by Peta Sitcheff



Course Content

Module One **MOTIVATION MOMENTUM**



e-lesson

Personal Values

(upon registration)

Objectives

Identify your personal values and understand their role in minimizing burnout

Learn how personal values benefit decision making and act as a scaffold for maintaining motivation

Boundaries

Course Start

Reframe boundaries as customer relationship sustaining versus customer relationship ending

Identify 9 signs you need a boundary

Humility

Course Start

Learn a three step self-awareness process for checking in on yourself

Differentiate between self-esteem, self-confidence and self-worth

Purposeful Impact

Week 2

Define a purposeful impact of universal relevance

Learn an algorithm to use this impact as a scaffold of support in moments of low motivation

Lead With Your Legacy

Week 4

Map your customer experience to reflect trusted behaviours and the legacy you would like to one day leave

Course Content



Module Two **CONVERSATION MOMENTUM**

e-lesson

Language Matters

Week 6

Objectives

Understand the minimizing impact 3 small words have on our communications

Identify common phrases with hidden emotional meaning. Understand what your Customer is really telling you

Planning with Questions

Week 8

Design powerful questions which uncover accurate & useful information you can use

Learn a 3 step customer conversation planning process

Selfless Listening

Week 10

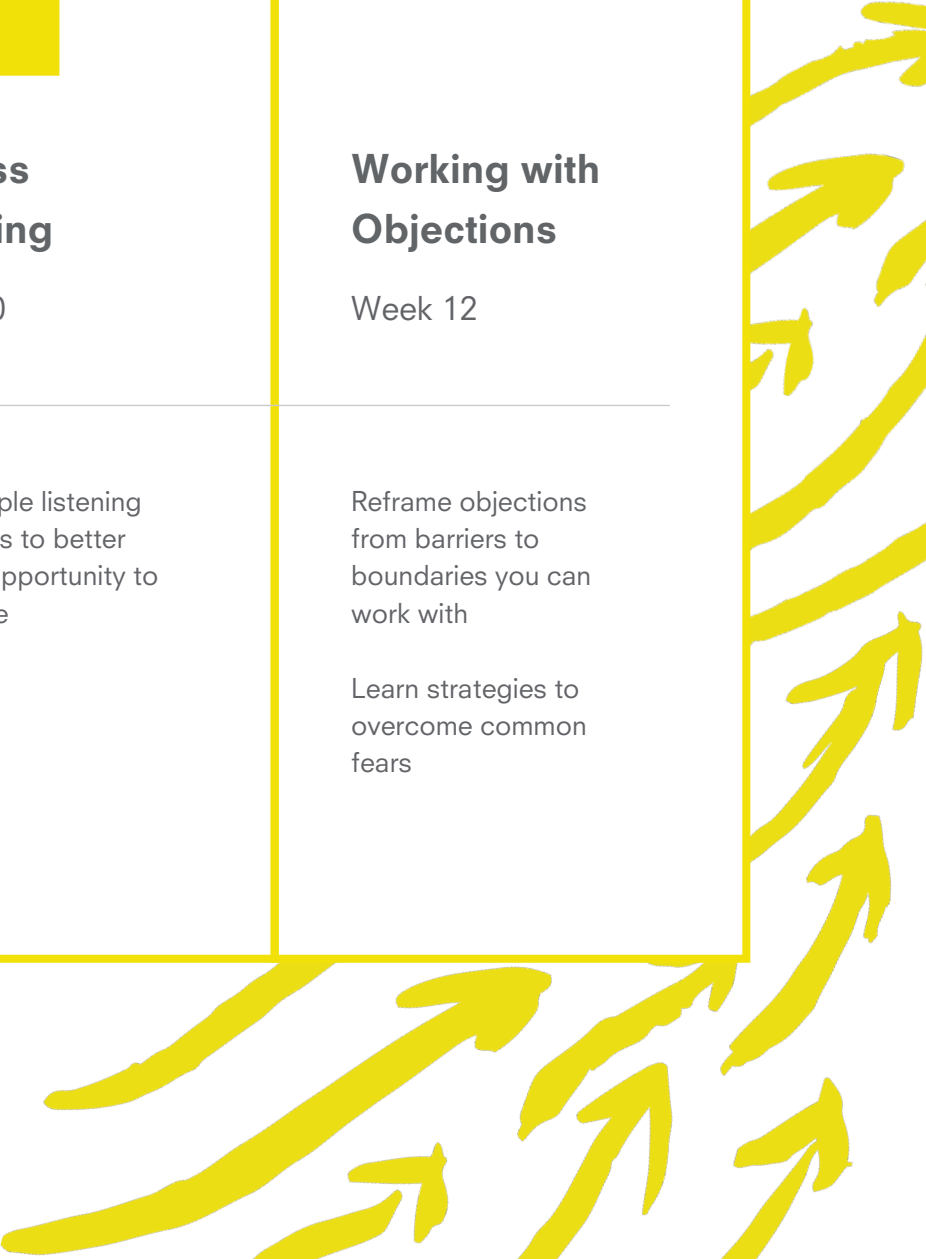
Learn simple listening techniques to better uncover opportunity to offer value

Working with Objections

Week 12

Reframe objections from barriers to boundaries you can work with

Learn strategies to overcome common fears



Course Content



Module Three **ENGAGEMENT MOMENTUM**

e-lesson

Trust

Week 14

Objectives

Learn a simple equation for fostering trust and how to apply to everyday behaviors

Customer Engagement & Patience

Week 16

Differentiate between customer service and customer engagement

Breakdown your developing Customer relationship with a novel framework taking your relationship from prospect to advocate

Understanding Your Customer

Week 18

Learn a process which reignites stagnant customer relationships and provides a benchmark for customer accountability

Customer Conversion

Week 20

Learn a 5-step process for changing ingrained Customer habits

