



# 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](http://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.

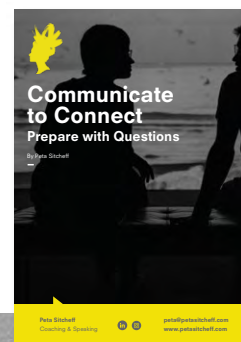
### Results

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

<sup>1</sup>Sitcheff, 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)

### **Boundaries**

Week 2

### **Humility**

Week 4

### **Personal Impact**

Week 6

### **Lead With Your Legacy**

Week 8

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

Reframe boundaries as customer relationship sustaining versus customer relationship ending

Identify 9 signs you need a boundary

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

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

Define a purposeful impact of universal relevance

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

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

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# Course Content



## Module One **ENGAGEMENT MOMENTUM**

e-lesson

### Trust

Week 10

### Understanding Your Customer

Week 12

### Engagement Journey

Week 14

### Customer Service Audits

Week 14

Objectives

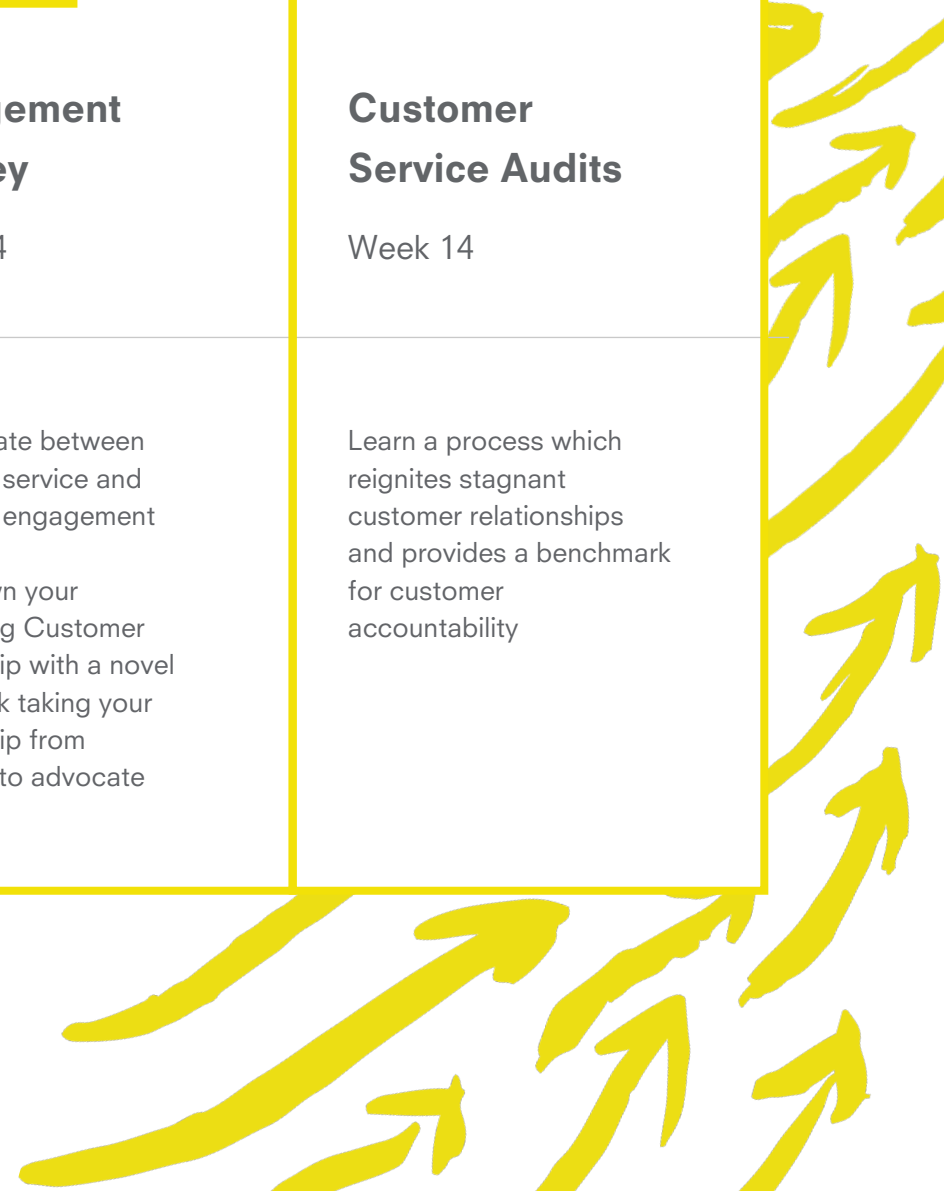
Learn a simple equation for fostering trust and how to apply to everyday behaviors

List the questions which tap beyond the superficial and delve into the emotional levels of buying behavior

Differentiate between customer service and customer engagement

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

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



# Course Content

## Module One **CONVERSATION MOMENTUM**



e-lesson

### Language Matters

Week 16

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 18

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

Learn a 3 step customer conversation planning process

### Selfless Listening

Week 20

Learn simple listening techniques to better uncover opportunity to offer value

### Working with Objections

Week 22

Reframe objections from barriers to boundaries you can work with

Learn strategies to overcome common fears

### Customer Conversion

Week 24

Learn a 5 step process for changing ingrained Customer habits

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