

## FPDA Webinar: Everyone's in Sales with Todd Cohen

### Creating a Mindset That Makes Sales Everyone's Job Pre-Program Reflection Questions:

1. When you hear the word "sales," what's your gut reaction — and where did that come from?
2. Think about the last time you changed someone's mind, solved a problem, or helped someone make a decision. Did you think of that as selling?
3. Who in your organization — outside of the sales team — has the most influence on whether a client stays, buys again, or refers others? Are they treated that way?
4. What's one interaction you have regularly — with a client, a colleague, or a vendor — that you've never thought of as a sales opportunity?
5. If every person on your team understood that their behavior directly impacts revenue, what would change tomorrow?
6. Where in your organization does the customer experience break down — and who owns that moment?
7. Are you easy to do business with? Is your team? How do you know?
8. What story are you telling yourself about why sales "isn't your job" — and what is that belief costing you?