



# NOBLE PURPOSE®

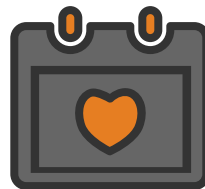
Activate a SENSE OF PURPOSE across your organization to make an **emotional connection** with your sales team and customers, **differentiate your brand**, and **increase sales** – all while doing work that MAKES YOU PROUD.

An Advantage Performance Group webinar on **10.21.20**

*From our series on Pivoting Together in Challenging Times*



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# Watch the replay:

PowerPoint Slide Show - [Noble Purpose-Advantage-Webinar]



CHAT RAISE HAND Q&A

**Welcome!**  
To participate, please answer the popup POLLS and use the buttons on your Zoom toolbar.  
In CHAT, please send to ALL PANELISTS AND ATTENDEES.

**Increase sales by activating a sense of purpose across your organization**  
Selling with Noble Purpose author/speaker Lisa McLeod will show you how [webinar + sneak peek 10.21]

Introduction - **Jonathan Hodge**, President and CEO, Advantage Performance Group

59:54

Advantage



# Take an audio journey

Author/speaker and thought leader Lisa McLeod shares research, discoveries and best practices in this 10-minute, interactive audio journey on the new *Giide* platform.



## Selling with Noble Purpose

Organizations who put a noble purpose at the core of their business are the ones who will win the market.

[more](#)

▶ Listen Now

🔊 10:00

- ▶ 1. Welcome and introduction 01:01
- ▶ 2. The Need for Noble Purpose 01:16
- ▶ 3. The Great Sales Disconnect 01:10
- ▶ 4. The Economics of Noble Purpose 02:34
- ▶ 5. The Noble Purpose Shift 01:25
- ▶ 6. Transforming your Sales Teams 02:34



The economics of

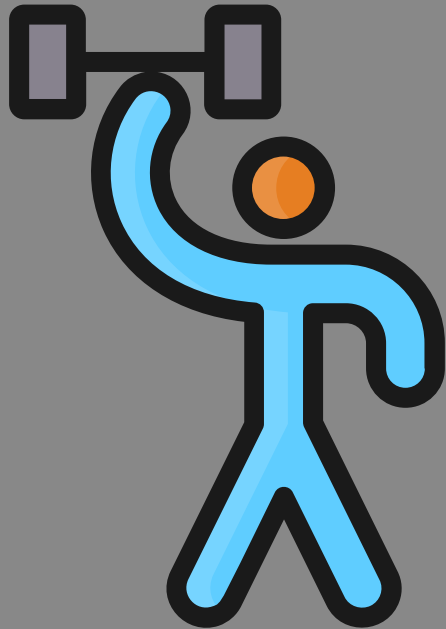
**NOBLE PURPOSE®**

# 1. Organizational growth

A **10-year** growth study of more than **50,000 brands** around the world shows that companies who put *improving people's lives at the center of all they do* **outperform the market by over 350%.**



## 2. Greater tenacity



According to Michigan State University, a *sense of purpose* is more positively associated with **salesperson effort** and **adaptability** over time (compared to financial incentives).



### 3. Quota attainment

The *Selling with Noble Purpose* foundational study of sales teams revealed Noble Purpose sellers **outsell transactional sellers**. They close larger, higher margin deals, and have greater recurring revenue.





Map *your* impact

How will **your customer** be different as a result of doing business with you?

Having *purpose* activates 2 fundamental human needs: **belonging** and **significance**. We all want to be part of something *bigger than ourselves*, and we want to know that doing our part is *making a difference* in the world.



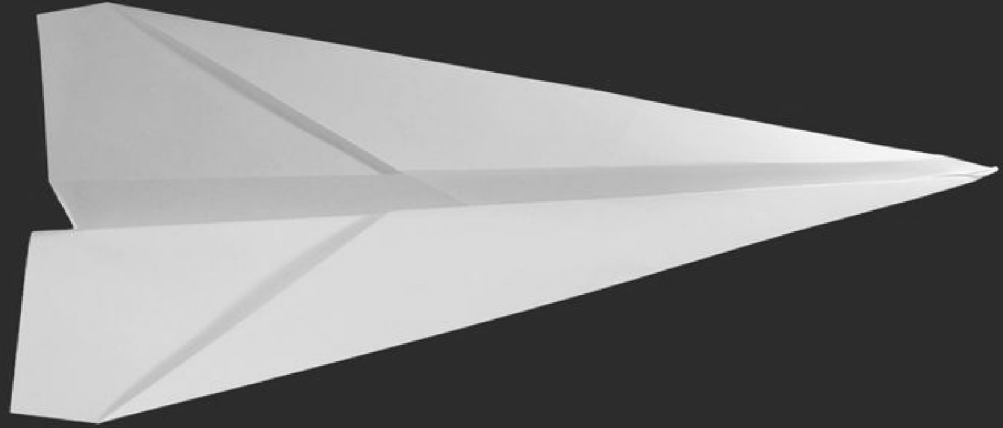
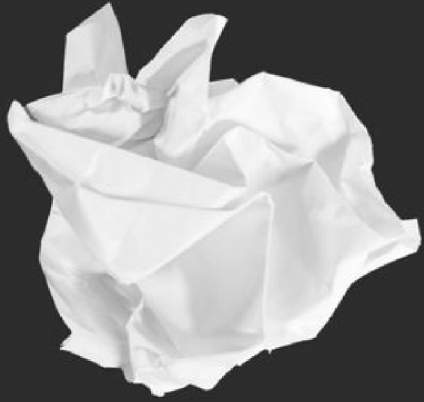
When you have a *Noble Purpose* bigger than money, when your aim is to improve life for customers, you create competitive differentiation, you drive more innovation, your sales team becomes more compelling, and you drive emotional engagement with your team and with customers.

# The corporate shift toward purpose

In August of 2019, **Business Roundtable** redefined the purpose of a corporation was to promote "an economy that serves *all* Americans" – not primarily *shareholders*.

*Organizations that ignore this trend will get **left behind**.*





# Where to begin?

Start by activating a sense of purpose in the hearts and minds of your sales teams.

**PASSION LED US HERE**



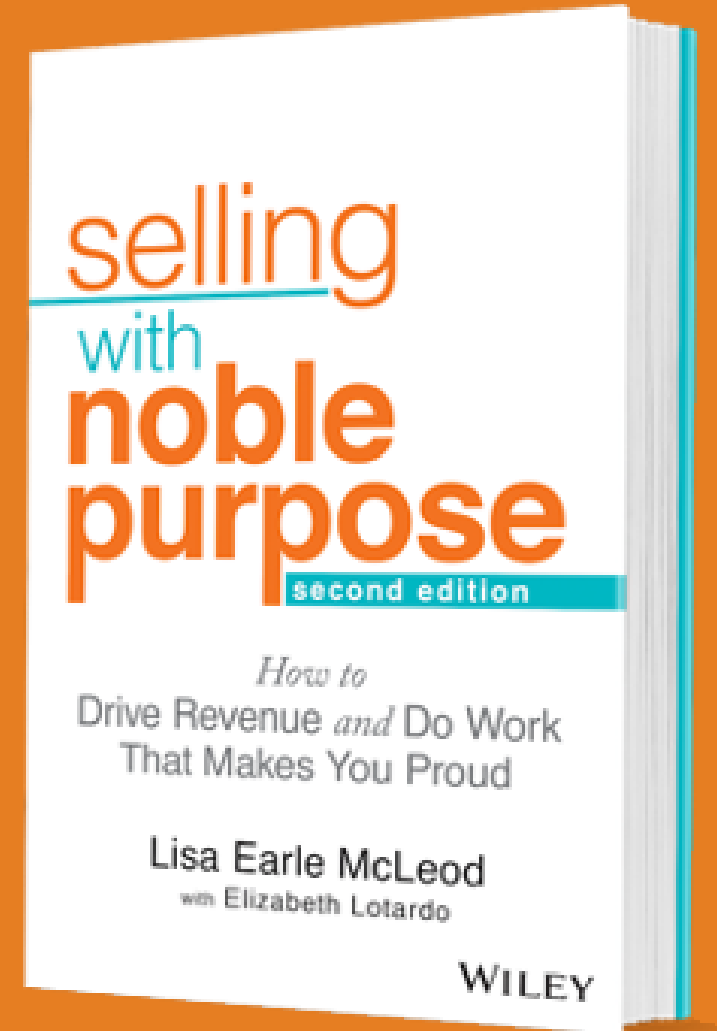


# Next steps

We have a way you can help your sales team internalize a sense of purpose by learning and doing new tasks *in the flow of work*.

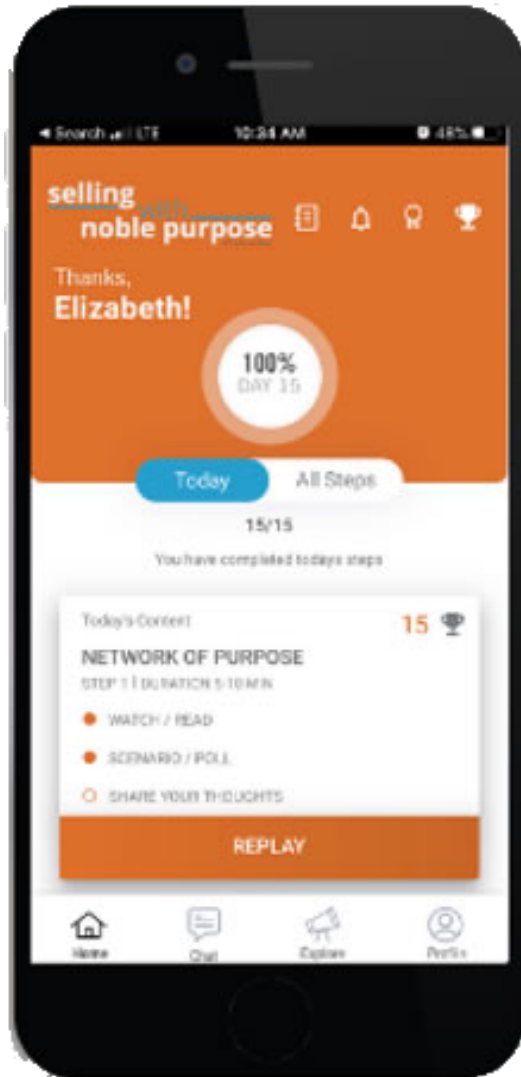
The ***Selling with Noble Purpose***<sup>®</sup> learning journey is based on cutting-edge research found in the best-selling book.

There's a distinct difference between this program and traditional sales training. The subtitle of the book is how to drive revenue AND do work that makes you proud. This program addresses the need to drive revenue AND the emotional engagement of your sales team.



**Evaluate it now!**

**Apply for a free 3-  
step demo here!**



Our end game is two-fold; this program is designed to help you drive *more exponential revenue*, during a time with organizations need it more than ever. It is also designed to help you *improve your personal happiness, your sense of purpose, and the level of meaning* in your work.

Sales has often been deemed a necessary, but less-than-noble function. We believe differently. We believe that sales is crucial, and when you do it right, sales IS a noble profession.

# The 15 Actions of Purpose-Driven Sellers

Discuss the purpose of your organization with your manager

Discover your purpose type and leverage your strengths with customers

Increase urgency by using the context and framing positioning technique

Design an impact map to articulate your ripple effect

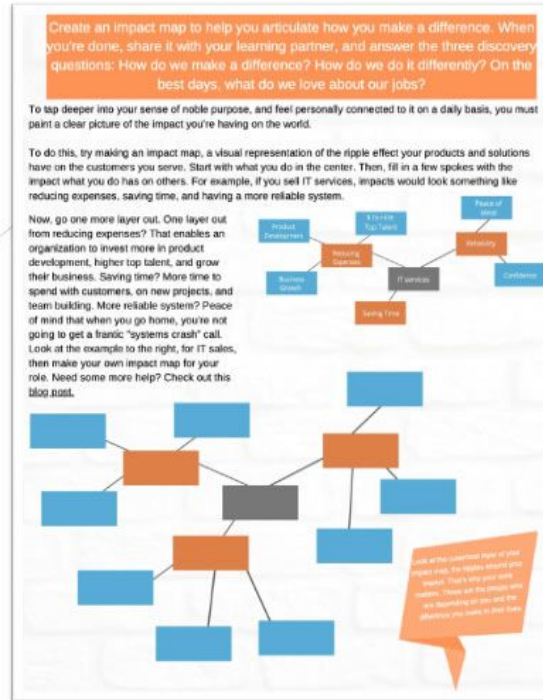
Evolve your ecosystem to create a self-fulfilling loop of purpose

Keep your purpose alive even in tough negotiations



## Example action

Each action is supported with a Tool



# How the 1st90 platform makes learning stick



The image shows a video player interface. On the left, the 1st90 logo is displayed in a blue speech bubble. Below it, a list of features is shown: - Simple, - Embedded, and - FUN. On the right, a cartoon illustration depicts a man in a shirt and tie sitting at a desk with a computer, looking frustrated with his hand on his head. The text "How is this any different?" is written above him. The video player controls at the bottom include a play button, a progress bar showing 01:12, and icons for volume, settings, and full screen. A signature "Advantage" is visible in the bottom right corner of the video frame.

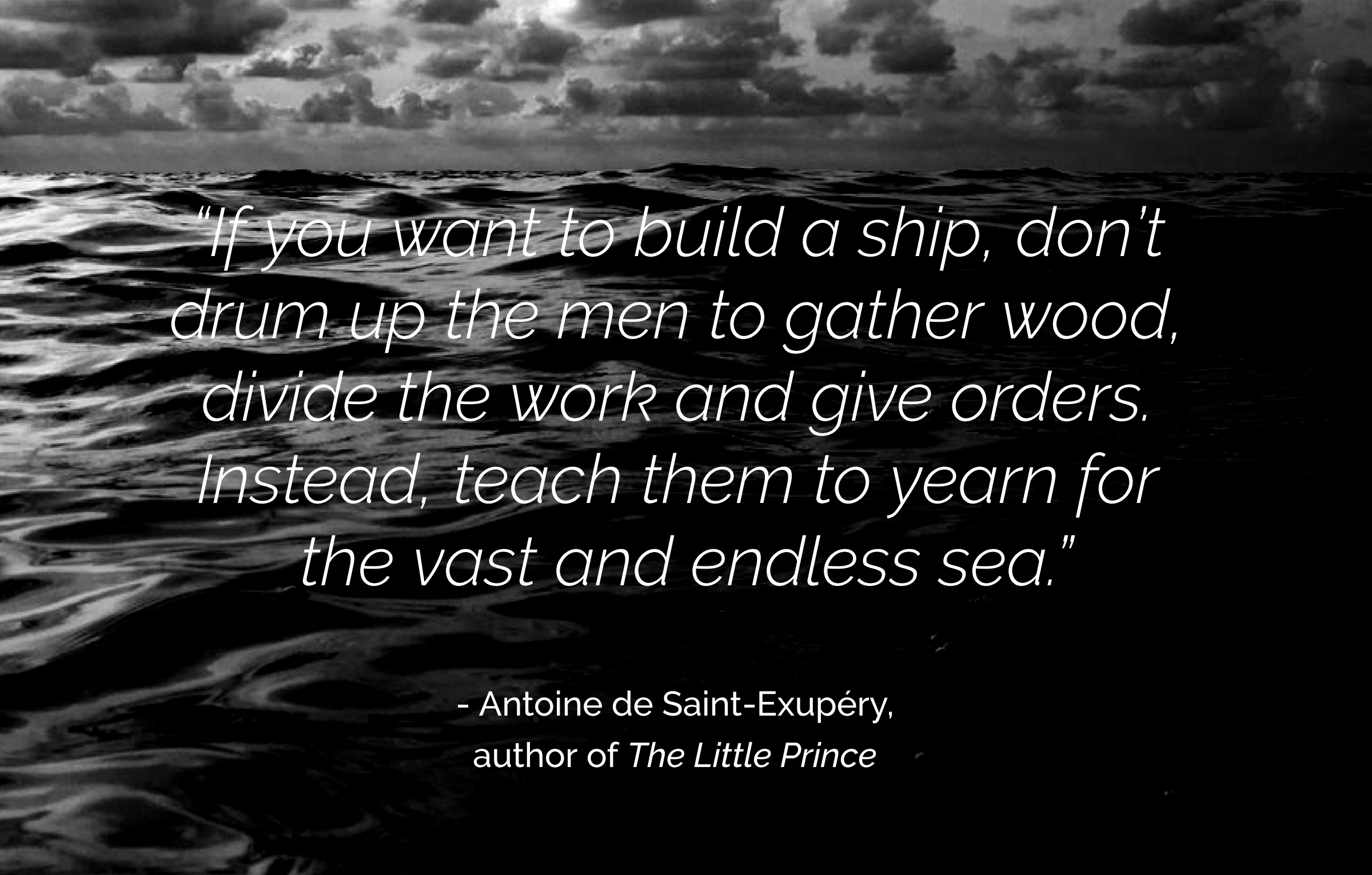
**1st90**

- Simple
- Embedded
- FUN

How is this any different?

01:12

Advantage



*"If you want to build a ship, don't  
drum up the men to gather wood,  
divide the work and give orders.  
Instead, teach them to yearn for  
the vast and endless sea."*

- Antoine de Saint-Exupéry,  
author of *The Little Prince*

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A webinar presented on **10.21.20** by

Advantage Performance Group with Lisa McLeod

*From our series on Pivoting Together in Challenging Times*

More replays & takeaways: **[apg1.us/pivot](https://apg1.us/pivot)**



Special thanks to, our  
thought leader partner  
**Lisa McLeod.**

*Advantage*

**Advantage Performance Group**

*We help organizations develop great people.*