



EXERCISES FOR SUPERHERO HANDSELLING

Stay calm with boxed breathing.

Boxed breathing, or four-square breathing, is an exercise used by everyone from Navy SEALs to nurses to reduce stress and heighten focus. Breathe in for a slow count of four, hold for four, then exhale for four. When you've expelled all the air in your lungs, hold for another slow four count. Repeat as many times as necessary to calm yourself.

Think fast with the 30 Circles exercise.

IDEO, the world-famous design consulting firm, created the 30 Circles exercise to help inspire creative confidence and jumpstart ideation sessions. Take a sheet of paper with 30 circles on it that are roughly the same size (you can draw the circles or print out a free template from the IDEO blog). Set a timer for 3 minutes. Then, using a pen or pencil, turn as many of the circles into recognizable objects as possible (for example, a soccer ball, or a sun, or stop sign).

Learn to listen with RASA.

Author and five-time TED talk speaker Julian Treasure developed the RASA acronym to help people remember how to be active listeners. It stands for

- *Receive*: Pay attention to the person speaking.
- *Appreciate*: Make little noises like “hmm” and “okay” to show you're listening.
- *Summarize*: Paraphrase the speaker's words—“So what I'm hearing you say is . . .”
- *Ask*: Ask questions to allow the speaker to clarify or expand on their thoughts.

Run through the acronym each time you interact with a customer until it becomes second nature.