

# VICTORY MANAGEMENT WHO MOVED MY CHEESE



**UNLEASH THE POWER OF CONNECTION**  
**THE ART OF HOLISTIC SELLING IN THE 21ST CENTURY**  
**BY LAWRENCE J & WENDY A BURKE**

# Who Moved My Cheese By Spencer Johnson

**Who moved my sales cheese?** The book is a parables about four characters. Two are Little people “Hem” and “Haw” and the other two are mice, “Sniff” and “Scurry.” They all lived in a maze, but managed to find the cheese at Cheese Station C. They were happy and comfortable with visiting this station each day until one day, they showed up and there was no cheese!

**Someone moved their cheese!** They had different responses. Sniff and Scurry weren’t that surprised because they’d been watching the cheese supply slowly dwindle. And because they’d been paying attention, they were prepared for the change and immediately took on the big task of trying to find more cheese. Hem and Haw were not so fast to change. Hem decided to stay in denial, wishing for the good old days to return. Haw finally recognized the need for change and looked for new cheese.

**As you read the book See how the Characters Hem & Haw navigates through the new Maze to find cheese, which he finds, he reflects on what he learned. Many of his feelings, frustrations, and fear are very applicable to sales.**

**Change Happens – “They keep moving my cheese.”**Business is going to continue to change because the new normal isn’t even in sight at this point. This is why it’s important to develop and apply the Victory Management of flexibility and self-awareness. Reflect and ask yourself where you are stuck in denial and not moving forward with the necessary changes to succeed. Anticipate Change – “Get Ready for the Cheese to Move.” Just when you think you have identified your new sales targets and designed approaches for new prospects, the target may move. In order to anticipate change, study trends and meet with people outside of your normal network. Keep gaining new perspectives so you can make the next move.



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## **Adapt to Change Quickly – “The Quicker You Let Go of Old Cheese, the Sooner You Can Enjoy New Cheese.”**

Letting go is hard because it may mean dropping aspects of your life that you really enjoy that may not come back. Again, ask yourself the introspective questions: What do I need to let go of? What isn't serving me or my customers at this time?

**Monitor Change – “Smell the Cheese Often so You Know When it is Getting Old.”** I loved this one. Each week, ask the question, “What isn't working anymore? Where do I have a blind spot and who can I ask to hold up the mirror? Am I still in love with an old benefit that doesn't add any value to my clients in this current environment?”

**Change – “Move With the Cheese.”** You have to remember you cannot stay stagnant. Standing still only means you get left behind. You have to keep moving. Life moves on and so should you! Be able to laugh at yourself, let go and move on. Things change in sales and they may never be the same again, that is life, Reinvent yourself, reinvent your selling style, be brave, be curious, be determined overcome the odds, it can be done ! You can do it !

**Enjoy Change!** – “Enjoy the Adventure and Enjoy the Taste of New Cheese! The new world of social distancing selling has created some positives. I've enjoyed virtual selling, conference visuals. Many of your customers and colleagues aren't on planes or constantly in traffic, so it's been easier to connect with people live rather than via email. One final reflection from Haw: Be Ready to Change Quickly and Enjoy it Happy Selling!

**Read the book by clicking below -**

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**Wendy Angela Cofounder Victory Management**

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Thank you for taking the time to download this " PDF" document. I am sure you will find this document useful and will help you to achieve the vision and clarity you need as you move forward with your sales ambitions . When my partner and I created the Victory Management sales training concept back in 2008 we combined both of our many years of real-life sales and customer care experience in order to produce a training programme that would help lead you to core values of, Give service value, Sell more and live better. A simple premise we still live by today, we look forward to serving you again and providing you with great added value sales training.



## Notes