

HEAD 1st SALES

MINDSET · ACTION · RESULTS

“At last, a motivational business speaker who can **actually motivate.”**

David Peavy Retired Air Force Capt.

Week 1:

THE PROPER MINDSET: ATTITUDE

I can't think of a more appropriate place to begin our journey together than between your ears. At the cost of sounding too elementary I want to remind you of the logic and rationale behind the advice suggesting that you learn to walk before you run. And I know all too well that you are eager and chaffing at the bit to start running as soon as you can.

You want to dig in, dive in and begin seeing results today, right now, immediately. That exact attitude has probably everything to do with why you decided to team up with me with what I assume was a significant investment of both time and money for you.

There is a reason we start the program with developing the proper mindset, and it ties directly to a lesson I learned while training for the Ironman Triathlon Competition back in 1996. You can take this lesson to heart. **“YOUR MIND WILL QUIT FIRST.”**

I'll say this again in hope that you will internalize what I am saying, **“YOUR MIND WILL QUIT FIRST.”**

If you are going to be successful in this business or any other business where competition is the norm, you better start paying attention to what you are thinking about on a daily basis, and the conversation you are having with yourself.

You are about to put yourself into position where you will be hearing “no” and “not now” more than just a few times. In fact, the times

you hear “yes” will begin to sound like music to your ears. It is important that you do not start feeling sorry for yourself or begin to take this so-called “rejection” personally. It is not about you. It was never about you and it never will be about you. In fact, “nobody cares about you.”

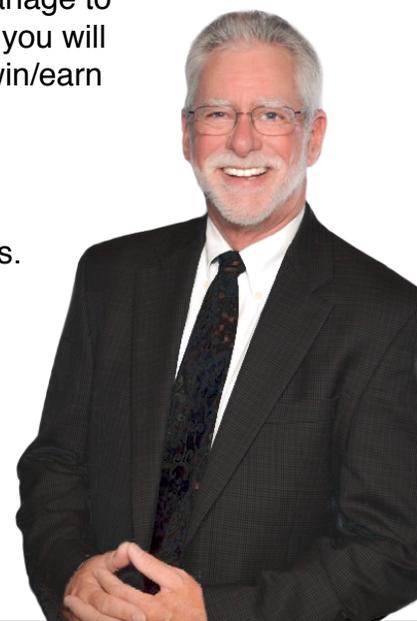
Your clients and prospects could not care less about you. They spend 100% of their time thinking about themselves. For you to spend any amount of time lamenting your current situation is time wasted.

Your motto, attitude, slogan and mantra when faced with a less than positive response to your proposal is one and the same: “Who is next?”

Selling is one of the few “games” where you either win or break even. You do not lose since you did not have the business in the first place. If you can manage to keep this in perspective you will be in better position to win/earn that next new client.

Key Reminders:

1. You can't lose in sales.
2. Nobody cares about you.
3. Your mind will quit first.



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