



TUESDAY'S TAKEAWAYS

1. MINDSET

- A SALE IS ALWAYS BEING MADE, EITHER BY BUYING INTO OBJECTIONS OR SELLING THE NEED. STOP USING EXCUSES FOR WHY SOMEONE DIDN'T BUY AND START USING STORIES TO BUILD TRUST AND CONNECT EMOTIONALLY.
- **SCARCITY MINDSET:** BELIEVING A REJECTION IS FINAL OR SOMEONE ELSE HAS ALREADY WORKED AN AREA.
- **ABUNDANCE MINDSET:** SEEING EVERY SITUATION AS A NEW OPPORTUNITY, EVEN WITH PRIOR REJECTIONS.

2. THE POWER OF STORIES

- **SHARING PERSONAL STORIES** HELPS BUILD TRUST AND CREDIBILITY.
- **THIRD-PARTY STORIES** ARE MORE IMPACTFUL THAN PERSONAL STORIES, ESPECIALLY WHEN THEY INVOLVE PEOPLE THE CLIENT KNOWS.
- **THE DEMO NEEDS TO BE MADE TO FEEL ALIVE,** NOT JUST HEARD.
- **DROP NAMES AND LOCAL REFERENCES** EARLY AND OFTEN TO SHOW CREDIBILITY AND CONNECTION. AVOID WAITING UNTIL THE BUYING ATMOSPHERE TO DEMONSTRATE SOCIAL PROOF; INTEGRATE IT THROUGHOUT THE ENTIRE CONVERSATION.

3. MEDITATE

- **MEDITATION** LETS YOU BECOME MORE AWARE AND MORE PURPOSEFUL ABOUT YOUR ACTIONS. IT TEACHES YOU HOW TO RESPOND, RATHER THAN REACT TO SITUATIONS IN YOUR LIFE.

“ YOU CANNOT THINK YOUR WAY INTO SOMETHING POSITIVE WHEN YOU ARE IN A NEGATIVE HEADSPACE. ”