

# MINDSET

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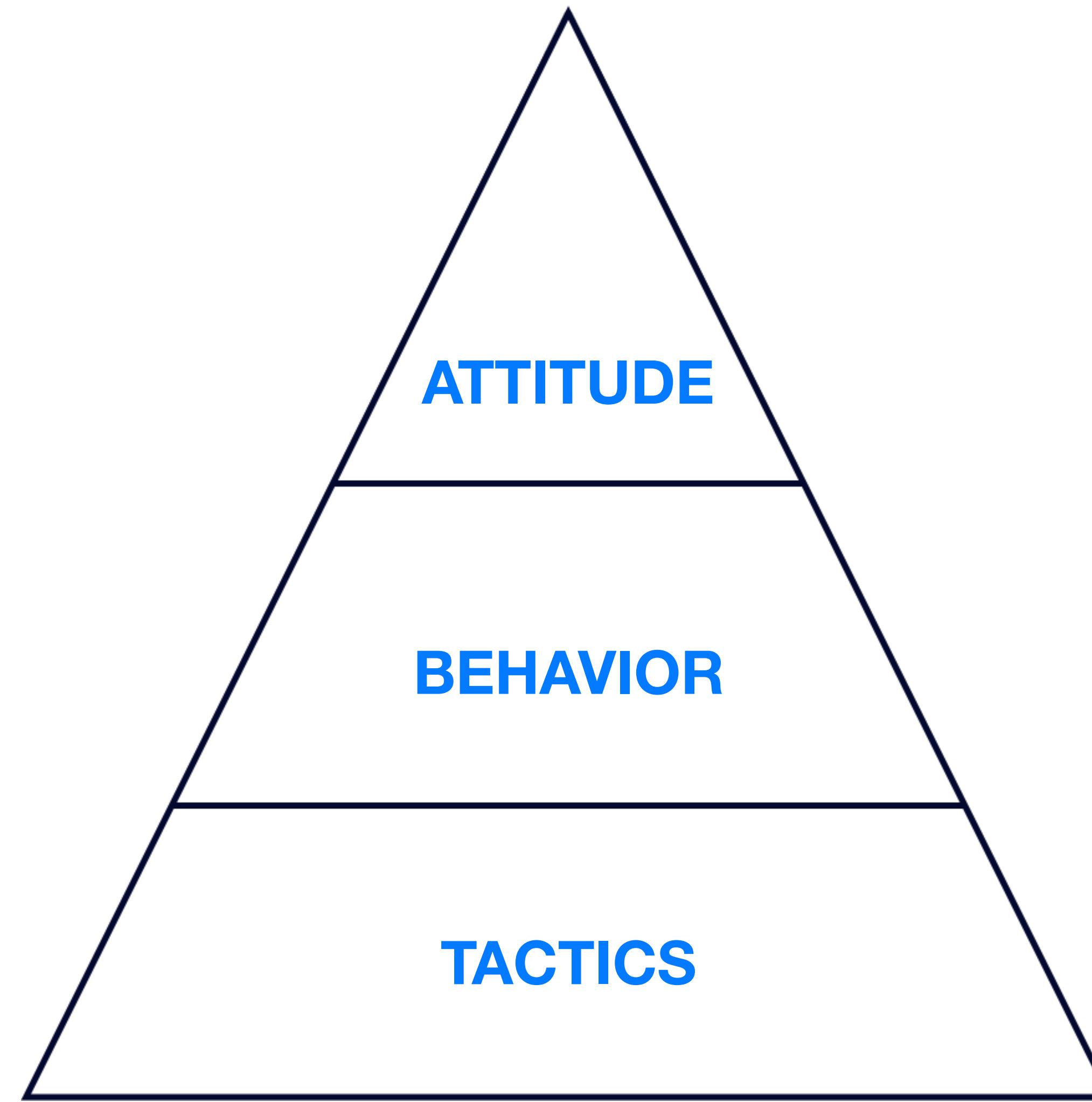
# THE SUCCESS PYRAMID

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- Most sales people fail because they only focus on tactics
- Having the right mindset will determine how successful you will be come

# THE SUCCESS PYRAMID

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**Attitude** is how you feel about yourself  
on the inside and the mindset you  
have in every situations

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# THE SUCCESS PYRAMID

- **Attitude:**
  - How you feel about yourself on the inside and the mindset you carry in every situation
  - How you perceive yourself, your company, your marketplace, your competition, and the economy
  - Your attitude on anything can change at anytime



# THE SUCCESS PYRAMID

- **Attitude:**

- People with a strong attitude look inward not outward
- To succeed in sales, you must be willing to fail
- You must be mentally and emotionally tough

**Behaviors** are determined your dreams,  
wants, needs, goals, and desires &  
how committed you are to them

# THE SUCCESS PYRAMID

- **Behaviors:**

- Behavior are determined your dreams, wants, needs, goals, and desires & how committed you are to them
- It's what you do every day to grow as a person and to grow your business
- Has to be more than just the money or you may fail

# THE SUCCESS PYRAMID

- **Behaviors:**

- Never use how much business you will do as a goal
- You may not control how much money someone takes out their wallet, but you have 100% control of your behavior



Tactics are the skills and techniques  
you use to execute behaviors

# THE SUCCESS PYRAMID

- **Tactics:**

- Tactics are the skills and techniques you use to execute behaviors
- Tactics starts the moment you open your mouth
- Your Attitude and Behavior will determine the style in how you perform your tactics

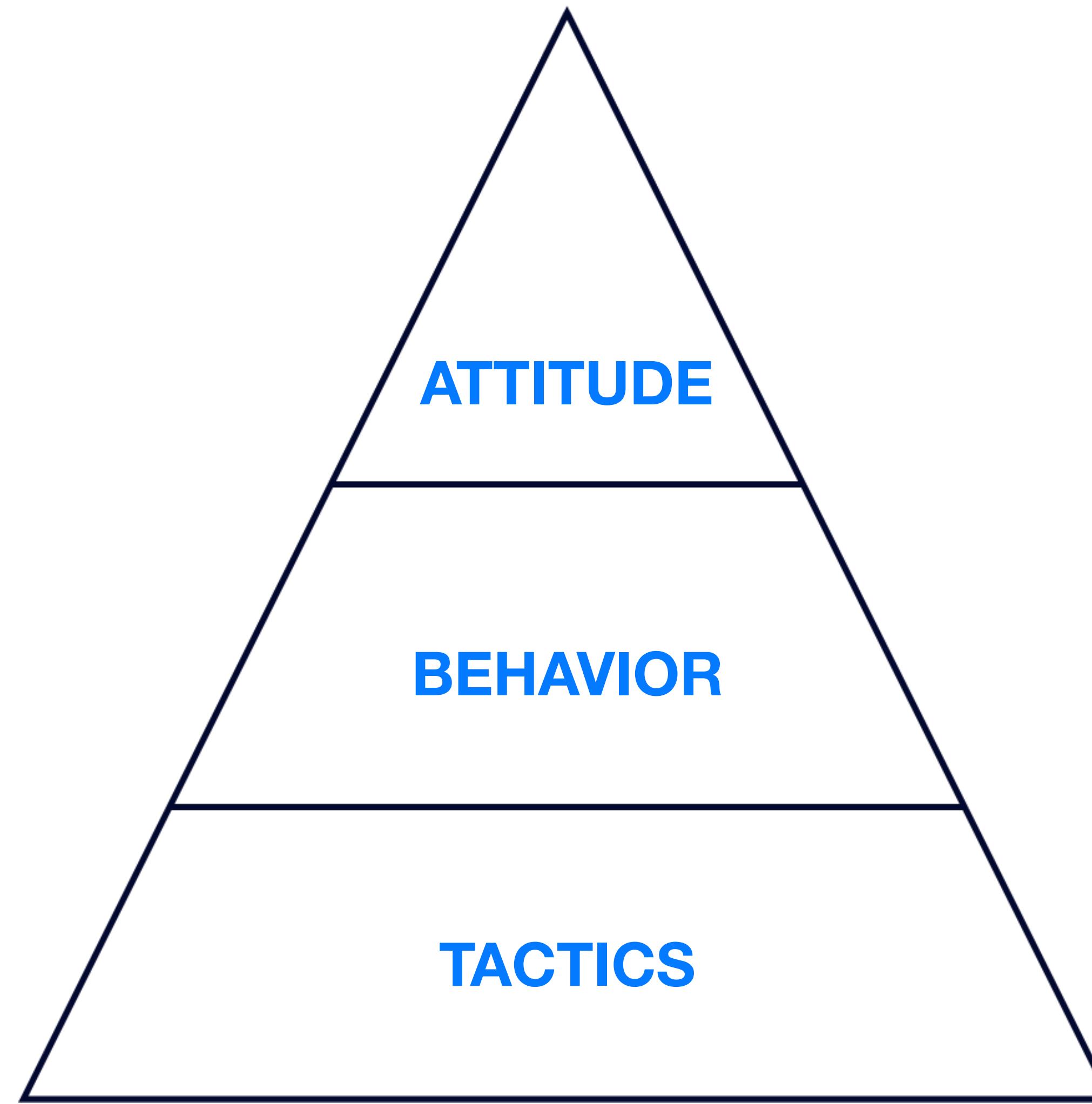
# THE SUCCESS PYRAMID

- **Tactics:**

- Raw tactics alone won't get you to the top
- You MUST feel good about yourself to sell successfully

# THE SUCCESS PYRAMID

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# SETTING YOUR GOALS

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- People are afraid of setting goals because they don't want to be held accountable (they "go with the flow")
- How can you be successful if you don't define what success is?

# SETTING YOUR GOALS

- **SMARTS GOAL:**
  - **Specific** - what do you want to accomplish?
  - **Measurable** - how much? how many?
  - **Achievable** - how realistic is this goal?
  - **Relevant** - why does this goal matter to you?
  - **Time Bound** - when will you accomplish this goal?
  - **Shared** - share your goal with someone you trust!

# SETTING YOUR GOALS

- Can factor in financial goals
- But more important to focus on behaviors
- Focus on behaviors you can control and the results will come if you're committed to your goals

# SETTING YOUR GOALS

- **PROFESSIONAL SMARTS EXAMPLE:**

- Financially my goal is to hit 150% of my yearly quota for the year. More importantly, I want my sales ability to be ranked top 1% at Oracle within the next year.
- To accomplish this, I will read 2 sales/communication books per month, take 3 sales master courses within the year, and practice my sales skills either with customers, peers, or on my own 5 days a week without fail.
- These goals MATTER to me because I want to gain the sales skills today so that in the future, I will be in the position to inspire others and show them how developing their communication skills can drastically improve their lives

# SETTING YOUR GOALS

- **PERSONAL SMARTS EXAMPLE:**
  - No matter how much effort I put into my career, I will protect my weekends for fun activities with my friends & family. I will exercise a minimum of 4 days per week. I will visit my family in Los Angeles at least once every 2 months.
  - These goals are important maintaining a balance between my career, personal life, and health are the ingredients for a happy life!