

# Module 1: Sales Mindset & The 10X Rule

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## Training Guide for One-on-One Session

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**Duration:** 30 minutes

**Objective:** Help your team member develop an unstoppable sales mentality and embrace massive action

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## Pre-Session Preparation

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### Materials Needed:

- This training guide
- Module 1 Reinforcement Packet (one-pager, worksheet, scripts)
- Whiteboard or notepad for visual learners
- Success stories from your own experience

### Trainer Mindset:

- Be enthusiastic and energetic
  - Share personal stories of overcoming challenges
  - Create a safe space for honest discussion
  - Focus on belief-building, not just technique
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# 30-Minute Session Outline

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## Minutes 1-3: Connection & Context

**Opening Question:** "On a scale of 1-10, how confident do you feel about your ability to succeed in sales right now?"

**Purpose:** Establish baseline and create openness

**Key Points to Cover:** - Acknowledge that mindset is the foundation of all sales success  
- Share that every top performer started where they are now - Emphasize that sales skills can be learned and mastered

**Transition Statement:** "Today we're going to talk about the single most important factor in sales success: your mindset. Everything else we'll learn in future sessions builds on this foundation."

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## Minutes 4-8: Concept Introduction - The Sales Mindset

### Core Teaching Points:

**1. Sales is a Transfer of Belief** Explain that selling isn't about manipulation or tricks. It's about genuinely believing in what you offer and transferring that belief to your prospect. If you don't believe in your product or service, no technique will help you.

**Quote to Share:** *"The sale is made or lost in the mind of the salesperson, not the prospect."* - Grant Cardone

**2. Rejection is Redirection** Help them reframe rejection as a natural part of the process, not a personal failure. Top performers get rejected more than average performers because they take more action.

**Statistics to Share:** - Average sales rep hears "no" 4-5 times before hearing "yes" - Top performers make 50% more attempts than average performers - 80% of sales require 5+ follow-up attempts

**3. The 10X Rule** Introduce Grant Cardone's concept: Whatever level of effort you think is required, multiply it by 10. Most people underestimate the action needed to achieve their goals.

**Visual Aid:** Draw two columns on paper: - Column 1: "What most people think it takes"  
- Column 2: "What it actually takes (10X)"

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## Minutes 9-15: Deep Dive - Building Your Sales Mindset

### The Four Pillars of Sales Mindset:

**Pillar 1: Abundance Thinking** There are unlimited opportunities and prospects. One "no" doesn't matter because there are thousands of potential "yeses" out there. Scarcity thinking leads to desperation, which prospects can sense.

**Example Story:** Share a personal story about a time when you lost a deal but found an even better one because you kept prospecting.

**Pillar 2: Massive Action** Success in sales is a numbers game multiplied by skill. When starting out, focus on massive action to build skills and confidence. Action cures fear.

**Formula to Share:**  $\text{Success} = (\text{Activity} \times \text{Skill}) + \text{Consistency}$

**Pillar 3: Resilience & Persistence** The ability to bounce back from rejection quickly is what separates top performers from average ones. Develop a short memory for failures and a long memory for successes.

**Technique to Teach:** The "5-Minute Rule" - Allow yourself 5 minutes to feel disappointed after a rejection, then move on to the next opportunity.

**Pillar 4: Continuous Improvement** Adopt a growth mindset. Every interaction is a learning opportunity. Top performers are always studying, practicing, and refining their approach.

**Question to Ask:** "What's one thing you could learn from your last unsuccessful sales conversation?"

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## Minutes 16-22: Practice & Application

### Exercise 1: Reframing Negative Self-Talk (5 minutes)

Have them identify their most common negative thought about sales, then help them reframe it:

**Common Negative Thoughts → Reframes:** - "I'm bothering people" → "I'm offering solutions to real problems" - "I'm not good at sales" → "I'm developing my sales skills every day" - "People don't want to hear from me" → "The right people are waiting for my solution" - "I hate rejection" → "Every no brings me closer to a yes"

### **Exercise 2: The 10X Action Plan (3 minutes)**

Ask them: "What's your current weekly activity goal?"

Then challenge them: "What would 10X of that look like? What would you need to do differently to achieve it?"

Help them identify: - Time blocks needed - Resources required - Obstacles to overcome - Support needed

### **Exercise 3: Commitment Declaration (2 minutes)**

Have them complete this statement out loud: "For the next 30 days, I commit to taking massive action by [specific activity] every day, regardless of how I feel or what results I get."

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## **Minutes 23-27: Action Planning**

### **This Week's Specific Actions:**

**Daily Actions (Must Do):** 1. Start each day by reading your commitment declaration out loud 2. Make [specific number] prospecting calls/contacts before checking email 3. After each rejection, immediately move to the next prospect (5-minute rule)

**Weekly Actions:** 1. Track your activity numbers daily (calls, meetings, proposals) 2. Journal one lesson learned from a difficult conversation 3. Share one success (no matter how small) with the team

**Mindset Practices:** 1. Morning routine: 10 minutes of visualization of successful sales conversations 2. Evening routine: Write down 3 wins from the day (even small ones) 3. Weekend: Read/listen to one chapter from a sales book or podcast

**Accountability:** "I'll check in with you in 3 days to see how your activity numbers are tracking. What's the best way to reach you?"

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## Minutes 28-30: Reinforcement & Wrap-Up

**Provide Take-Home Materials:** 1. One-page mindset summary 2. Daily tracking worksheet 3. Reframing exercise worksheet 4. Audio summary for commute listening 5. Recommended reading: "The 10X Rule" by Grant Cardone (Chapter 1)

**Key Takeaways to Reinforce:** - Sales success starts with mindset, not technique - Massive action is the cure for fear and doubt - Rejection is normal and necessary for success - You control your effort, not the outcome

**Motivational Close:** "Remember, every top performer you admire started exactly where you are right now. The only difference is they committed to massive action and never gave up. I believe in you, and I'm here to support you every step of the way. Let's make this week count!"

**Schedule Next Session:** "Next week we'll dive into understanding your buyer's psychology and how to adapt your approach to different personality types. This is where things get really fun!"

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## Coaching Tips for Different Learning Styles

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**Visual Learners:** - Draw the four pillars as a foundation diagram - Use charts to show activity vs. results correlation - Have them create a vision board of their goals

**Auditory Learners:** - Have them verbalize their commitment out loud - Record their reframing statements on their phone - Encourage them to listen to sales podcasts

**Kinesthetic Learners:** - Do role-play of confident vs. unconfident approach - Have them physically write out their commitment - Encourage immediate action after the session

**Reading/Writing Learners:** - Provide detailed written materials - Assign journaling exercises - Give book recommendations with specific chapters

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## Common Challenges & How to Address Them

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**Challenge:** "I'm just not a natural salesperson" **Response:** "There's no such thing as a 'natural' salesperson. Every skill can be learned. Michael Jordan wasn't born knowing how to play basketball. He practiced relentlessly. Sales is the same."

**Challenge:** "I don't want to be pushy" **Response:** "Being pushy means putting your needs above the customer's. Being persistent means believing so strongly in your solution that you don't give up when you can genuinely help someone. There's a big difference."

**Challenge:** "I'm afraid of rejection" **Response:** "Fear of rejection is normal. But here's the truth: rejection in sales isn't personal. They're not rejecting you; they're rejecting the offer at this moment in time. And every no gets you closer to a yes."

**Challenge:** "I don't have time for massive action" **Response:** "Let me ask you this: Do you have time to struggle and not hit your goals? Massive action actually creates more time because you get better results faster. What can we eliminate from your schedule to make room for income-producing activities?"

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## Follow-Up Actions (For You as Trainer)

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**Within 24 Hours:** - Send encouragement text/email - Share one additional resource (article, video) - Remind them of their commitment

**Day 3 Check-In:** - Quick call or message: "How's your activity tracking going?" - Celebrate any progress - Troubleshoot any obstacles

**Day 7 (Before Next Session):** - Review their tracking worksheet - Prepare specific feedback for next session - Identify wins to celebrate

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## Success Metrics for This Module

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By the end of this module, your team member should: - [ ] Articulate the four pillars of sales mindset - [ ] Have a written commitment to massive action - [ ] Complete daily

activity tracking - [ ] Demonstrate increased prospecting activity (measured) - [ ] Show improved resilience after rejection (observable)

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*"Whether you think you can, or you think you can't – you're right." - Henry Ford*

*"The only limit to our realization of tomorrow will be our doubts of today." - Franklin D. Roosevelt*