Many years ago, I was introduced to the book *Mindset* by Carol Dweck.

Looking back, it changed the way I thought about sales and the way I coached salespeople.

The truth is this:

Selling is a mindset decision before it is a sales decision.

Most people think sales success comes from better techniques, better scripts, or better closing skills.

They help.

But before any of those things matter, a salesperson has already made a decision about what selling means to them.

Do they see sales as helping or persuading?

Do they see objections as rejection or feedback?

Do they see prospecting as an interruption or an opportunity?

In a recent workshop, I introduced this concept to a group of salespeople. For many, it was the first time they had stopped to think about how their beliefs about selling were influencing their results.

The breakthrough was simple.

When you change the way you think about sales, you change the way you show up in sales conversations.

Confidence improves.

Curiosity increases.

Resistance decreases.

And suddenly selling feels less like a confrontation and more like what it was always meant to be:

A conversation designed to help someone make a better decision.

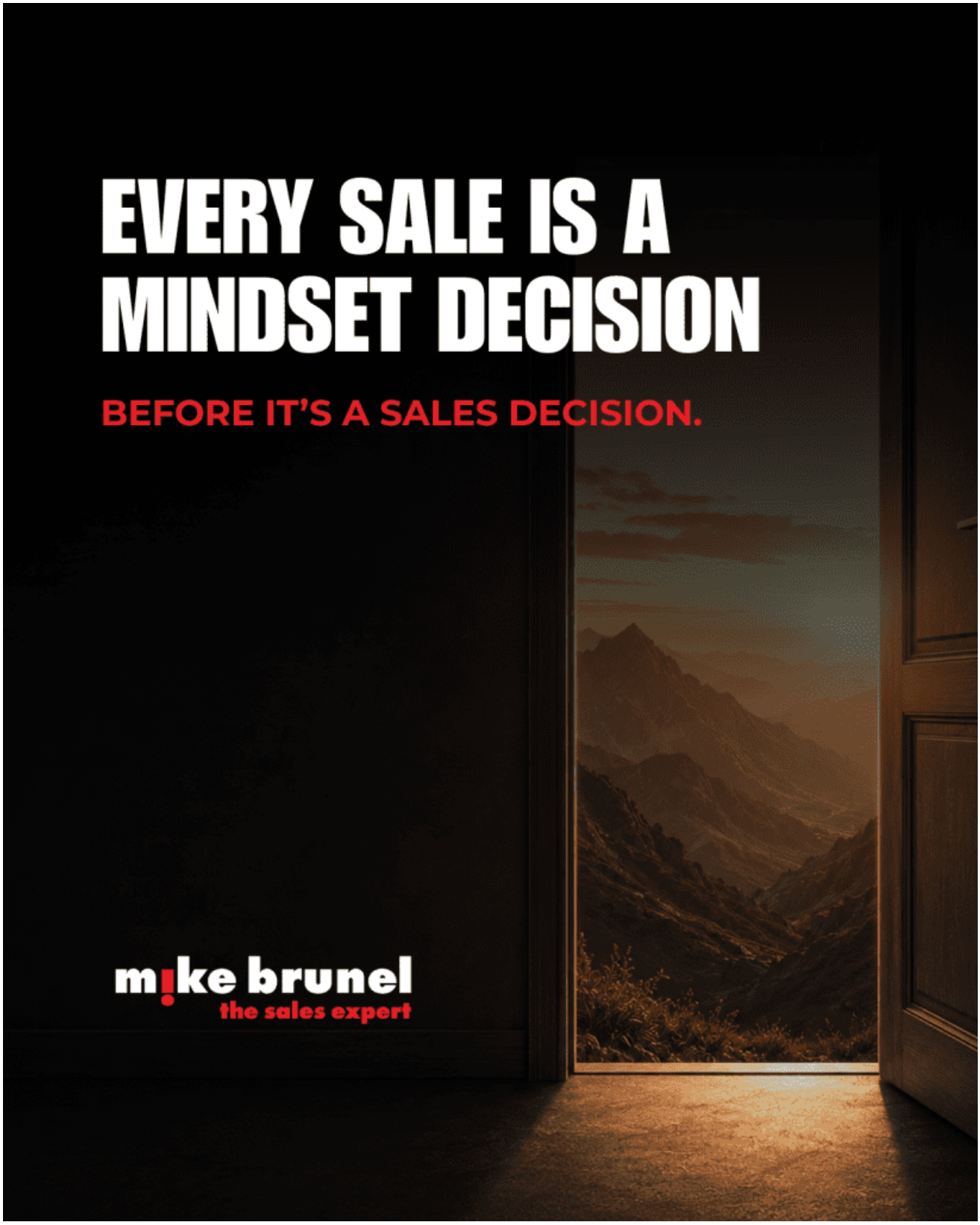
Because every sale starts with a mindset decision long before it becomes a sales decision.

Have a great week selling your stuff.

Check out my book, where I go into more detail about what holds salespeople back from making Mindset decisions.

Best

Mike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mike brunel
the sales expert