

# **Success Mindset**

# A Word About Fear

- It's perfectly ok to have fear... it's bad if it paralyzes you from taking action
- Live in the “fringe of fear”
- This elevates you to the next level
- Think about the worst case scenario...it's much less worse than you think

# Process for success

- Assume the sale
- Build rapport (so they like and trust you)
- Qualify – find out what they really want
- Make your offer and ask for the commitment
- Handle objections
- Ask again for the sale
- Future pacing to eliminate buyers remorse

# It's Ok They Don't Like You

- Get over the need to make people like you
- You're there to solve a problem and if you do that they will respect you and do business with you
- NEXT: You need to quickly determine if this is a viable prospect or not.. And if not then "Next"

# Remember They Called You

- They need help otherwise they would not have called
- If they Are tire kickers then get them off the phone
- If you do your marketing right you'll have more people than you can handle

# How To Internalize These

- Listen to these all the time
- Repetition is key
- Practice repeating them as I say them

# You Sound Like You Really Don't Know What You Are Doing..

- This is an issue with your tonality
- Could be that you don't have your scripts down
- You're not speaking "as if"
- Your fear of someone saying this is greater than the reality (nobody will really say this to you)

# Are You Stealing Their Equity?

- You need to be ok with the service that you're providing
- Nobody ever gives you their equity
- They trade their equity for something else
- Example: trading your car for a new one at the dealer (instead of selling it yourself)



Since I've never done a deal before, I don't like lying about being new and they won't take me seriously if they know I'm a newbie.

- This is you being fearful of rejection (what's the worst that will happen to you)
- You have to act “as if” you know what you're doing
- With this course you'll know what to say each time