

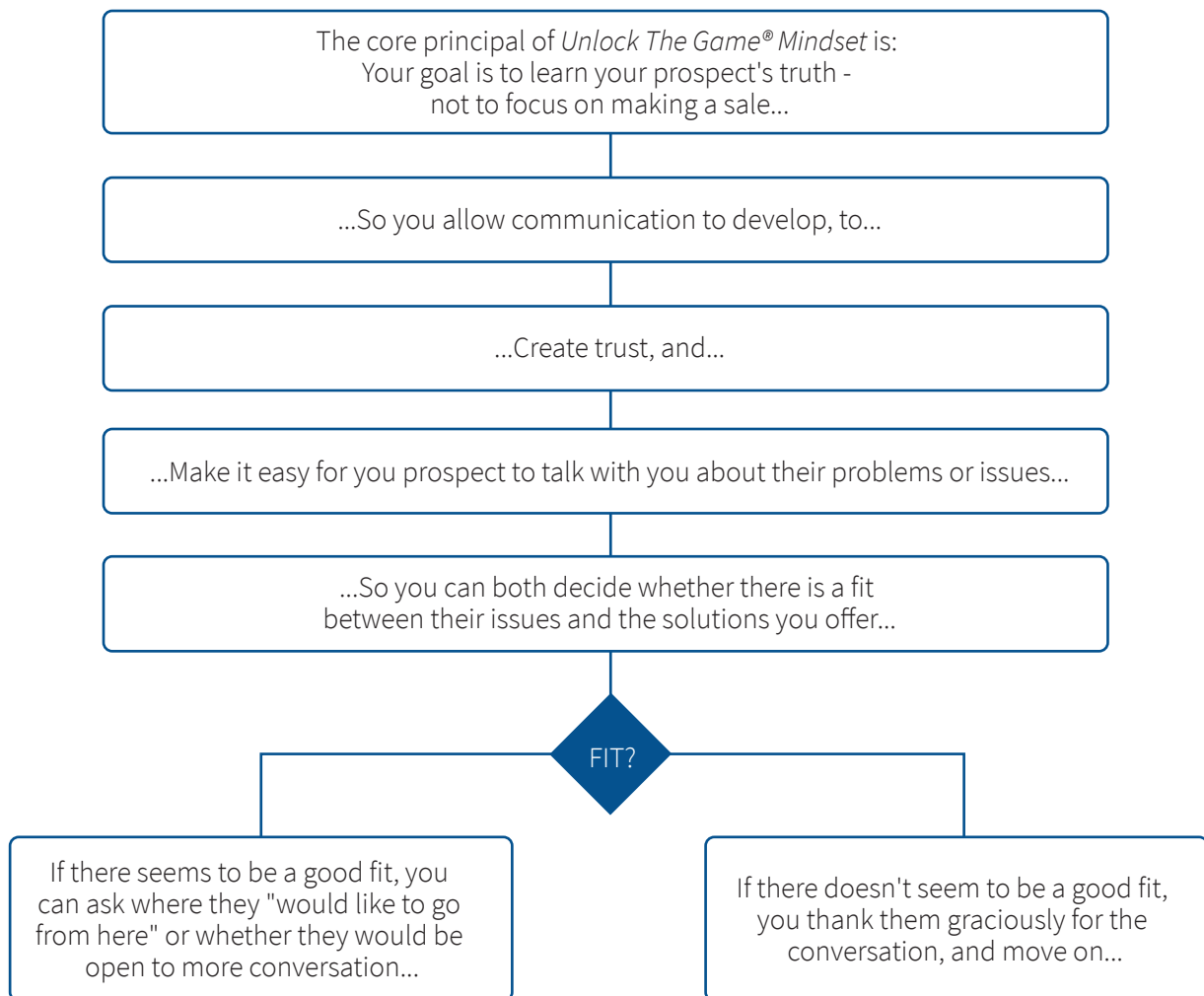


The Mindset

When dealing with gatekeepers, your main concerns are to:

- This card will help you remember the basic principles of the *Unlock The Game® Mindset* and how everything you do flows from it. If you need to ground yourself in the “why” of an Action Card, the flowchart will remind you of how everything fits together.
- The other side of this card contains a checklist that reminds you how to apply the Mindset in each of your sales situations.
- You might consider reviewing both sides of this card each morning before you begin your sales calls to help you stay focused.

Mindset Flow Chart



Note: This Action Card will only be effective if you have fully integrated the *Unlock The Game® Mindset*.



The Mindset *(page 2)*

This checklist will remind you of what to keep in mind so you can apply the Mindset to each of your selling situations.

Go into your selling situation focused on...

- Learning your prospect's truth, not on making a sale
- Allowing trust to develop
- Allowing conversation to emerge
- Avoiding any assumption that your solution is a fit for your prospect's problem or issue
- Listening
- Staying in the moment and focused on the conversation
- Avoiding any type of sales pressure

Your language and tone of voice should always be...

- | | | |
|------------------|--------------|--------------|
| • Natural | • Respectful | • Unassuming |
| • Conversational | • Polite | • Authentic |
| • Calm | • Gracious | • Attentive |
| • Relaxed | • Low-key | • Friendly |
| • Gentle | • Humble | • Helpful |

Notes:

Note: This Action Card will only be effective if you have fully integrated the Unlock The Game® Mindset.