

KEEPING YOUR SALES MINDSET STRONG

WORKSHEET

There are key points I want you to remember when performing High-Value Sales. Memorize these points. Recite them daily before starting your interviews, calls, or any other High-Value Sales conversation.

These are critical for any master High-Value Salesperson.

-Victor

Points to Remember (Concise):

- **Remember the Numbers**
- **Forget Everything Negative**
- **Believe in Yourself**
- **Do Not Worry About Price**
- **Ignore the No**
- **Focus on Your Vision**

Points to Remember (Elaborated):

1. Remember the Numbers

- a. If you are performing High-Value sales technique as specified, you will maintain a 20% (1 out of 5 conversion rate), but as with everything, results are measured over the course of a week or a month. So you might have two or three days with no sales, but then multiple sales in a row day 4. This is not only normal, it's expected. It's statistics.
- b. Once you get your technique honed in, results can go up to 1 in 4 conversion rates and beyond. But always remember – a 1 out of 5 conversion rate over the course of a week / month is completely

normal. And when selling our High-Value products (which have low overhead by default), just a handful of sales land a massive profit.

- c. Never forget these conversion numbers, and never worry if you have a bad day or two. Do not have two bad calls and assume that your technique is broken – this is not a proper data set.

2. Forget Everything Negative

- a. It does not matter if you've had several bad calls in a row – always forget everything negative and start each High-Value conversation with a blank slate. Each conversation is a new opportunity.
- b. This applies for personal conflict as well – fights with spouses, friends, children – all of this must be forgotten before the call begins. It does not matter.
- c. Remember – each call is a new prospect, in a new situation, and again, a new opportunity.

3. Believe in Yourself

- a. You can do this. You can help the prospect. You have FAR MORE than enough experience to put the prospect in a much better situation than they were previously.
- b. If you cannot believe in yourself and your solution, you have to fake it, but there is zero reason you should have to do so.
- c. Remember – people far less experienced, educated, and talented than you can undoubtedly help out the prospect if they were to focus their time and attention on helping the prospect solve their issues. You are vastly overqualified, and your solution is EXACTLY what the prospect needs.
- d. It is the prospect's loss if they do not join your amazing solution – this likely means they will not progress in general. If what you do is exactly what they need (which it should be based on offer), and they don't join because of whatever belief structure they've created in their head ("I can't afford this, etc."), this means there is an overwhelming likelihood they will continue to suffer the issue you could have resolved for them. It is their loss, not yours.



4. Do Not Worry About Price

- a. There will be prospects who think your solution is insanely cheap and wonder why it's so inexpensive, and there will be prospects who cannot fathom ever having that much money saved to invest in your product. This is expected, and a reflection of the prospect, not you.
- b. You WANT prospects to invest a larger sum. We have repeatedly tested letting in prospects at a heavily-discounted rate, and/or an extremely extended payment plan, and without exception the prospect failed. It has to be a financial sacrifice for the prospect to mentally commit to the work required to overcome their issues.
- c. Remember – “If you charge \$100, you get \$100 clients”. You want the best and most committed clients – it is for their benefit as much as yours.

5. Ignore the No

- a. Just like “Forgetting Everything Negative”, if a prospect says No, you follow the script and execute proper objection handling, and the prospect does not call back and buy within the required time frame for the discount, this is OK and expected. This will happen, statistically more often than not.
- b. Remember – Just 10 sales a month at \$3000 is \$30,000 a month. 10 sales in an entire month. You do not need everyone to join your program, nor will they.
- c. Remember the numbers and remember to forget everything negative – every prospect who doesn't join means you're one step closer to a prospect who will.
- d. Some will say no, some will say yes – This is a law of nature / reality. Do not let “nos” affect you in any way whatsoever.

6. Focus on the Vision

- a. You have a greater purpose than just making money. You are changing the world.
- b. Focusing on the greater vision (instead of simply “making lots of money”) is what causes huge money to roll in.



- c. Focusing on the greater vision also allows you to remain ethical while leveraging all the immensely powerful High-Value sales technique you're mastering.
- d. Again, it's the prospect's loss if they don't work with you – not yours. They've missed a MASSIVE opportunity to change their lives. You simply move on to the next person on your mission to change the world.

