



The Mental Game Of Sales

Strategies for Developing Mental Toughness

Bill Bartlett

What Drives Your Success?

“In every area of life, it’s the amount of determination, mental toughness and resolution that predicts your level of success more than any other factor!”

In other words...

Motivation is undependable

Willpower is variable

TALENT is overestimated

Weaknesses that Mitigate Sales Mental Toughness

1. Need for approval
2. Fear of rejection
3. View of money
4. Emotional composure
5. Self-worth

The 4 Cs of Mental Toughness

- Challenge: your ability to deal with change
- Commitment: how well you operate under pressure
- Confidence: belief in self
- Control: harnessing emotions

Keys to Mental Toughness in Today's Business Climate

1. Unshakeable belief in your ability to achieve goals
2. Ability to bounce back from perceived failure
3. Insatiable desire to succeed
4. Eliminating the boundaries of discomfort
5. Not being adversely affected by good or bad performance
6. Remaining fully focused in the face of personal distractions
7. Controlling the 6 inches between your ears

My Favorite Quote

“Success is a lousy teacher! It seduces smart people into thinking they can’t fail.”

Bill Gates

“Mental toughness is forged in the gap between success and failure”

Bill Bartlett

How to Develop Mental Toughness in 2018...

1. Check your unconditional commitment to goal achievement
2. Learn from your mistakes
3. Create a partnership with preparation and discipline
4. Control your emotions
5. Develop a realistic attitude



Sandler Training

Thank you!

How to Succeed.