



## **3 SALES** MUSCLES

*"The will to succeed is important, but what's more important is the will to prepare"*



# 1. HARD WORK

HARD WORK DOESN'T COME NATURALLY TO EVERYONE. AT SOME POINT EVERYONE HAS TO LEARN HOW TO WORK HARD. WITH THE RIGHT GUIDANCE AND CONSISTENT EFFORT, YOU CAN DEVELOP YOUR WORK ETHIC INTO A TRUE STRENGTH.

# 2. COACHABLE

SELF AWARENESS IS THE KEY TO GROWTH  
BE HONEST WITH YOURSELF IN WHERE YOU'RE STRUGGLING  
BE SPECIFIC ABOUT THE THINGS THAT NEED WORK; MAKE A PLAN TO ADJUST  
INSTEAD OF ASKING WHAT TO SAY? ASK WHY IT NEEDS TO BE SAID?

# 3. PERSISTENCE

75% OF SALES COME AFTER 7 NO'S  
3% OF SALES COME AFTER 1 NO