



MENTAL TOUGHNESS

"Victory is always possible for the person who refuses to stop fighting"

9 EXERCISES *TO BUILD MENTAL TOUGHNESS*

1. Lie to yourself in a positive way
2. Carry a notebook (Write down ideas)
3. Celebrate your Success
4. Forget your failures
5. Look at your problems/failures as gifts
6. Believe in your ability to find a way to sell and not only in your technique
7. Go to the movies (JACK NICOLAUS)
8. Positive self talk
9. Be Decisive



9 EXERCISES EXPLAINED

1. Lie to yourself in a positive way and never in a negative way. (Fake it til you make it)
2. Carry a notebook. Write down your Ideas. Proven Study that writing and the connection between the brain and the hand and the actual act that comes from writing the thing written is 6X more likely to be remembered and used even if it is never reviewed than typing or recording the same idea.
3. Celebrate your success. Record all the success in your notebook and write affirmations in present tense. Be specific.
4. Forget your failures. Be intense in preparation, routine, and process and have a low level of importance of your results. Intensity and passion is a must when it comes to this job, but with as often as we fail if we are intense on our results, then we will have a negative self image. Since we can be intense on preparation, routine, and process we can have a very high level of success.
5. Look at your problems and failures as gifts. These are opportunity to improve. Evaluate by using constructive criticism and forget about them and be grateful for the learning opportunity.
6. Believe in your ability to find a way to sell and not in your technique or skill. Realize no one is perfect and the top reps are resilient.
7. Go to the movies. Visualize your next day in bed. Your subconscious can not tell the difference between real life and visualization. Makes up for lack of experience.
 1. Michael Phelps: 2 hours a night would visualize swimming meets
 2. Jack nicholas: Play an entire round of golf the night before.
8. Positive self talk. Thoughts become words, words become actions, actions become habits, and habits become character. "Sounds corny when talking about self talk, but if you start with character and work backwards, it makes total sense"
9. Be decisive. Sales is leadership. Leaders must be decisive. There is nothing worse than an indecisive salesman or leader.