7 MINDSET SHIFTS THAT CAN DOUBLE YOUR CLOSING RATE

While Taking the Anxiety & Discomfort Out of Selling

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(While Taking the **Anxiety** and **Discomfort** Out of Sales)

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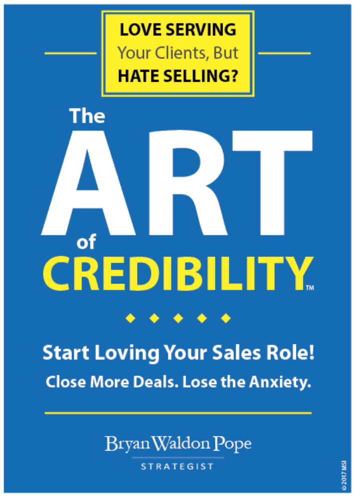
If you are responsible for both **selling your services** and **fulfilling them**, this is for you.

If you **LOVE serving** your clients, but **HATE (or at least don't necessarily enjoy) selling**, this is definitely for you.

B2B service providers, entrepreneurs, consultants, coaches, insurance and real estate agents, financial planners, attorneys, freelancers, professional salespeople, and many others can instantly benefit from the **shift in mindset, principles, and practices** I'm going to share in the next few minutes.



This quick-read e-book is an introduction to *The Art of Credibility*™, the proven approach to selling and serving clients that **accelerates buy-in**, **multiplies closing rates**, and **keeps clients active longer**, all without the anxiety or discomfort (for you or your prospects) that so often accompanies the sales and retention process.

SELLING IS *NOT* FUN

Let's just get that out on the table right up front. **No one truly enjoys selling.** *Wait!* You're going to argue that point with me. You know someone who ***loves*** selling. (Maybe it's *you*!)

No, you don't. Here's why…

"Selling," is all about getting someone to **buy in** to what ***you*** have to offer.

You have to make a pitch, move the prospect through the stages of the sale, overcome objections, then close them. It all feels a bit like you're a monkey on a leash dancing to someone else's tune in front of an (often) unwilling audience, doesn't it?

That's "selling." **You don't wake up in the morning excited to do it**. And your prospects and clients definitely don't get jazzed about being subjected to it. It is often uncomfortable for everyone involved. And there is far too much wasted time and energy in the process.

HERE'S THE GOOD NEWS…

You can **significantly increase** your closing rate while **enjoying** the process, and even have your prospects and clients **happily and willingly engaged** in the journey with you.

Really! That's my promise to you when you follow my lead and apply what I teach my clients.

ALL SALESPEOPLE ARE LIARS

I'm here to submit to you that anyone who is truly a salesperson is also a liar. Are they producing sales? Many of them are. But as I've already noted, they aren't having fun. And **people don't like them**.

I can assure you that if traditional, slick-talking, game-playing, arm-twisting, close-the-sale-at-any-cost-minded salespeople had their way, they would be off playing somewhere or pursuing some other personal interest because liars are, by their very nature, **selfish**. And doing self-serving and personally entertaining things is what is fun to people with that mindset.

No one can sell what he or she has to offer to an unprepared, unwilling audience without **lying** to make the deal happen in many cases. Period. If you live in sales mode, you will have to lie to get the job done with many of your prospects.

There is no way to consistently perform at peak level as a credible closer—**converting prospects** into clients, enjoying **repeat purchases**, and **gaining referrals**—if you are a salesperson. It just doesn't happen.

OUCH!

The truth hurts. And right now you may be thinking I'm way off base, because you or someone you know **really does appear to love selling**—and you or they are *NOT* liars!

Before you quit reading because you think I'm off my rocker, let me clear the air on this point.

There are people who **appear to enjoy selling** (to the untrained eye), and who are decidedly ***not* liars**. I agree. But I'm going to suggest to you that these people are ***not*** really salespeople. They are not actually "selling"—at least not in the traditional sense. In reality, they are doing something very different from anything traditional sales training teaches us to do.

These people are TRUSTED ADVISORS. This ***isn't*** a title they have self-proclaimed, but one **they have earned**. And rather than selling (as described above), they live outside themselves. They love to see others succeed. They know they have solutions for others when there is a match. And they are masters at quickly and consistently identifying when that match exists, investing their time only with those who **ALREADY WANT TO BUY** what they have to offer.

Did you pick up on the first two mindset shifts in what I've shared so far? Let me point them out to you specifically…

MINDSET SHIFT #1:
I am *not* a salesperson

While others may not immediately see us the way we choose to see ourselves (especially when that view is changing and we don't fully "own" it yet), our true view of ourselves ultimately comes through and it is how others see us. We can't fool ourselves or anyone else, at least not in the long run. (Nor would we want to, if we understand the concepts I'm sharing here.)

If we are going to be seen as trusted advisors, we must see ourselves as such—and I mean ***really* see ourselves in that light**. There is plenty that must be done to get to that point. We'll talk more about those steps as we proceed.

MINDSET SHIFT #2:
I only invest my time with decision-makers who *already want to buy* what I offer

Wow! Wouldn't that be great? But is it really possible?

Those are two great questions. Here are my answers: "Yes." And, "Yes."

Stop trying to sell what you have to whoever will pay you for it, and discover how to identify and serve those who **already want** what you have to offer—those who will significantly benefit from it, and who will **close themselves** on the deal when you credibly lead them to the conclusion that their **desired outcome** and your **solution** are in alignment.

I'm going to assume this concept isn't new to you. You've undoubtedly heard something similar to what I'm saying before.

So how is my message different? Simple: **I have the proven tools to make it happen for *YOU***.

YEARS OF FOCUSED DISCOVERY

The next five mindset shifts I'm sharing with you today come from ***The 5 Hallmarks of Trusted Advisors*™**—the five focus areas within ***The Art of Credibility*™**, my immersion training course that transforms knowledgeable product and service providers into bona fide trusted advisors (more on that later). I identified these five truths through many years of careful observation of the world's most accomplished trusted advisors blended, of course, with my own experiences. The elite group who have earned—from their clients—the title of "Trusted Advisor" enjoy closing rates far greater than their salesperson counterparts ever hope to.

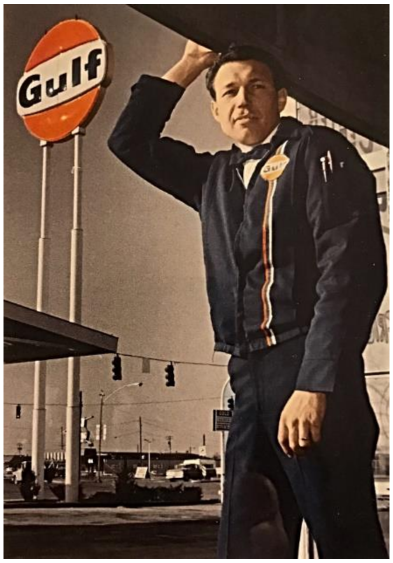
One interesting discovery has been that **many of the best performers aren't in sales careers**. They are the business owners or others who provide the services or create the products being offered.

[NOTE: This is why I focus on helping those who must **close** the deal as well as **fulfill** whatever product or service is sold. We who live in that world are particularly motivated to be our best. Will my approach work for people in sales roles who do not handle fulfillment? Yes. Absolutely! But I've found this group's motivation level to be much lower than that of my primary audience. Nothing worth having comes easy. This takes work!]

My father was the first of these mentors I got to observe up close. He had a line he spewed regularly that, for many years now, has made me smile: **"I'm no salesman. I don't know the first thing about sales."** Yet, this ranch-born, blue collar workhorse would walk into high-rise buildings in big cities and decision-makers' offices in large companies and close six-and-seven-digit deals—often on the first visit.

What's up with that?

In his case, and most others like his, it was because he specifically was NOT selling. You see, my dad **loved what he did**. He was a get-your-hands-dirty kind of guy. Whether he was running one of his trucking businesses, providing corporate charter jet services to executives, providing automotive repair advice to a customer at one of his service stations, or buying and turning around failing manufacturing companies, he did a number of things that closed deals in every direction. Here are a few of those actions:



- He **never wasted time** trying to convince someone they should buy what he was offering. He learned how to identify and attract those who wanted what he had.

- He **always put other people first** in his financial decisions. If anyone got the short end of the stick, it was Dad. He did what was best for the other guy (which was often best for Dad, too, of course). This was true with employees, clients, vendors…everyone. While those who knew Dad might argue he was selfish and rough (he didn't take any guff from anyone and was quick to put someone in their place, that's for sure), they didn't know him well enough to know how he saw people and money. I am forever grateful for what I got to learn in this regard from him as one who got to "see behind the curtain."

- He **only offered the best quality** products and services. Even if there was a market for second-rate offerings, he wanted nothing to do with them. Because of this, he stood behind every transaction without question.

- He **did what he said he would**. **Period**. And sometimes this cost big money, time, and other resources. From last-minute flights at premium prices to meet a client's needs, to adding more labor to a project to get it done on time (greatly reducing profits), to taking the hit for the shortcomings of others who were acting on his behalf, Dad knew that his word was his bond.

- He **got in the trenches**. And because of this, he had fiercely loyal team members. Everyone knew Dad would never ask them to do something he wasn't willing to do himself—and often did, in mentor mode or to help get the job done.

I remember one Christmas Day when Dad (CEO), our sales manager, our CFO, and I spent from the wee hours of the morning until lunchtime or so on an incredibly dirty cleanup job when a hot tar pipe burst open unexpectedly, creating a sticky nightmare of a mess in a section of the building in which it was housed. Thousands of gallons of the impossibly messy mixture escaped the damaged pipe before the on-site maintenance crew was able to shut it off. Dad insisted we handle this problem as the top-level management team so we wouldn't have to interrupt the family time of our laborers on this important holiday. Now that's the real deal. Thanks, Dad, for this and so many other life-molding lessons.

These, and many other traits, are what build our credibility. **We can't fake it**. And being the person others know they can trust **isn't a part-time gig**. We must be who we are all the time, in every situation, no matter the cost or loss if we are to gain and maintain trusted advisor status.

Being a trusted advisor—not a salesperson—is what makes people comfortable with openly doing business with us.

Trusted advisors don't make sales pitches. We don't have to overcome objections. We have no cookie-cutter, rigidly defined sales processes. And we certainly don't ever have to close a sale. (This isn't a pie-in-the-sky dream you're experiencing as you picture how it would be to have this as your reality. *It can be yours!* Keep reading…)

As trusted advisors, we do and say those things that **attract** the right prospects, **engage** with them in meaningfully addressing their needs, and **lead** them to their own conclusions. When there is a match, we do business together. When there is **not** a match, we **help them** find the solution they need elsewhere. It's that simple. And it works—for everyone involved.

MINDSET SHIFT #3:
I create my reality

Did you hit your **sales goals** last month? Last quarter? Last year?

If so, is there room for growth? Would you like to close even more deals?

If you didn't meet your goals, what went wrong?

Was it because the economy didn't agree with you? Were people spending their money elsewhere? Was there a shift in the marketplace that hurt you? Are there just too many slick salespeople working for your competitors?

None of these—or any other excuses—are valid reasons for lower numbers than we believe we can achieve (or need to be achieving). They are just what I called them: **excuses**.

We are all where we have chosen to be. We create our realities—either through careful, calculated effort or careless default. And this isn't just true with our sales numbers. It's true in **every facet of our lives**. Trusted advisors understand this truth and use it advantageously (for their prospects, clients, and themselves).

We begin to take control of this reality when we step outside the fast-moving current of daily life and take a good look at where we are, what led us to this point, and how it correlates to where we believe we'd like to be. Then we create the path moving forward to arrive—with purpose—at our true desired outcome.

We become fully present. We begin to see things around us we've missed in the past. We are more tuned in to what others around us are doing and seeking—and how their journeys relate to ours.

We gain a more defined **sense of purpose**, with all our energies combining to accomplish those tasks each day that build on each other, helping us not only become **much more effective in our sales roles**, but in **everything we do**. Our relationships strengthen. Our leadership abilities improve. We find more joy in the journey every day.

As the process continues, we realize we're building **momentum**. **Synergies** come into play that **multiply our efforts** in ways we haven't experienced before. People and things come into the picture we didn't even realize we needed, and could have never engineered to materialize from our previous vantage point.

In a very real way, we begin to see the future because we are creating it. **There is great power here**.

How much control do you feel you have over your reality right now?

Does that power have you where you truly want to be?

Would you like the outcomes I've mentioned above to be part of your every day?

At this point, you may be saying, "What? **I thought this was about closing more deals!** This sounds more like some fluffy, self-help gibberish."

Here's the bottom line: Until we realize we create our realities and **successfully take control** of our own situations, we are ill-equipped to assist anyone else in getting what they want. We cannot be seen as trusted advisors.

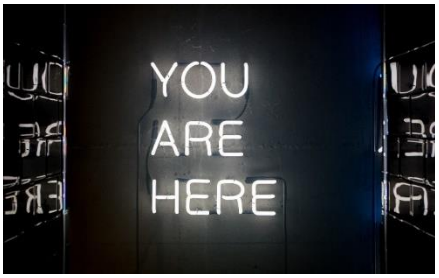
When people feel the calm confidence of those who genuinely know **who they are**, **what they are about**, and **why they are laser-focused on helping others succeed**, they are no longer seen as salespeople (because they aren't salespeople). This is necessary in the journey to achieving trusted advisor status.

Isn't that what you expect of those in whom you place your trust?

MINDSET SHIFT #4:
The only thing over which I have control is myself; and only in the moment in which I find myself right now

The past is just that—past. There is nothing we can do to change it.

The future can only be molded by what we choose to do in the present. And the present is becoming the past with every passing moment.



What you choose to do RIGHT NOW matters in a very significant way.

In my full training, *The Art of Credibility*™, the hallmark associated with this mindset says, "**We live each day as a lifetime**." And as much as I'd like to help you understand how you can genuinely achieve a lifetime of success, satisfaction, joy, and peace in just one day, coming to understand this concept and apply the principles and practices that make it a reality takes time.

Let me attempt to paint a broad-brush picture for you to help you understand what is in store as we continue this journey together of mastering the attributes and skills of trusted advisorship…

Many years ago, one of my mentors, Allen, shared something with me that changed my life in a most profound way. He began his powerful, life-changing lesson with four words I will never forget: "**Bryan, I'm dying tonight**."

<u>He had my undivided attention</u>.

Allen was a guy who had experienced many significant successes in his life, along with some spectacular failures. Three things I learned from Allen:

1.) No matter how things are going, we can **choose** to have a positive outlook.

2.) Wasting time **worrying** about the past or "**future-tripping**" about what is coming down the road are useless **wastes of time and energy**.

3.) I have the **realistic opportunity** to act in such a way I can end each day with **no baggage** (things left undone, apologies that should be made, corrections to or reparations for poor decisions or actions) and, therefore, wake each morning armed with the benefit of my life's experience without any nagging distractions to keep me from fully living my potential that day.

No, I'm not perfect. (Far from it.) But I do live the **fullness of a lifetime each day** in a way I never could have without Allen's tutelage. I love showing my clients how to have this same benefit in their lives. Not only is this a key element in becoming a truly trusted advisor for sales and business purposes, but it (along with everything else you'll discover in this journey) will help you nurture better personal relationships and find greater success and fulfillment in everything you do.

For now, **start with the mindset shift** I've mentioned. Realize that all you have is this moment in which you find yourself right now and begin taking steps to make every moment count like you never have before.

MINDSET SHIFT #5:
I am ***the*** expert in my niche, and a fierce advocate of those I serve

Uh, oh… Did we just hit a snag? Are you thinking this isn't going to work for you after all because you are **not *the*** expert in your industry? Never fear. We can fix that.

I spent many years (far, far too many) believing **I wasn't the expert at anything**. I'm a well-rounded guy with a fair amount of knowledge and experience in many areas. But to claim I'm *THE* expert?... For a long time that felt presumptuous…pompous…arrogant to me.

But then I started considering those to whom I look when I need something done right.

My plumber, Steve, **is** *the* expert in the plumbing world. Steve has provided cost-effective, permanent, meaningful solutions to several issues and needs we've had over the years. When he does a job, it's simply done right. When I ask a question, I get an authoritative, correct answer. And I can guarantee that I've invested far less into my plumbing needs over the years than I would have with anyone else because Steve has my back.

Steve has **talked me out of** a few repairs and projects (for which I would have happily paid) because he saw a better way to achieve my real desired outcome with a lower cash outlay than I was willing to make. Steve "gets it." And because he gets it, he also gets referrals from me of pre-qualified people who are seeking expert plumbing advice and service. There is no sale for Steve to close when he gets a referral from me. He just does the work at which he excels.

Yet, if I were to tell Steve he is *THE* plumbing expert, he'd quickly point out that there are people out there who are better than him in various areas of plumbing he hasn't been involved with very much over the years. **He'd deflect my compliment**.

Then I'd ask, "What about the retrofit you did on my two bathrooms? That was AMAZING!" (I won't get into the details here, but suffice it to say these were seriously perplexing plumbing conundrums that required highly customized solutions.)

Steve would quickly shift gears. "Well, of course *that* was amazing," he'd reply. "That's because…" and he'd go on to point out how that job used his specialized skillset honed over many years in similar situations.

So, is Steve *the* plumbing expert? **To me he is**. Why? Because I need someone who 1.) understands plumbing much better than I could ever hope to, who 2.) knows how to assess what I want to have as a final result, and who is 3.) willing to apply his experience to make sure I'm thrilled when the job is done.

Yes, Steve is *THE* plumbing expert…***to me***. And that's all that matters because I am the only one who needs to make plumbing purchase decisions for my needs.

People **follow**, **listen to**, and **do business with** people they admire and trust—people who are outward-facing and focused on the success of others.

Even though you may be in the same—or at least similar—business as many others in your space, there is something uniquely "you" that **must set you apart if you are to gain trusted advisor status**. This unique differentiation becomes your **Personal Competitive Advantage** (PCA). This is different from any competitive advantage your company may have or offer its clients. This is specifically about YOU. If you are a one-person show, there may be overlap between your PCA and your company's competitive advantage, but they still will not be the same.

Gaining the **mindset** (and creating the **reality**) that you are *the* expert in your niche is necessary to become a powerful trusted advisor. Identifying where that genius lies in the form of your Personal Competitive Advantage is the road to solidifying this reality for you and your audience.

I'll share more details on the Personal Competitive Advantage tool in your free training. For now, just know that honing your niche and being seen as *the* expert in that niche is what you are shooting for. This is a mindset shift that often takes a little time to develop. We've taken a big enough bite of this elephant for today.

MINDSET SHIFT #6:

I help others achieve their desired outcomes—regardless of whether that means a sale for me

At the end of the day, helping others achieve what is most important to them is what being a trusted advisor is all about. **It's never about us or what we want**—except that we want what is best for those under our care. Helping other people achieve their desired outcomes is a hallmark that sets trusted advisors apart from salespeople and other self-interest-driven individuals.

If I were selling new cars for a specific brand, you can bet your bottom dollar I'd have **personal relationships** with the top management personnel at **every other brand of dealership possible**. I'd study every brand of vehicle and know specifications, performance reviews, consumer satisfaction information, and everything else I could know about those other brands. I'd drive their new vehicles along with those I represent.

Why?

First of all, note that my relationship would be with the **top management** individuals at the other dealerships. This is for two reasons: 1.) their salespeople are probably just that—self-interest-driven salespeople, and 2.) with turnover rates as high as they are with salespeople, I wouldn't want to constantly be spending more time than necessary developing new relationships.

As for being familiar with other brands of vehicles, this is also for two reasons: 1.) so I know where the brand I represent shines above the rest, and 2.) so I know where the other brands have advantages over the brand I represent. This is going to help me **assist every client in getting into the right vehicle** for his or her needs.

Think about it… How often do you really believe I'd need to take (*not* send) a client to another dealership to get what he or she wants? If I'm clear on all the needs of my client (utility, price range, features, brand loyalty, etc.), is it going to happen very often that I don't have a fit for their need? I'm going to submit that if the person is on my lot to begin with, this won't be an issue very often.

Just for the sake of argument, let's look at the time this does happen. I'm visiting with Mr. & Mrs. Client. As we talk about why they are considering a new vehicle purchase and what they want out of that investment, I realize Brand B, who has a dealership down the street, has a vehicle that meets their specific desires that we simply don't meet as completely. I tell them that. They are clearly surprised at my candor.

Then I take it a step further and ask if they have time to head down to that dealership with me. They probably look a bit confused and hesitantly say, "Sure."

I call the General Manager there, whom I have not only met, but with whom I have had lunch. He has also seen me a number of times at his dealership looking at the new arrivals. We've had some invigorating discussions about what Brand B is doing well. (A couple of times—although it took a while—he even complimented some of the new innovations delivered by the automotive company I represent.)

The General Manager is in, and welcomes the opportunity to meet Mr. & Mrs. Client. They and I make the short drive to Brand B's dealership in the vehicle they had originally come in to see at my dealership.

I introduce Brand B's GM to Mr. & Mrs. Client and, in front of them, ask the GM, "Who would you suggest Mr. & Mrs. Client work with here to make sure they have the same level of experience you know I deliver for my clients?" The GM may work with us personally, or he may introduce us to his star, client-oriented representative. (Hopefully he has one.)

We test-drive Vehicle B. I point out to Mr. & Mrs. Client why I thought they may be interested in that vehicle over the closest match my brand offers.

Let's step back and consider this scenario for a moment…

You may be thinking I've lost my mind. Why would I take my clients into "enemy territory"? There are a few good reasons:

1. They are likely going to go there anyway as they consider their options. Isn't it much better for me to be with them for the experience, both to make sure they are treated properly (after all, they are *my* clients, whether or not they buy from me this time), and to know first-hand what happened at that dealership?

2. In handling the situation this way, I have told Mr. & Mrs. Client several things about myself without having to verbalize them: 1.) I am calmly confident. 2.) I know my stuff. 3.) I am well-connected. And 4.) I have their best interest at the forefront of my actions and will always do what is best for them.

3. They may decide that those fine differences between my brand and Brand B aren't really that important after all, and they really like me. They may end up buying from me *because* I took them to the other dealership.

4. Even if they don't buy from me this time, whose clients are they at this point, mine or the GM's or salesperson's at Brand B's dealership? The answer, of course, is that **they are *my* clients**. And <u>they know it</u>. <u>They feel it</u>. They are <u>under my care and protection</u>.

What do you think the chances are Mr. & Mrs. Client choose to do business with me even if there are a few little differences they like better in Brand B's vehicle? Even if they buy Brand B this time, what are the chances they buy from me in the future? How likely are they to **send their friends to me** when those people need a vehicle, regardless of what brand they think they want?

Can you see how this works?

When we make the mindset shift to **always doing what is best for our client**, regardless of whether we see money out of the deal, we win in so many ways. And I'm going to submit that <u>in the long run, we will make a lot more money</u>—even though that is not our primary objective.

This car dealership example illustrates **just one of myriad ways this mindset is applied** as we make our clients' desired outcomes the focus of our efforts in working with them. We've only scratched the surface here, but I hope it has you thinking a bit differently than you have in the past.

One of the biggest problems in helping others achieve their desired outcomes is knowing what those real desires are. **Often, people don't know what they truly want**—they just think they do (and in same cases they don't know at all and are readily willing to admit it).

Helping our prospects and clients get to the core of the matter—to **identify their innermost desires**—is a skill every truly trusted advisor must master. When we are the catalyst for helping people put together the puzzle that solidifies the picture of 1.) why they want what they want, and 2.) the path to obtain, achieve, or otherwise arrive at their desired outcome, **our credibility soars**. Of course, we'd <u>never dream of abusing that position or power</u>. (The moment we do our credibility would die; but we have deeper reasons than that for cherishing the trust we've been given.)

Being **intimately aware of our clients' innermost desires** puts us in a position **no salesperson will ever come close to experiencing**. It is a serious responsibility that creates <u>limitless opportunities</u>. But remember: we're talking about <u>our prospects' and clients' opportunities; not ours</u>. If you even begin to understand this concept, however, you know those two are ultimately closely tied. Our desire just needs to be squarely focused on helping others achieve their desires.

The first tool that **opens the door into the minds of our audience** so masterfully is called *The Desired Outcome Cycle*™. I'll introduce it in your free training. (Details on how to get your login credentials will be shared before you're done with this e-book.)

This tool, in concert with the one I'll share in the next section, will allow you to quickly know whether someone is **already prepared to buy** what you have to offer, providing you with the opportunity of only investing your time with qualified prospects.

Together, these two tools—properly implemented—help you <u>build rapport more rapidly than any sales tactic ever hoped to</u>.

And, as I've promised since your first touchpoint with my approach to improving your closing rate, these are the crowning tools that can 1.) help others see you as a trusted advisor and **not a salesperson**, 2.) **remove the anxiety and discomfort** from the sales process, and 3.) keep you from ever having to **slide into "sales mode"** or **flip that awkward switch into "closing mode"** again. <u>Sounds wonderful, doesn't it</u>? It is.

Let's take a look at the final mindset shift and application tool that is the turbo-charger to everything else I've shared so far…

MINDSET SHIFT #7:
I have the extraordinary ability to see what others miss

This is the crowning jewel of trusted advisorship.

Even self-serving salespeople can close prospects on a single sale that may or may not meet their real needs. But only trusted advisors have the extraordinary ability to see what others (prospects, clients, and salespeople) miss due to their focus and mindset—<u>leading clients to possibilities that consistently meet and exceed their desired outcomes</u>.

This is where prospects quite literally "close" themselves. This is where long-term, repeat purchases are born. This is the place high-quality referrals are nurtured. **This is where the magic happens**.

Clients who think they know what they want are often pleasantly surprised when you help them discover they were only seeing part of the picture—changing their course of action to arrive at a better outcome. This is a common occurrence for trusted advisors and their clients.

Those who, in fact, have already arrived at the best solution for their needs and are now in shopping mode discover they don't feel compelled to beat you up over price as they are the salespeople with whom they are negotiating. You operate on a platform of real value. And they appreciate that.

People begin coming to you as their first point of contact for important needs.

Budgets get rearranged to make purchases possible without any hard-selling.

Relationships grow deeper.

Deals close much faster.

Referrals increase.

Everyone wins.

So how does one develop this rare ability?

The prior six mindset shifts are a big part of the answer to this question. The rest of the answer has to do with discovering and becoming a masterful executor of a tool that, in the words of one of my clients, makes a person a "Jedi mind-reader."

This tool, called *The Breakthrough Matrix*™, gives us quick, accurate access into the minds of our prospects and clients, painting a vivid picture of their **values**, past **experience**, **vision**, and **action they are willing to take** to achieve their desired outcome.

It's as close to a crystal ball as anything you'll ever find.

When I share this tool with my clients, I liken it to a drum set.

Regardless of whether we play the drums, we all know what a drum set looks like. There are different sizes and types of drums. There are cymbals and other percussion instruments that round out the set. We also all know, more or less, what drum sticks look like. There are different sizes, weights, and materials used in them, with each having its specific application.

Knowing these things is fine, but this knowledge alone **doesn't make us accomplished drummers**.

If I asked you to sit at a drum set, select a pair of sticks, and amaze an audience with a solo, could you? If the answer is yes, that's because you've practiced and honed those skills. For the rest of us, the answer would be no; we can't perform in that way. **We haven't learned how**.

The same is true with *The Breakthrough Matrix*™ (and, for that matter, all the tools, principles, and practices associated with the mindset shifts I've shared with you). While this tool is as easily accessible and understood as the concept of a drum set and sticks, **the execution of its use comes with careful direction and hand-holding** from me, and practice on your part—just like becoming a world-class drummer. To accomplish this requires a deeper engagement than can happen on the written page. I'll introduce the tool to you in your free, online training. (More on that shortly.)

So, What's Next?

First of all, I hope you've found significant value in the time investment you've made in reading this brief e-book. My intention in sharing it has been to help you make a **meaningful, fruit-bearing change in your approach to sales** regardless of whether you go on to experience my free training session (which I highly recommend you do) or engage with me in discovering and implementing the complete *Art of Credibility*™.

Let's quickly review the mindset shifts to which you've been exposed today…

Mindset Shift #1: **I am *not* a salesperson**

Mindset Shift #2:
I only invest my time with decision-makers who *already want to buy* what I offer

Mindset Shift #3: **I create my reality**

Mindset Shift #4:
**The only thing over which I have control is myself;
and only in the moment in which I find myself right now**

Mindset Shift #5:
I am *the* expert in my niche, and a fierce advocate of those I serve

Mindset Shift #6:
I help others achieve their desired outcomes—regardless of whether that means a sale for me

Mindset Shift #7:
I have the extraordinary ability to see what others miss

Do you feel more powerful simply saying those seven lines? Can you imagine what it would mean to your sales numbers, your relationship with prospects and clients, and the growth opportunity for you and your business if these were all completely true?

This can be your reality.

The next step is to take your free training. In this online, on-demand training session (*not* a webinar or extended sales pitch like so many "free trainings" out there), I will go **deeper into the first two mindset shifts**. If you'll apply what you discover, you can meaningfully increase your closing rate just from this first training session.

After diving into the first two mindset shifts, I'll share the **five tools** that accompany the *5 Hallmarks of Trusted Advisors*™. These are the tools to which I've referred in this e-book.

Why am I willing to share so much in a free training?
The answer is simple…

I want you to succeed. My desired outcome for you is to be able to provide the value you have with as many clients as possible. If I can help you become more confident and effective in identifying and converting the right prospects into clients, serving them for a longer period of time, and getting them to send more people just like them your way to become your clients, I will have accomplished my desire.

> Some people will read this e-book and **do nothing**. That is to be expected.
>
> Others will go on to **take the free training and implement** what they discover. Those people can expect to experience a positive uptick in their **confidence**, greater **enjoyment** of their sales role, and an **increase** in their closing rate.
>
> Some of those people will want the "whole enchilada." They will realize that by **fully engaging** with me on this journey they have the opportunity to do business with many more clients—making a stronger positive impact for those clients as well as themselves (financially and otherwise).

Do I want you to jump in all the way and become a paying client?

Yes, I do… *If* it makes sense for **you**.

Am I going to make it painful for you if you take my free training then don't become a full client?

No, I won't.

But I do know you won't have all the insights you need to make a meaningful decision as to whether *The Art of Credibility*™ in its entirety makes sense for you **unless you have a firm grasp on the big picture**; and for that to happen, you need to know more than you do right now.

THE SIMPLE NEXT STEP

To get the login credentials for your free training, **contact me** at bwpope@bwpope.com with "**Free Training**" in the subject line, and simply tell me you're ready to invest your time in this next step.

This is online, on-demand training that will help you start the journey with the **implementation of the first two mindset shifts**. I'll also reveal the tools that support Mindset Shifts #3 through #7.

Get Your FREE Training

Email: **bwpope@bwpope.com**

Subject Line: **Free Training**

I hope you've found these 7 Mindset Shifts enlightening. Can you see how, just with the minor exposure you've had to them, you can begin to change the way you approach sales—making the process **more enjoyable** for yourself, your prospects, and your clients while **improving your ability to close deals**?

I hope so.

Keep the momentum going. **Shoot a quick email to me at** bwpope@bwpope.com and tell me you'd like to take my free training. Just like this brief e-book, it will be filled with insightful and actionable content you can put to work right away. Just include "Free Training" in the subject line so I see your email readily. I'll shoot the login credentials back to you as soon as I see your email.** (More on this below.)

Thanks for your time, consideration, and trust in me. I appreciate it. I know your time is valuable.

Sincerely,

Bryan Waldon Pope, Strategist
Creator of *The Art of Credibility*™

You may be wondering **why I don't just give you a URL to go to for your free training and capture your contact info there, or have you send an email to a system with an autoresponder that will send the login credentials back to you immediately.

That's a valid question. Here's my answer…

There are three specific reasons I'm asking you to email me personally instead of just sending you to the training site or subjecting you to an automated digital lead-capture system:

1. **The online world is filled with impersonal money-grabbers and freebie-seekers who work hard to get as much out of each other as possible while avoiding a relationship**. I don't serve faceless clients, and I don't expect people to do business with a faceless service provider—especially when we're talking about something as powerful as *The Art of Credibility*™. Although we won't get to physically meet through email, we can meet virtually. I only work with people with whom I have a relationship—whether I'm the client or the service provider. I trust you're likely the same way.

   To say it another way, **if you're serious** about becoming the person you've seen in your mind's eye while reading this e-book—**if the concept of being a trusted advisor who doesn't need to "sell" to get top-notch clients is intriguing to you**—I want nothing more than to help you get there.

If, on the other hand, you're not sure enough of your desire to make contact with me, I'm quite sure you're not serious enough to succeed in implementing and "owning" *The Art of Credibility*™ in a way it will make a dynamic change for you, so this step acts as a natural filter that will keep either of us from fruitlessly investing more time in each other.

That may sound **harsh** and **abrupt**, but it's reality. **We both know that**. So, we might as well just put it on the table. Let's get serious together about **greater success** for you.

2. **You're busy**. You have great intentions of taking the training as you read this, but you may not follow through as your day/week/month swallows you up and this opportunity becomes a distant, rapidly fading memory. We've all been there.

   I'm here to serve as your accountability partner. I *will* follow up—personally—to make sure you've taken this step you intend to take of engaging in the free training. And, of course, I'll be here to answer your questions should any arise. We need to make personal contact for these interactions to happen.

   And, as I hope is clear at this point, you'll **never be subjected** to a barrage of meaningless, automated marketing emails. **No trained monkeys** will be calling you, feverishly attempting to sell you on my paid program. And at no point will you feel **any pressure or hype** from me. Life's too short for that.

3. Even if there isn't a match between your current needs and what I have to offer you as my fully engaged client, **I'd like the opportunity for us to stay in touch**. The fact you've taken the time to read this e-book tells me you are interested—at some level and in some way—in upping your game. If now isn't the time to engage fully, no problem. But as I release new content and have other reasons to stay in touch, I'd like to be able to contact you.

This approach is for both of us. You receive contact from me (not a minion or automated marketing system) when I have something to share I believe will benefit you, and I get to enjoy relationships with a growing pool of people who are serious about improving themselves—a group of interactive people who **actually make two-way contact with each other**. (*Imagine that!*)

A list of freebie-seekers doesn't do me or those freebie-seekers any good. I'm looking for **real contact** with **real people** who want the same in return.

Fair enough?

Shoot an email to me now (bwpope@bwpope.com) with "Free Training" in the subject line while this is fresh on your mind so we can get you into your **free training** and enjoying the **financial**, **mental**, and **emotional benefits** of loving your sales role, closing more deals, and serving more clients.

I look forward to seeing your message in my inbox. -**Bryan**

P.S. Do you know people who may benefit from this e-book? Please feel free to share it with them. *Thank you!*