



Success Mindset for 2021

Sandler Success Triangle



Why Does **Attitude** (Mindset) Carry so much Influence?



- Impacts your Behavior
- Impacts your Technique
- Impacts your Perceptions, Beliefs and Decisions

“No one may achieve success without first knowing precisely what he wants. Study any person who is known to be a permanent success and you will find that individual has a Definite Major Goal; has a plan for the attainment of this goal; devotes the major portion of thoughts and efforts to the attainment of this purpose.”
– Napoleon Hill



Who Else Says?

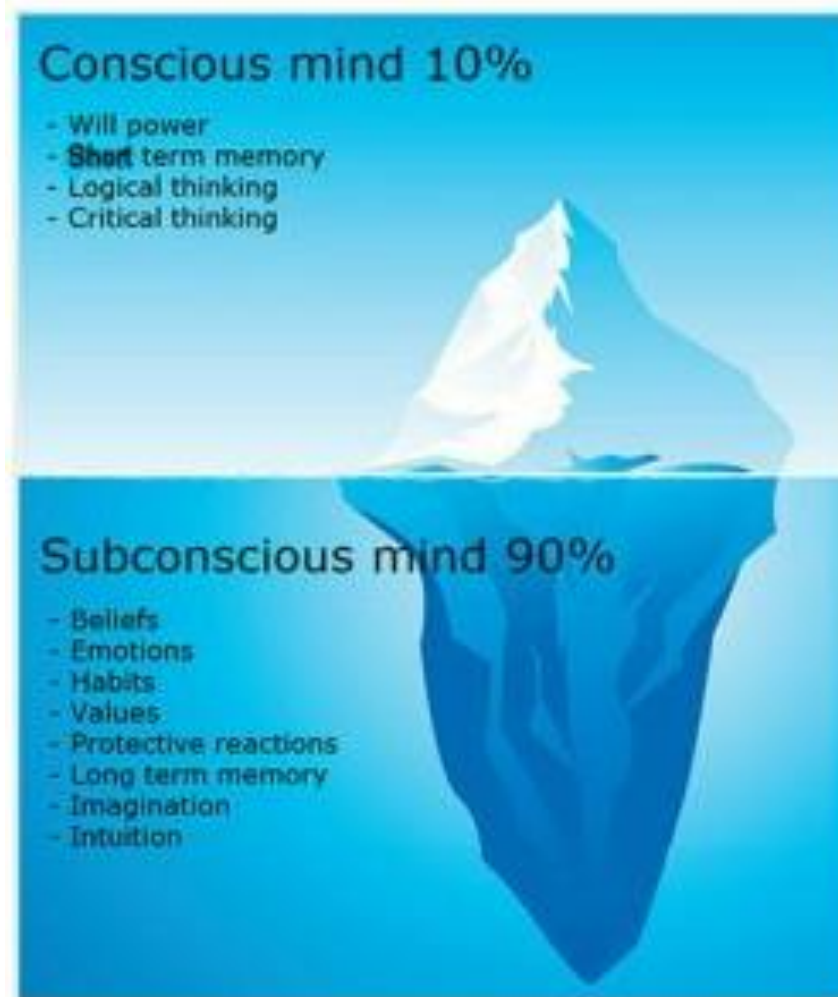


- Simon Sinek
- Stephan Covey
- Angela Duckworth
- Brian Tracy
- Dale Carnegie
- Joe Dispenza

What is Mindset?



- Belief system
- Values
- Habits
- Will Power



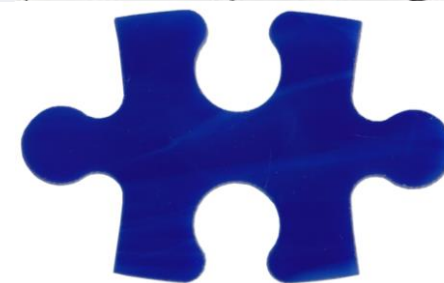
How Does **Attitude** (Mindset) Carry so much Influence?



- It's not just psychology, it's neurology
 - Neural connections = Beliefs
- We filter all new information through our belief system
- Like filtering with a puzzle, if a piece doesn't fit our beliefs, we discard it



Positive or
Negative
Opportunity



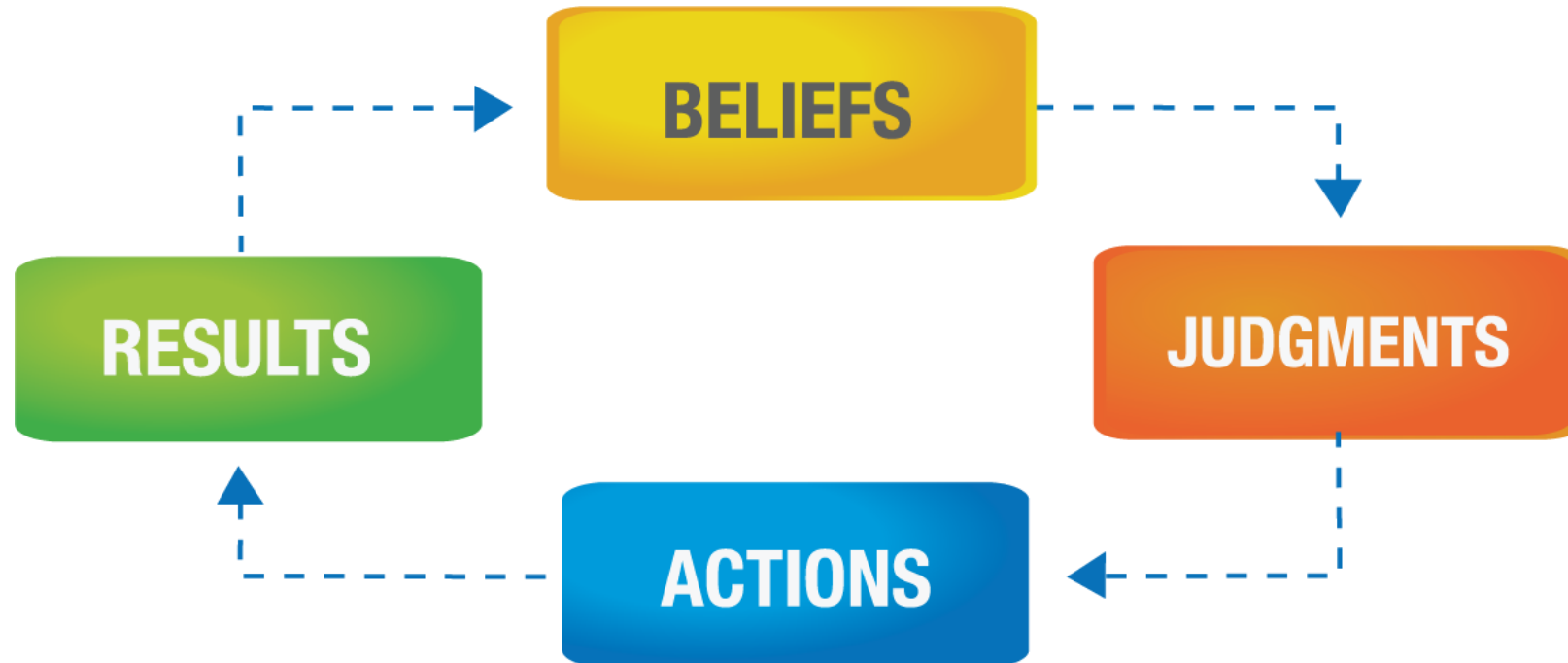
Set our Mindset to Success



How do we Change our Mindset?



- We have to fundamentally change our **Beliefs**
 - Changed Beliefs lead to new judgments, new actions, new results



Example: Positive and Negative Belief Systems



When you are assigned a task, what comes to mind first?

A. The various ways and means of tackling the task

B. The potential roadblocks to accomplishing the task

When you think about your marketplace, how do you perceive it?

A. An abundant universe of untapped potential

B. A universe of scarcity and limited opportunity

When you comparing your company to competitors, on what do you focus?

A. Your strengths and advantages

B. Your shortcomings and challenges

When you consider the products/services you sell, what do you think about?

A. The benefits and advantages

B. Their deficiencies or limitations

2021 Outlook

A. Opportunity through Change

B. Pandemic and Economy Challenges

Reframing Out Beliefs



If you're having trouble coming up with an outlook, try evaluating your "if only" list. For example:

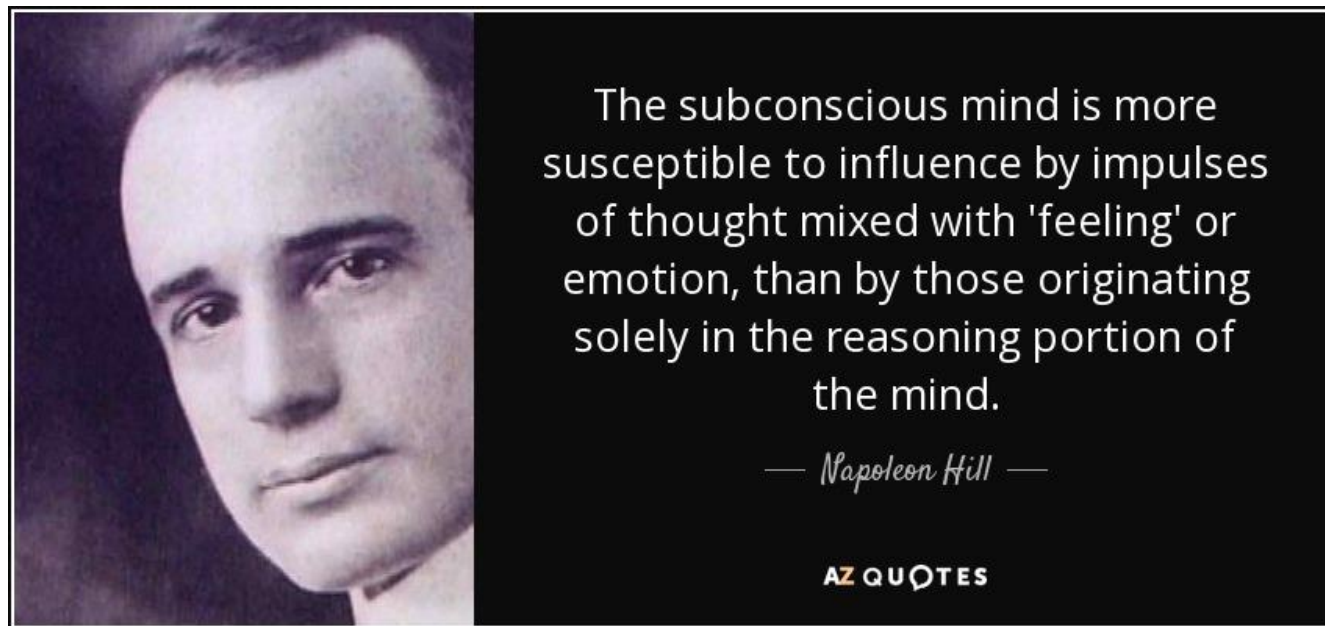
- If only my company would/wouldn't _____.
- If only the competition would/wouldn't _____.
- If only our pricing policy was/wasn't _____.

- Reframe for Positive Outcomes
 - "Our higher pricing reflects the better value our customers receive."
 - "So many changes create unrealized opportunities."

Reprogramming our Subconscious



- Commitment
- Conviction
- Belief
- Action



1. Draft Your Success Statement
2. Trick your Subconscious- Your success has “already happened”
3. Repetition & Action

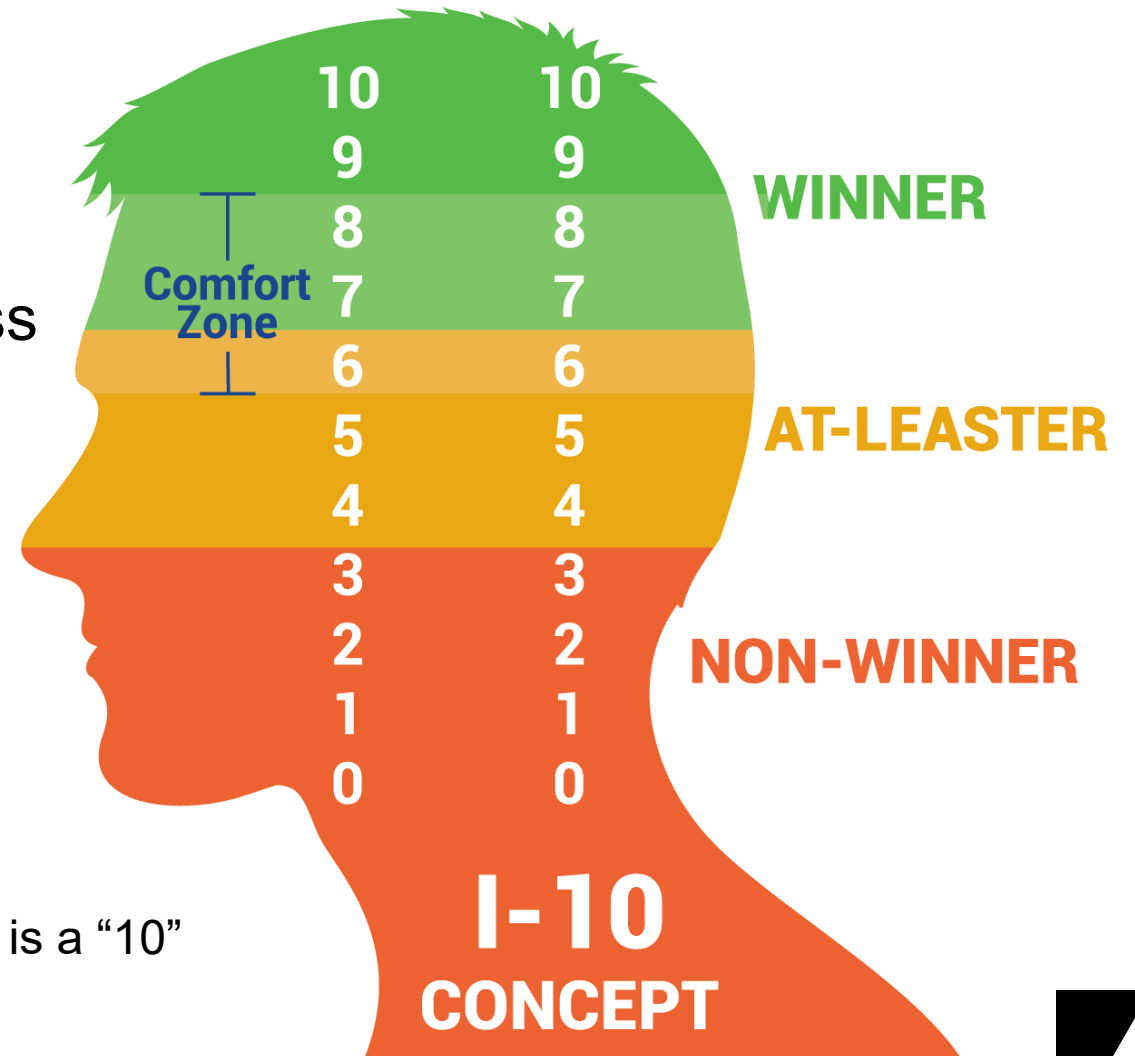
Identity vs. Role



Don't let Role limitations impede your success

Role is what you do
Identity is who you are

Convince yourself that your Identity is a "10"





Sandler Rule:

You can only perform in your roles in a manner that is consistent with how you see yourself conceptually.



What's Next for 2021 Success



- Set Your Mindset
 - Set Your Goals
 - Plan and Execute Your Behavior (Sale Plan)
 - Tune Your Skills (Training & Reinforcement)

Napoleon Hill – Think and Grow Rich



- **6 Step Success Formula**

- **Step 1** – Determine the Exact Amount of Money You Want to Make on a Weekly Basis
 - If not money, then what?
- **Step 2** – Determine Exactly What You Intend to Give in Return for the Money You Desire
 - You can't have something for nothing.
- **Step 3** – Establish a definite date of when you intend to possess the money you desire
- **Step 4** – Create a definite plan for carrying out your desire, and begin at once, whether you are ready or not, to put this plan into action.
- **Step 5** – Write out a clear, concise statement of the amount of money you intend to acquire, name the time limit for its acquisition, state what you intend to give in return for the money, and describe clearly the plan through which you intend to accumulate it.
- **Step 6** – Read your written statement aloud, twice daily, once just before retiring at night, and once after arising in the morning. AS YOU READ, SEE AND FEEL AND BELIEVE YOURSELF ALREADY IN POSSESSION OF THE MONEY.

Joe Dispenza - Breaking the Habit of Being Yourself: How to Lose Your Mind and Create a New One



- You can't expect different results if you don't fundamentally change
- Quantum physics, neuroscience, brain chemistry, biology, and genetics show you what is truly possible.