



BOOK NOTES

The Unsold Mindset

by Colin Coggins & Garrett Brown

- Only 20% of salespeople hit their numbers because the 80% are trying to be like the 20%, while the 20% are trying to be themselves
- Introverts can be better salespeople because they LISTEN
- Intentional Ignorance - great sales people choose not to know all the details of what they are selling - know how it solves problems
- Buyers need a sense of agency in their decisions!
- “Paychecks are for practice, the games are my pleasure - I play for free”...be prepared to be successful
- “No’s” are good, if you search for the lessons to be learned. Getting the same no twice means you’re not doing your job 😬
- If 10-3-1 is ‘supposed to happen’, does it limit growth mindset?
- Gratitude drives attitude which drives growth
- Does the prospect feel like you’re selling something, or solving a common problem... together? Same team mentality
- “All a therapist does is ask a bunch of questions that reframe your world. Great sales people do the same thing”
- 100/20 - provide \$100 of value for every \$20 you want in return
- The answer is always NO...before you ask...

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