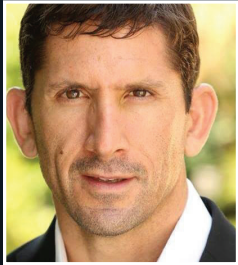


A series of powerful conversations with some of
the most successful people in the world

S uccess profiles

With Brian K Wright



Scott Lopez



Jeffrey Gitomer



Eric Lofholm

Mental Toughness and Sales

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Introduction

I am just like you.

As we journey through life, we all have a deep rooted desire to be more, do more, and have more. That's one of the biggest reasons why I started doing my radio show, Success Profiles Radio. Every week I get to rub elbows and have powerful conversations with some of the most successful people in the world. As a result, I have built an audience and have had the show rank on the "What's Hot on iTunes" list consistently for over 2 years.

My goal is to empower and help YOU achieve the same results and success that my guests have. With well over 100 episodes in the books, I have had multiple episodes on several topics. This book focuses on sales and mental toughness.

These topics have universal appeal for a couple of different reasons:

Number one, all of us are in sales whether we believe it or not. If you have ever needed to persuade or convince anyone of ANYTHING, you know what I am talking about! Whether the situation is an actual business sales situation, or perhaps a household issue, sales skills come in handy. The level of success we experience in life is strongly dictated by how well we sell.

Number two, mental toughness is extremely important. Life gets us down, and it is inevitable for things to happen in ways we didn't plan. It's HOW we deal with these circumstances – the mental preparation – that has a tremendous impact on how our interactions with ourselves and others play out on a daily basis.

With that in mind, let me give you a brief introduction to the amazing experts featured in this book.

The first chapter is about having a world-class mindset built on mental toughness. This is the foundation upon which everything else is built. This interview was with Scott Lopez.

Scott has a background as a Marine fighter pilot and world-class Brazilian Jiu Jitsu athlete. We talked about his tenacity in becoming a fighter pilot as he was turned down 3 times before being accepted into the program.

We also discussed mental toughness and how world-class performers separate themselves from the middle-class. In addition, we touched on several limiting beliefs that allow world-class people to think and act differently than the rest of the crowd. Finally, we talked about his coaching program and what his process is like when he begins working with new clients. Anyone who has a coaching program (or wants to start one) would really benefit from this discussion.

My second and third guests discussed sales and preparing to win.

My second guest is someone many of you would recognize, the amazing Jeffrey Gitomer. This was a very special show as Jeffrey was my 100th guest. He is the author of many books, including *The Sales Bible* and *21.5 Unbreakable Laws of Selling*.

During this episode, we talked about having a winning mindset, as well as what separates excellent salespeople from average ones, and how to build a book of business without cold calling.

We discussed how to ask for referrals and when to ask for them (it isn't when you think!). We also talked about winning a sale that does not involve having the lowest price point, and the difference between your brand and your reputation in the marketplace. Finally, we talked about using social media to build business, and whether or not selling is different in a bad economy versus a good economy.

There were tons of golden nuggets in this interview, and Jeffrey was funny and tremendously insightful!

Eric Lofholm was my third guest.

He is the author of the book “The System”, which outlines a methodology for generating leads, setting appointments, building relationships, and converting sales.

We discussed how he was in danger of getting fired from his first sales job before seeking a mentor that helped him become #1 in his company and in 2 other companies (including the Tony Robbins organization) before setting out on his own.

We discussed many topics, including having a proper mindset to succeed, lead generation, appointment setting, closing the sale effectively, how to ask for referrals, and the best way to do follow up in case your customer doesn't buy the first time.

Eric is one of the best in the business, and the content he presented is invaluable!

I am very excited to share these interviews with you. I hope that you will gain just as much from them as I did.

Let the journey begin!

Brian K Wright