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*Daily Habits and Practical  
Strategies for Sales Success*

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# A MIND *for* SALES

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*“The Sales Hunter”*

**W**elcome to the ***A Mind for Sales Action Guide!*** Thank you for purchasing the book and taking advantage of this bonus piece. It was an honor for me to write the book and a privilege to now provide you with this workbook as you navigate the different sections.

***A Mind for Sales*** is a book you do not just read, it is a tool you learn from and apply. Nothing says it better than the sub-title; **Daily Habits and Practical Strategies for Sales Success.** This guide is your tool to help put into place new habits and practical strategies to increase your impact, influence, and success as a salesperson. To maximize this guide, I highly recommend going through this as a team. Whether you are reading through with your sales team or reaching out to two or three other peers, double down on your action and accountability by going through with others! Remember, “Sales is not a solo activity, sales is a team sport.”

***A Mind for Sales*** contains 28 chapters. The easiest way to proceed through the book is by taking one or two chapters per week and assembling a team to discuss.

1. Read the chapter(s)
2. Take personal time to review the questions and accountability tools
3. Gather with your ‘***A Mind for Sales***’ team to discuss and apply
4. Leave a review of the book on Amazon or your preferred online retailer
5. Set up your ongoing accountability and mastermind group

### **Special Notes:**

The action guide does not contain questions for every chapter but I encourage you to still incorporate these chapters in your team discussion and bring forth any relevant conversations to our [online community](#).

When you get to chapter 28, you will find 18 questions and a 12-month process I will walk you through in this guide. 12 months may feel like a long time, but ***I am serious about this being a 12-month process*** because I want you working and growing as a team. A key reason salespeople fall short in their performance is the lack of accountability. The final chapter and questions are designed to help you do just that, create accountability. Use this last chapter and the exercise as the foundation for you to build your mastermind group around.

Along with the questions and commentary provided in this guide, I want you take part in the continuing conversation. You will find more resources and ways to engage, including a forum to answer your questions and connect with others at: <https://AMindForSales.com/community>

I look forward to hearing from you and all the success you are having personally and professionally! Don’t forget to leave an online review of the book and email me when you do: [mark@thesaleshunter.com](mailto:mark@thesaleshunter.com)

### **Great Selling!**

Mark



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## SECTION I

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# **YOUR MINDSET DRIVES YOUR SUCCESS**

*“The most difficult sale you will ever make is to yourself.” - Mark Hunter*

## CHAPTER 1:

- What periods of your day are your most productive period for talking to customers? Is this the most productive period for your customers and prospects?
- What do you need to move on your schedule to ensure you spend the best time of the day is spent prospecting or with customers?
- What are three things I could do to make Mondays, or any other day of the week more productive? (Look for things you do on a routine basis and ask yourself what it would take to reduce the amount of time spent on them to give you more time to spend on selling activities.)
- Success Wheel:



- List two things that help you...
  - ...become more motivated
  - ...create more momentum
  - ...build your confidence
  - ...create more success
- What can you do to increase the impact each of these have on you each day?

## CHAPTER 2:

- What are the key things that hold you back from being more motivated and focused on selling? Discuss with your group, sharing ideas. What has helped one person may very well work for you.
- Review the 10-Step Game Plan in Chapter 2. Tackling all 10 items at the same time can be overwhelming. Rank the 10 by order of importance to you with based on the impact each one will have on your sales.
- Focus on the most important one first with the goal being to master it. Once you master it move on to your second one and repeat the process.
- Tackling the 10 items in this manner will give you a higher degree of success long-term.

## **CHAPTER 4:**

- How has your definition of leadership changed since reading this chapter? Share examples where you have seen leadership work in sales.
- Identify 3 people who you feel are leaders you can learn from (as described in Chapter 4). It is best to pick leaders you know or leaders you see in various types of situations. As you watch these leaders, look for behaviors you can emulate in your own style. Do not try to mimic another leader, rather adapt what you see into your own style. Your goal is to remain authentic as to who you are and the values you have.

## **CHAPTER 5:**

- List all your customers and all the ways you have helped them in the past year.
- Be intentional to share your customer list with others and listen to their list. There may be areas you have overlooked that your customers would find helpful
- How has what you have sold to your customers helped them become better in what they do, or how they serve?
- What are the next steps you could do with each customer to help them even more?
- Are there things you have learned from one customer that could help you with another customer? Never share confidential information, rather share insights you have learned, doing so will have you being seen as an expert.

## **CHAPTER 6:**

- Review the “7 Measurements That Count” in Chapter 6, focusing first on questions one and seven. What are the changes you need to make to increase your customer-facing time and decrease your administration time? Be tough on yourself and share with others. Your goal is to find accountability with your team members.
- Looking at your own goals, who can you use, or what can you use to help you increase your success in achieving your goals. Focus on just one or two items as this will increase your level of success. Attempting to work on all of them at the same time rarely leads to success.
- Take the time to think big and develop 25-year goals that will move you to a level of success you never thought possible. Think “moon-shot.”

## **CHAPTER 7:**

- How much of your time is spent doing customer service types of activities? Are you the best person to be doing this?
- Look for ways the customer can still be served that does not take your involvement. Your focus is on selling incremental volume, not doing routine activities! It might feel good spending your day serving customers, but you are not being paid to feel good. You are being paid to create new opportunities.

## **CHAPTER 8:**

- Review your prospecting process and identify questions you can ask or things you can do that will help create a deeper level of trust faster with the prospect. Share with others the questions ask and information you have shared that created a deeper level of trust.
- What questions can you be asking earlier in the process to help uncover critical needs the customer has that will help you when it is time to complete the sale.
- To help maximize the learning share with others. As you learn new questions remember they may need to be modified to fit your personality and your customers. Do not use this as an excuse to not try new questions, use it as a personal commitment to figure out a plan to use them.

## **CHAPTER 9:**

- Who are others in your company or circle of peers you can access to help you create more value for your customers? Are there things you can do to help ensure these people are willing to assist you when necessary?
- Build a schedule making note of who you intend to meet with and when and of course the goal you want to achieve from the relationship.
- Yes, your focus must be on external customers but sometimes the best way to serve external customers is by selling your internal customers on the role they can play.



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## SECTION II

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# YOUR GREATEST ASSETS

*“Success creates success, never underestimate what you can do, never underestimate your ability to access other resources. When you surround yourself with successful people the outcome is always more success.” - Mark Hunter*

## **CHAPTER 11:**

- Ask yourself the following questions regarding yesterday:
  - » What did I learn? Whom did I help? How will what I did today help me make tomorrow even better?”Commit to answering these same three questions each day with the objective being to increase the impact you have on customers and others.
- As a team share the big learning from the past week and how it helped you. Create a format for each member to share each week one item they learned and how it helped them

## **CHAPTER 12:**

- Reference the 6 guiding questions asked in this chapter as a framework for building out how you evaluate your week, plan your week and optimize each day.
- As a group share names of people who everyone would know that is seen as a person who makes an impact. Discuss how these people do it and how you can begin doing similar things.

## **CHAPTER 13:**

- Set aside minimally 15 minutes per day or 2 hours per week to be reading books. Share the books you find interesting with your peers and invite them to do the same.
- Share with your team members a book you would recommend everyone read after completing A Mind For Sales. Along with the book share why the book is worth reading and more importantly how it will help them.



## CHAPTER 14:

- Ask others in your sales team what their experience has been with mastermind groups.
- Network Triangle:



- Identify 2-4 others who can ask to be in a mastermind with you. Make a commitment to share ideas/challenges/opinions optimally on a weekly basis. If you can't meet in person, meet via the phone or Zoom/Skype, etc. These people are now in the top level of your network triangle.
- Identify 5 – 10 people who you feel are subject matter experts, these are people in or outside of your company who have a level of expertise you can learn from. These people are in the middle of your network triangle.
- Identify 25 people who you feel are people of influence you would like to get to know. Your goal is to grow both personally and professionally. Your goal over the next several years is to meet these people. Think of others you might know already who could help introduce you to them. These people form the base of your network triangle

## CHAPTER 15:

- As a sales team, select 2 – 3 customers everyone would be familiar with and discuss everything people know about the customers they service. The process of doing this as a group will expand your thinking and help you see the value of the exercise.
- List your biggest customers and begin building out all of the information you know about their customers. Look for gaps in what you don't know. Look for insights you can build on. Your objective is to understand your customer's customers so well you can help them become better at what they do.
- How much do you know about the purchasing departments you work with? Use the five questions listed as a starting point of information you need to get answers to.



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### SECTION III

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# MINDFIELDS AND MIND TRAPS

*Anyone can make things complex; it takes a keen eye on the objective and focus on never wavering from the objective to keep from getting side-tracked. Just watch any 3-year old at how easily they can become distracted. We might be older, but it can be far too easy to slip back into the world of a 3-year old when a shiny-object comes into view.*

## CHAPTER 16:

- As a sales team list every sales tool used and how people use it. Look for ideas others are using and more importantly how they using it to help them sell more.
- Evaluate every sales tool you use with a hard eye to determine if the tool is necessary or how you can gain more value from it in less time.

## CHAPTER 17:

- Bring to your sales meeting the names of two people who have great on-line reputations and why you feel that way. As a group discuss the list of people to help you determine what would be of value to you in your job.
- Your reputation arrives before you. Is your on-line profile properly showcasing you? If not, build it out during your non-selling time.
- For one-week, record the amount of time and the time of day you're on social media. Your objective is to determine if the time you're spending is the best use of your time. Challenge others you work with about time spent on social media. The rule for social media is use in moderation.

## CHAPTER 18:

- How much are you using your CRM? Do you know what the capabilities are of you CRM system? Each person on the sales team should share one idea as to how they use it to get more value from it or one idea that helps them reduce admin time.
- If how you are using it is not exponentially helping you, push back hard to change the process or alter the expectations others have of what it can do.
- Your CRM system needs to be benefiting you and not just as a tool for other departments. Since each CRM system is configured differently be open with others about how it can be leveraged better to your advantage.

## CHAPTER 19:

- What % of your business comes to you by way of existing customers? What % of your business is business you have developed from prospecting? What is holding you back from increasing the amount of business you gain from prospecting? Refer to my book, [High-Profit Prospecting](#) for specific strategies you can use to improve your prospecting. Discuss this issue in depth as a sales team, the objective is to know more about where you should be spending your time to generate incremental business.
- If your CRM system does not allow you to track the source of each customer, then it is your job to create a simple process to record where each customer comes from.

## **CHAPTER 20:**

- How much of your time is spent customer-facing as defined by the book? What is holding you back from increasing your time? Discuss as a group to share ideas and solutions to help you spend more time customer-facing.
- To fully optimize your customer-facing time you will need two things, the discipline of your own time and the support of your manager.

## **CHAPTER 21:**

- Use the five questions listed in this chapter to evaluate every lead/prospect in your pipeline. The objective is to identify areas in your prospecting process that need to be changed. Refer to my book, High-Profit Prospecting for help in this area.
- Review the entire list of opportunities you have in your pipeline and ask yourself what would the end result be if you only focused your time on the best 50% or even 20% of the opportunities and ignored the rest? I am not saying to ignore half of your pipeline. No, what I am saying is to be brutal with yourself as to who you choose to spend time with. The most valuable asset you have is your time, it is not the leads you have in your pipeline.
- As a sales team dig deep into this issue to help create a process everyone can use and benefit from.



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## SECTION IV

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# **DON'T LET YOUR CUSTOMERS CONTROL YOUR MIND**

*Speed and ease are two words that do go together. Complexity loves time and time is what you and your customers do not have. The easier things are the faster they can go. The easier you make it for your customers the easier it will be for them to make a decision.*

## **CHAPTER 22:**

- How long does it take for an inbound lead / request to be responded to? What can be adjusted in your job to allow you to respond even faster to inbound leads?
- Take the time to develop and rehearse your response when a non-customer asks you for a “quick price.” If you do not rehearse and are confident about how to respond, you will find yourself slipping far too often into giving out a quick price quote.
- Share how you have handled these types of questions in the past and more importantly role-play how to respond to a customer asking for a quick price quote.

## **CHAPTER 23:**

- How have you responded in the past to the request to send more information? How should you respond? Take the time to write a script and rehearse it. Role-play in a sales meeting how you would respond. When you get hit with that request, it is essential you respond with confidence in a way that allows you to keep the process moving forward.
- Do you know what you sell and how you can help customers so well that you do not need a presentation? If you are not 100% confident, what are the elements you need to focus on and learn to be able to share confidently without any presentation material?

## **CHAPTER 24:**

- How often do you hear “no” from a customer? Do you know why they are saying “no” and how are you responding? Hearing “no” is only a moment in time which means you need to have a plan to remain engaged knowing the “no” you heard is most likely because you did not show enough value.
- What are the questions you ask early in the prospecting process that have helped you gain the most insight? Share the questions you ask with others on your sales team. Together, come up with additional questions you can ask. Your goal is to have engaging questions that fit for each customer profile you work with.

## **CHAPTER 25:**

- Use the five questions as a guide to help you determine the ideal length of time you should remain engaged with a prospect. Remember, your time is your most valuable asset, use it wisely!
- Who are the customers who take up the most amount of your time? What are they using your time for? Is this a prudent way to use your time and would you be using it this way if you had better prospects?
- Identify the most frequent types of requests you get from your existing customers and develop a process to allow these requests to be responded to in a way that does not require as much of your time.
- Discuss this issue in depth as a sales team, to ensure you take what you say you will do differently and make it stick takes accountability with others. Develop your plan, share it with others on your team to help ensure accountability and ultimately results.



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## SECTION V

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# THE FUTURE OF SALES

*There is no level of success in sales you cannot achieve with the right mindset, proper planning and resources. The two key ingredients that cross all three items is discipline and focus. ‘Anyone can dream, many can plan, few will achieve, those that do are committed to discipline and focus.’ – Mark Hunter*

## CHAPTER 28:

Use the 18 questions listed in this chapter as your guide to become a great salesperson. This is not something you will master quickly. Laid out below is a 12-month process. Even after 12-months, the fine-tuning must continue. The best never stop learning.

### *The best never stop pushing themselves to the next level.*

The first step in your sales meeting is to select a partner(s) you will work with over the next 12-months. After you have selected partner(s), establish a time each week (suggest 20 minutes) to review progress. Decide if you will do it in person, telephone, or video conference. Aligning yourself with the group is key as you must be willing to challenge each other and allow yourself to be transparent in sharing your own progress.

- Ask yourself each question and critique how you answer it not versus the way you would want to answer the question one year from now.
- Find one to three other people who you will do the same and be willing to work with you by holding each other accountable.
- Rank the questions, putting at the top the question that If dealt with properly could make the biggest impact on your business. The others you are working with on this process should do the same.
- With your newly ranked list of questions your goal is to focus on one question for a two-week period. At the start of the two-week period you share with the others the question and your current state explaining why you feel the question is important.
- Collaborating with others your goal is to develop a plan to focus on that question for the next two weeks. You should repeat the process for the others and the questions they are working on. (You may want to compare your rankings of the questions and adjust your respective rankings to be similar to allow you to be working on the same question at the same time.)
- At the conclusion of each two-week period your goal should be to have found a superior solution. Be sure to record the solution and what you need to be doing to maintain that level of performance.
- If you allow 2-weeks for each question you will have completed this phase in just under nine months. Use the remaining three months as to return to questions you may have found yourself falling short on and repeating the two-week process.

These 18 questions have been used by thousands of salespeople the world over in a wide number of industries to take their performance to the next level. There are no shortcuts, there is no magic pill, having a mind for sales requires daily exercise of your mental muscle.

To help you continue growing, I invite you to the [A Mind For Sales/Community](#) to find more resources and links you can learn from. There's also a place where you can leave your comments or have a question answered. Sales is not a solo activity, sales is a team sport and we are all on a great team by having ***A Mind For Sales.***

Sales is not a job, sales is a lifestyle and one I love. My goal is for you to enjoy sales as much as I do. Each day I have the opportunity to influence and impact people in a positive manner. The same applies to you. There are people who need to hear from you, today.



A big part of my job is speaking to sales teams. If you are having a sales meeting, give me a call. I would be happy to share how I can help make your next sales meeting a huge success. You can find out more by visiting: <https://thesaleshunter.com/>

Don't forget to read my other books, [High-Profit Prospecting](#) and [High-Profit Selling](#). Both books contain proven strategies to help you sell better. And remember, kindly leave a review for [A Mind for Sales](#) using your favorite online retailer.

***Here's to great selling!***

Mark Hunter

*"The Sales Hunter"*