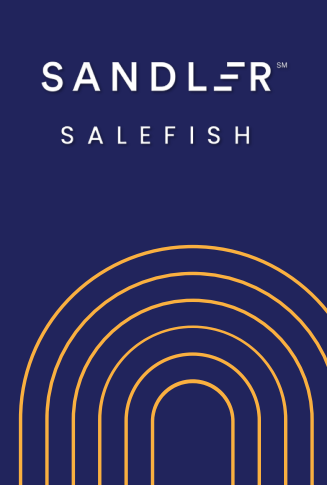




EQUAL BUSINESS STATURE

WORKSHOP

SANDLERSM
SALEFISH

Behavioral Mindset Workshop for Sales Teams

Overview:

Many salespeople struggle with internal barriers that impact performance long before **technique** becomes the issue:

- **Need for approval**
- **Fear of rejection**
- **Poor money concept**
- **Intimidation by senior buyers**
- **Difficulty asking tough questions**
- **Presenting too soon**
- **Chasing instead of leading**

This workshop helps sales professionals develop **Equal Business Stature (EBS)** — the ability to approach prospects and customers as confident business peers rather than seeking validation or approval.

Using the **Sandler Success Triangle (Behavior, Attitude, Technique)**, participants will strengthen mindset, emotional composure, and sales execution.

Objectives:

Strengthen BEHAVIOR

Build the habits and discipline required to stay proactive and consistent despite rejection, setbacks, and emotional highs and lows.

Shift **ATTITUDE**

Identify and overcome limiting beliefs (“**head trash**”) around money, rejection, confidence, and self-worth using Sandler’s **Identity vs. Role Theory**.

Improve **TECHNIQUE**

Develop stronger posture in sales conversations by learning to:

- Ask tougher questions
 - Slow conversations down
 - Challenge professionally
 - Discuss budget comfortably
 - Hold the line with confidence
 - Create mutual respect and shared problem solving
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Ideal for Teams Experiencing:

- Weak discovery conversations
 - Fear of executive buyers
 - Discounting too early
 - Difficulty discussing investment
 - Stalled deals and “think it overs”
 - Emotional attachment to outcomes
 - Lack of urgency or control in the sales process
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Outcome

Participants leave with stronger **emotional resilience**, healthier selling beliefs, and the confidence to operate as **trusted advisors** rather than approval-seeking vendors.