

The Common Sense Selling™ Mindset

Great Selling Starts With How You Think.



**COMMON
SENSE
SELLING™**
SIMPLIFY. FOCUS. SUCCEED.



EXECUTIVE SUMMARY

Selling isn't complicated. But it does require the right mindset.

Top performers don't rely on tactics alone. They think differently. They focus on helping, not selling. They listen more than they talk. They stay curious, add value and build trust from the first conversation.

The Common Sense Selling™ Mindset is the foundation for everything that follows. It shapes how you show up, how you engage and how you lead every conversation.

If you get the mindset right, the results follow.



THE COMMON SENSE SELLING™ MINDSET

It's not about being pushy or manipulative.
It's about being professional, prepared and focused on creating value.



1. HELP FIRST

Your first objective is to help the customer succeed. When you do, selling takes care of itself.



2. LISTEN DEEPLY

You can't solve a problem you don't fully understand. Great sellers listen to learn, not to respond.



3. ASK BETTER QUESTIONS

Better questions lead to better conversations. Better conversations lead to better outcomes.



4. ADD VALUE EARLY

Don't wait until the end to prove your value. Share ideas and insights early in the process.



5. BUILD TRUST

Trust is earned through honesty, reliability and follow-through. Without trust, there is no long-term relationship.



6. STAY FOCUSED

Distractions kill deals. Stay focused on the customer's priorities and the next right step.



MINDSET DRIVES BEHAVIOR

Your mindset influences every action you take. It shows up in how you prepare, how you communicate and how you handle challenges. When your mindset is strong, your behavior is consistent. When your behavior is consistent, your results are predictable. It all starts in the mind.



WHY MINDSET MATTERS

Two sellers can have the same strategy, the same tools and even the same opportunities.

The one with the right mindset will always outperform the one without it.

- ✓ Mindset drives confidence.
- ✓ Confidence drives action.
- ✓ Action drives results.



COMMON SENSE INSIGHT™

Your mindset is your greatest competitive advantage. Protect it. Strengthen it. Use it every day.



MINDSET IN ACTION

Winners do what others won't.

WINNERS		OTHERS
They prepare.	>	They wing it.
They listen.	>	They talk.
They focus on the customer.	>	They focus on themselves.
They take responsibility.	>	They make excuses.
They keep learning.	>	They think they know it all.
They persist.	>	They give up too soon.

Which column are you in?



LEADERSHIP CHALLENGE™

Great sales leaders develop mindset first. Help your team strengthen their mindset by asking:

"What beliefs might be holding you back?"

"What would the best version of you do?"

Then coach those beliefs and behaviors.



CLOSING THOUGHT

You don't rise to the level of your goals. You fall to the level of your mindset. Strengthen your mind. Elevate your performance.

That's Common Sense.



COMING UP NEXT
ARTICLE 2

The Sales Conversation Framework™

A proven framework for leading conversations that uncover needs, create value and move deals forward.