



The Don Hutson Report

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Global Expert on Sales & Negotiations

Volume 2020, No. 24

December 1, 2020

Mindset before Skillset

The mental focus and attitude of a salesperson are often knocked off track by extraneous negative events that dampen the human spirit and compromise one's intentions. Some are controllable and some are not. It can be as simple a negative event as losing a sale you thought you were going to make, or as complex as the loss of a loved one.

From a serious negative event, there is logically going to be a period of sorrow one must deal with. The big questions that emerge are: How serious of an attitudinal dip is the person going to experience, and how long will it take him/her to get back to the zone of optimism that one needs to sell successfully.

A salesperson who encounters a disappointment deals maturely with the accompanying sadness, restores their spirit in a timely manner, and gets back in the field will be considerably more productive than one who wallows in sorrow for days, and makes a slow comeback! The big issue is what is one's "Resilience Factor"?

A salesperson must be resilient to be a top performer, and sometimes the sales manager can create an environment around that salesperson that is supportive, but time-conscious in impacting the resilience of the salesperson. Here are some key factors that will help clarify the issues being dealt with.

1. NE – Negative Event; When the negative event comes about, it deserves high awareness of the realities of the situation and those who will be impacted; Another consideration is the ...
2. SNE – Significance of the Negative Event; The more significant it is, the longer it will

generally take to deal with it.

3. RC – Recovery Time; This is the period of time required to get over the negative event. One can usually expect the recovery time to take longer the more significant the event.
4. PS – Period of Sorrow; The length of time one is in a negative mindset from the event.
5. ES – Energy Shift; This is when the subject has gone through their period of sorrow and emerges into recovery from the negative event.
6. TP – Time Periods; The less time devoted to dealing with sorrow and recovering, the sooner the subject will be productive once again.
7. MI – Manager's Influence; A skilled Sales Manager can often orchestrate a prompt recovery adding to a salesperson's resilience.
8. PST – Prime Selling Time; This is the amount of time that salespeople are mentally aligned with a positive attitude and an expectation for success.

As a salesperson continues to work on their psychological response to rejection and negative events, gains a high awareness of the importance of their resilience, they will demonstrate high maturity in managing their mindset for success. I hope we all can buy into the idea that until the mindset is resurrected into positive territory great performance will not emerge.

One's Resilience Factor will largely determine the time of optimum opportunity and the degree to which they can excel during prime selling time.

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