

Resilient Selling Program



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RESILIENCY INDEX

2

SELLER & LEADER MINDSET WORKSHOPS

3 hour workshops for each.
Sellers learn to shift from reactive tactics to confident, customer-first conversations. *Leaders* strengthen their presence, coach with empathy, and guide teams through fear-based performance dips with clarity and confidence.

3

OWN YOUR FOUNDATION

- Core Resilience Focus Areas**
- Supportive Beliefs
 - Commitment
 - Responsibility

Strategic Focus
Strengthen the internal mindset that fuels success in tough environments—create a resilient foundation for customer partnership and performance.

4

STAY STRONG UNDER PRESSURE

- Core Resilience Focus Areas**
- Handles Rejection
 - Stays in the Moment

Strategic Focus
Develop emotional agility to prospect, engage, and navigate early discovery conversations with confidence and adaptability.

5

LEAD TOUGH CONVERSATIONS

- Core Resilience Focus Areas**
- Doesn't Need Approval
 - Manages Appropriate Patience

Strategic Focus
Ask bold, consultative questions, challenge assumptions, and guide prospects without fearing friction or discomfort.

6

SOLVE FIRST, NEGOTIATE SMART

- Core Resilience Focus Areas**
- Problem Solver
 - Seeks Win/Win Outcomes

Strategic Focus
Position solutions through problem-solving mindsets and negotiate partnerships that move deals forward without unnecessary concessions.

7

CLOSE WITH CONFIDENCE

- Core Resilience Focus Areas**
- Closing (Sales Assertiveness)
 - Won't Accept Put-Offs

Strategic Focus
Move from stalled to decided with confident, assertive closing behaviors that drive decisions and shorten cycles.

8

CAPSTONE

- Core Resilience Focus Areas**
- Full Resilience Application
 - 30-Day Action Plan

Strategic Focus
Apply resilience skills to current deals, map behaviors to sales stages, and create a 30-day resilient execution plan to win faster.