

The Rookie Closer

- Full of potential, eager, intuitive, passionate
- Lacks structure → inconsistent performance
- Relies on instinct, not systems
- Loses confidence when deals stall
- Energy scattered = fluctuating results

Your Missing Gap

Area	Current State	What's Missing
Structure	Reactive, unplanned calls	A repeatable sales framework
Self-Trust	Overthinks and hesitates	Confidence from preparation
Strategy	Doing more, not smarter	Focused follow-up and deal control

Missing Sales Skills

- Objection handling under pressure
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- Discovery questioning that reveals real pain points
- Post-call reflection + follow-up consistency

Performance upgrade plan

High-Performance Reframe

Shift:

From proving yourself → to owning your process
 “Sales mastery = Skill + Mindset — not luck or charisma.”

Core Belief Upgrade:

“I’m not trying to be like them — I’m building my own version of mastery.”

Daily Flow Routine

Time	Action	Focus
Morning (10 min)	Intention setting + journaling (“How can I add value and stay calm?”)	Focus & clarity
Pre-Call (2 min)	3 deep breaths + purpose check	Centered energy
Post-Call (5 min)	Write 1 win + 1 improvement + follow-up within 24h	Consistency
Evening (10 min)	Reflect on best client moment	Self-trust & growth

Tactical Upgrades

Doing this consistently can increase your close rate by up to 20%.

- Use **Discovery Question Map** → Talk 30% / Listen 70%
- Create **simple CRM or note-book system** → Track every touchpoint
- **Practice objections aloud weekly** → Record & review tone + pace

Mindset Reframe

Confidence = Preparation × Presence

Old Belief: “I don’t want to sound too salesy.”



New Belief: “I’m not pushing — I’m guiding.”

Wellness & Energy Alignment

Daily Practices:

- 10-min grounding meditation (breathe through feet)
- Shake out arms/shoulders before calls
- 30-min “No Screen” disconnection block daily

Emotional Pattern to Heal:

Stop seeking validation through achievement. Measure progress, not perfection.



Growth Toolkit

The Psychology of Selling – Brian Tracy

The Inner Game of Work – Timothy Gallwey

The Mindset Mentor

Make It Happen Mondays – John Barrows

Practice: “Your First Flow Map” — Write down 3 sales moments when you felt confident and why.

Homework – Small Step, Big Shift

Record your next discovery call (10 min task)

→ Note 1 natural phrase + 1 forced phrase

→ Count # of questions asked + their intent

Awareness alone can boost your close rate by **+10%**

Recommended CloserFlow Package

Starter Flow — 1:1 Coaching Package

- Build structure & deal control
- Strengthen mindset & consistency
- Receive personalized tactical feedback