

# SELLING WITHOUT THE DEBILITATING FEELING OF REJECTION

## ATTACHED MINDSET

My job is to persuade people.

I need to book a meeting  
with everyone.

I need my boss to see my  
name at the top of the  
leaderboard.

I hate when prospects are  
rude to me when I cold call.

I missed quota. I suck.

I can't believe my prospect  
canceled on me three  
times. That hurts. I'm going  
to keep chasing.

I need to overcome this  
objection.

## DETACHED MINDSET

It's not my job to talk people  
into things. My job is to shine a  
light on a problem so people  
can decide for themselves if  
they'd like to continue talking.

I'm for some people, but  
I'm not for everyone.

I don't need to prove my  
self-worth to anyone. I'm  
more than my job. I'm the  
captain of my own ship.

A world without rude people  
isn't possible. I'm going to  
tune out what I don't control.

I don't suck. Highs and lows  
don't last forever. I'm getting  
a little better every day, so I'm  
doing great.

I'm not going to invest time  
with people who don't invest  
in me. If a prospect cancels  
three times, they're out.

I need to make people feel  
heard & understood so I  
can get to more truth.

**Resources to Make You a Badass Seller**

[www.joshbraun.com/learn](http://www.joshbraun.com/learn)