

# Branded Mindset Cards for Corporate Sales Teams: Strengthen your team and your sales

Your sales representatives have a lot to keep in mind when they walk into a customer meeting – product details, promotions, the history of an existing customer, or the names and faces of a new one. But are they in the best frame of mind to close the sale? Are they focused, confident and prepared? No doubt you've had sales meetings that offered great insight and powerful suggestions for increasing sales. But how do they take that information into the field with them every day? Branded Mindset Cards can offer reinforcement of your key points at the moment they need them, shifting them into the best possible mindset right before they walk in the door.

## Specific benefits to Corporate Sales Teams:

- **Prepare your sales force for success:** You spend significant time developing the best training for your sales force. Then you spend significant money relaying the information to them via training workshops and sales meetings. Why not protect that investment with a simple tool that converts ideas into behavior and results? Branded Mindset Cards keep your key points in front of your sales force, reinforcing the mindset and behaviors they need for success.
- **Encourage growth:** It's easy to get stuck in a fixed mindset – making assumptions that aren't necessarily true ("That customer will never place a large order!") and resisting change. But an open-minded salesperson who is focused on a successful outcome has the potential for tremendous growth – both individually and for the company. Not only does a salesperson's growth boost the bottom line, it also boosts their morale, which is key to retaining top talent.
- **Insure key message retention and ROI:** When your salespeople receive a set of Mindset Cards tailored specifically to your key points, they are much more likely to remember them and act on them. Certainly generating much higher ROI than that tote bag adorned with your company logo.

**Call 732-302-9300  
to find out how we  
can help strengthen  
your team.**



## What are Mindset Cards?

Let's face it: Most people are terrible at change. Whether it's a personal decision to lose weight, or a professional one to get your sales people to sell more, change is hard. Though there's ample research to back this up, each of us knows this to be true from our own experience.

It's not that we don't understand intellectually why the change must occur. It's that we're just downright horrendous at turning our best intentions into action that produces lasting change.

Mindset Cards make it easier. They're tools that reinforce the mindset you'd have if you had already successfully made the change. Just like the flashcards you used in elementary school to learn your multiplication tables, Mindset Cards use repetition to train your mind to adopt the thoughts and behaviors associated with the change you want to make.

Branded Mindset Cards are a great fit for corporate salesforces. Your messages and your corporate brand, all rolled up into a powerful toolkit. An effective way for your salespeople to reinforce their strongest mindset.

**MindClings®**

[www.mindclings.com](http://www.mindclings.com)

# What's inside?

Each set of Branded Mindset Cards includes:

- A set of cards containing your key points or messages in the form of statements on the front of each card and follow-through questions or your branding on the backs
- Your welcome letter (customized by you)
- Instructions for the use of the cards
- A full-color 6x9" envelope, customized with your branding

Sample shows envelope, cards welcome letter, instruction sheet. Statement cards are the size of typical business cards (2 x 3.5") and come packaged in a small envelope (not shown)



## What's important to us

**THE DRIVE** • We have a passion for enrichment – expansion and improvement of people's lives, as well as their businesses, programs and products. We want to see you succeed as much as you do. Having spent decades engrossed in personal and professional development, we've come to understand that having the right mindset and focus makes all the difference. We want to bring you the best of what we've learned so you can use it to expand your potential and your business. If we're promoting or selling it, we believe that it can help you reach greater heights. We're thrilled to be in a position to help build up people while we build up a business.

**THE DIALOGUE** • Feedback is very important to us – before, during and after the ordering process. With your input, we're able to make better recommendations, improve products or processes, and address any concerns that may arise.

**THE ENVIRONMENT** • Our commitment to sustainability is an integral part of our company culture, as well as our individual lives. As a company, we are always searching for ways to reduce our environmental footprint. Currently we're making the switch to FSC-certified paper for all of our materials, and have converted some elements (like this PDF) into strictly online versions to minimize the amount of paper waste. As you come across information you'd like to save, please consider whether or not you need to print it. If you do, please recycle. It may seem like a small gesture, but if we all do our part, the impact on the environment is great.

## FAST FACTS:

MINIMUM QUANTITY >>

100 sets

SUGGESTED RETAIL PRICE:

\$20 per set

PER SET COSTS:

Under \$10

for quantities of 500 or more