

# SALES MINDSET COACHING

*Sales isn't a talent problem. It's a mindset problem.*



Sales Mindset Coaching is designed to help you stay grounded, decisive, and effective when results aren't cooperating. This is not motivation. It's mental discipline for real sales pressure.

## WHO THIS IS FOR

This work is for:

Founders still carrying sales responsibility

Sales leaders responsible for performance and morale

Individual contributors navigating slumps, stalls, or inconsistency

High performers whose confidence is tied too closely to short-term outcomes

If pressure changes how you think this work matters.

## THE PROBLEM

Under pressure, most people do one of two things:

push harder without clarity or quietly lose belief. Neither works.

Performance breaks when:

Narratives go unchallenged

Emotion drives decisions

Confidence depends on outcomes

Avoidance masquerades as strategy

It shows up as hesitation, overthinking, concessions, and

inconsistency. Left unchecked, it compounds.

## THE APPROACH

Sales Mindset Coaching focuses on how you think when it actually matters.

We work on:

Identifying unproductive patterns under pressure

Separating signal from emotion in decisions

Building confidence through process, not hope

Staying steady through losses, stalls, and

tough conversations

Making disciplined decisions despite uncertainty

## KEY OUTCOMES



Clearer thinking under pressure



Stronger emotional control in high-stakes deals



Confidence grounded in process, not short-term wins



Fewer reactive decisions and unnecessary concessions



More consistent execution over time

## READY TO PERFORM UNDER PRESSURE?

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