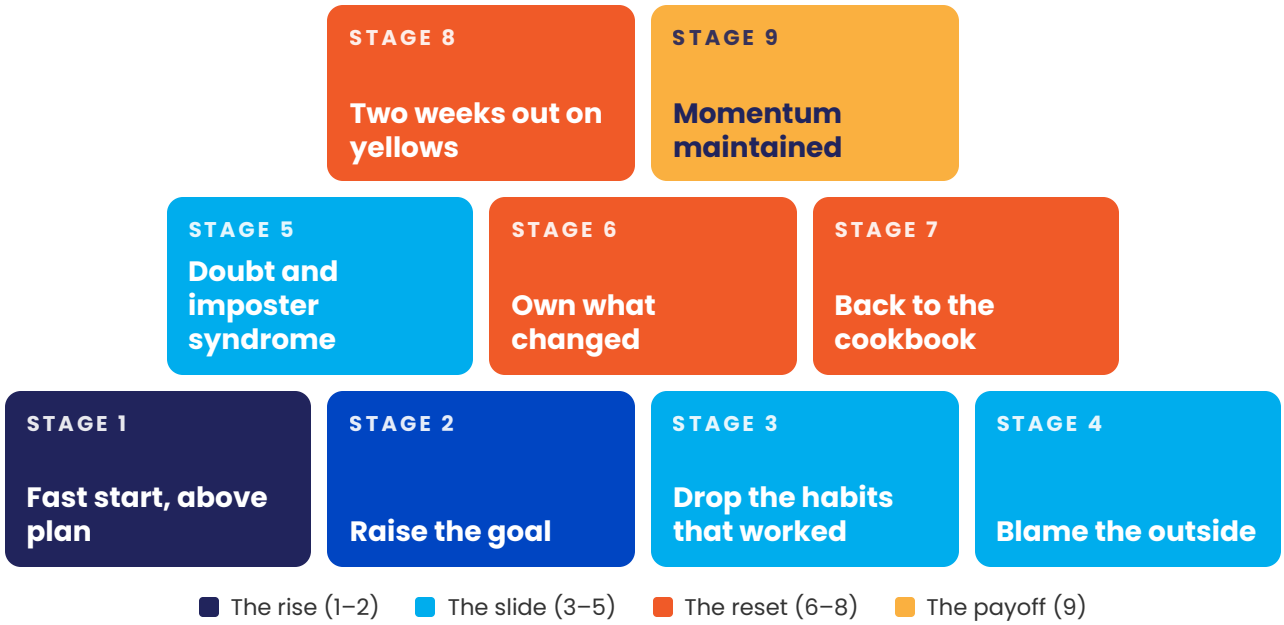
THE BUILDING BLOCKS OF SUCCESS WITH GLENN MATTSON

Protect Your Momentum

Why strong starts fade, and how to get back to the behaviors that built them.

The big idea. Glenn sees it every year: salespeople start fast, raise their goals, then quietly stop doing the things that got them there. Small slips in follow-up, qualifying and prospecting add up, results fall, and doubt sets in. Most people then blame prospects, marketing or the economy. The fix isn't a new technique. Own what changed, go back to the behaviors that worked, and measure activity until the momentum returns.



From a fast start to a slide, and the steps that rebuild momentum.

> **"What changes a bad spot is action. And action is critical."**
> Glenn Mattson, Season 7, Episode 10

Three takeaways

RISE AND SLIDE · 1–3

Success can make you coast

A fast start tempts you to raise the goal and quietly drop the follow-up, the hard qualifying questions and the work of uncovering pain. "In essence, they get lazy." Three or four small slips add up to a big drop in results.

THE SLIDE · 4–5

Own it instead of blaming

When results dip, it's easy to blame prospects, marketing or the economy, and doubt soon turns into imposter syndrome. Glenn's point: "by placing the blame on the outside, we're not taking ownership on the inside." You can only fix what you own.

RESET AND PAYOFF · 6–9

Measure activity, not sales

To regain momentum, go back to your cookbook. Judge yourself on the front of the funnel first: conversations, yellows and getting to pain. Remember, "momentum is everything."

Try this this week

1. **Compare today with your best stretch.** List the behaviors from your strong start (daily outreach, fast follow-up, qualifying questions) and mark the ones you've cut back.
2. **Put one dropped habit back on the calendar.** Glenn's client went from 10 outbound reaches a day to about 10 a week, and introductions fell from three or four a month to about one.
3. **Get two weeks out.** If you need six new people a week, aim for 12 yellows (new opportunities) on your calendar right now.
4. **Score the call, not the close.** After each call, ask: Did I set an upfront contract? Did I get to third-level pain? Did I listen more than I talked? Log it in your AB journal.
5. **Catch the "I deserve it" excuse.** When you hear yourself push something to tomorrow because you're ahead, do it today.

Questions to sit with

- Which behavior that built your best stretch have you let slide?
- When results dipped, who or what did you blame first?
- How many yellows are on your calendar for the next two weeks?
- Where are you telling yourself "I can do it tomorrow"?

KEEP BUILDING

Want help putting this to work with your team?

Glenn and the Mattson team coach salespeople and leaders on mindset, process and the habits behind consistent results.

TALK WITH OUR TEAM →

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