

THE BUILDING BLOCKS OF SUCCESS WITH GLENN MATTSON

The Salesperson's Bill of Rights

Ten rights every seller has, and the one thing each of them asks of you in return.

The big idea. Early in his career, Glenn believed the prospect was always right: if they asked, you answered; if they blew you off, that was fine. The Sandler Bill of Rights changed how he saw his role. You have the right to want more, to fail, to ask hard questions and to choose where your time goes. Every one of those rights comes with ownership. If you make the choice, you own the outcome.



■ Mindset (1-4) ■ Growth (5-7) ■ Ownership (8-9) ■ Reward (10)

The reward sits on top. Everything underneath is what earns it.

"If you're big enough to make the choice, you got to be big enough to live with the consequences."

Glenn Mattson, Season 7, Episode 9

Three takeaways

MINDSET · 1-4

Take the lid off your goals

You never need permission to want more or to change. "Dreams are the basis of what goals come from." Like yourself where you are today, and expect some pushback from people who are comfortable staying put.

GROWTH · 5-7

Failure is data, not a verdict

You have the right to fail and to be imperfect. Skip the excuses, ask what you would prep differently next time, and move on. If you prepared and still fell short, that's part of being human.

OWNERSHIP · 8-10

Ask more, own your time, earn the reward

"The more questions you ask, the more money you're going to make." How you spend your time is your call, and so are the results. Rewards come after the work, not before it.

Try this this week

- 1 Write all ten rights down.** Glenn keeps number 10 on his wall. Put the list where you'll see it before calls.
- 2 Debrief one miss without excuses.** After a call that didn't go your way, answer one question: did I need more prep? Write the answer, then let the call go.
- 3 Track your talk time.** Aim to listen about 70% of every discovery call. When a prospect asks a question, ask one back to find the real question behind it before you answer.
- 4 Audit one day.** Mark which hours went to paid-time activities (prospecting, calls, meetings) and which went to hiding in the CRM. Decide what changes tomorrow.
- 5 Earn your "lunch."** Pick one small reward you want and attach it to a target, for example a set number of dials, before you get it.

Questions to sit with

- Which goal have you felt embarrassed to say out loud?
- Where are you waiting for permission to change?
- What did your time choices this week say about your goals?
- Which of the ten rights do you use least on sales calls?

KEEP BUILDING

Want help putting these rights 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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