



# WHY SOME PROSPECTS WILL NEVER BUY?

Because they don't have the **right mindset**.

THEY HAVE THE ALL THREE DECISION FACTORS

01 NEED

02 BUDGET

03 URGENCY

WHAT'S MISSING?

YOU'RE MISSING...THE 4TH DIMENSION

## SUBCONSCIOUS MINDSET

controls and informs a wide range of things, often without us even realizing - a powerful behind-the-scenes operator, automates learned skills, and shapes our emotional responses and perspectives.



95% of our purchase decision making takes place in the subconscious mind.

*Gerald Zaltman, PhD, Harvard Business School*

CONSCIOUS MIND - 10%  
(VISIBLE)

Reasoning  
Logical & Critical Thinking  
Limited Memory  
Volunteer Actions  
One task at a time

SUBCONSCIOUS MIND - 90%  
(INVISIBLE)

Values & Beliefs  
Emotions & Attitude  
Past Programming  
Long-term Memory  
Involuntary Actions  
Imagination & Self-Image  
Everything happening now

# SUBCONSCIOUS MINDSETS

## OPPORTUNISTIC

focus on personal prestige rather than conformity

→ DEALS & STATUS

## EXPERT

knowledgeable, seeks logic through healthy skepticism & rational judgment

→ CONTINUOUS IMPROVEMENT

## EMPATHY

follows group norms, avoids conflict, consensus builder, avoids risk

→ TRANSPARENCY

## HOLISTIC

aspires to societal transformation, high moral standards

→ SUSTAINABLE

## DISCIPLINE

insists on alignment adhering to existing rules & processes

→ PROVEN

## RESULTS

receptive, listens to learn, risk taker, inspirational & influential

→ EARLY ADOPTERS

## SYSTEMS

long-term vision, innovative, independent & investigative

→ TRANSFORMATIONAL



## LANGUAGE PSYCHOLOGY

The correlation between mindset, personality traits, and language theory.

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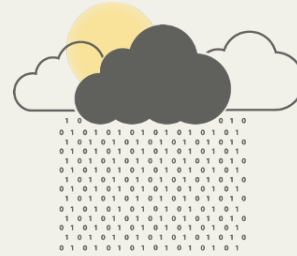
**CLOSE MORE DEALS.  
FOCUS YOUR RESOURCES.  
GUARANTEED RESULTS.**



## HOW?

METHODOLOGY, PROCESS & TECHNOLOGY

Mine 60+ millions of people  
Bring subconscious mindsets to light  
Non-intrusive & non-disruptive, remote  
Data collection & assessment



## RESULTS

EXCEPTIONAL FINANCIAL RETURNS

Immediate  
Comprehensive, easy to act on  
Deal-making

## EVIDENCE

IDENTIFIED OPPORTUNITY TO ADD ADDITIONAL MINDSETS

**GRABBED 26% MARKET SHARE FROM  
COMPETITOR**

PINPOINTED "RIGHT MINDSET" PROSPECTS

**GREW CUSTOMERS BASE FROM  
0 TO 450**

COMPETITIVE MINDSET ANALYSIS

**INCREASED MARKET PENETRATION**

Unlock exceptional financial performance.



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