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VOL. 126 | NO. 72 | Wednesday, April 13, 2011

Guerrilla Sales & Marketing

Get Your Mind Right Before Selling

Lori Turner

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Lori Turner-Wilson

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This is the second in a two-part series. Sales. It's a psychological game. Sure, it takes skills to close sales, but half of the battle is in your head. A bit too much rejection in any given day can evoke fear in even the most seasoned of sales veterans, interfering with their confidence. The trick is to recognize the fear quickly, own up to it and address it before it becomes debilitating.

In this second in a two-part series, we'll explore tips for overcoming defeating sales fears.

Believe in the product. If you authentically believe that the world would be a better place with more of what you're selling in it, you're half way to overcoming your fears of selling. After all, if you truly believe that, you are doing a disservice by not calling on prospects.

If you don't believe it, spend time with someone who does – often the company owner or founder can share a strong vision. If you don't believe, your prospects will see it and you need to be selling something else.

Focus on the activity vs. the outcome. Ultimately you don't have complete control over how many of your prospects write you a check. What you can control is how many sales calls you make a day. Emphasizing activity will take your focus off the fear of rejection.

Don't use the economy to excuse lack of activity. Though it may be a tougher market, and your sector may not be growing, poor economic times are actually opportunities to steal market share.

When sales reps for competing companies lose confidence, due to fear of rejection, they stop making sales calls – leaving the door wide open for you to take market share.

Identify an accountability partner – someone inside or outside of your organization who will hold you accountable for meeting your prospecting activity targets.

People want to buy from positive people they enjoy spending time with. So smile and let your prospect see or hear your energy, enthusiasm and passion for what you do. This will improve your confidence during your sales call and reduce anxiety.

Prepare and role-play the sales call. Work out the kinks ahead of time. Preparation breeds confidence. Confidence closes sales. Most sales reps understand this, but very few execute on it.

Find ways to make selling fun by connecting personally with your prospects. Make it a point to learn something interesting about the prospect – something that you authentically have in common ideally – and send a fun follow-up gift related to that common interest after your first meeting. It will make the second meeting easier.

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RECORD TOTALS	DAY	WEEK	YEAR
PROPERTY SALES	83	199	4,428
MORTGAGES	91	262	7,145
FORECLOSURE NOTICES	0	127	3,984
BUILDING PERMITS	0	595	11,784
BANKRUPTCIES	57	307	5,767
BUSINESS LICENSES	15	87	2,075
UTILITY CONNECTIONS	67	222	7,721
MARRIAGE LICENSES	17	102	1,649

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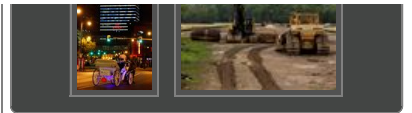
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Accept that “no” is a gift. “No” is the second best answer you could get on a sales call. It’s better than not knowing where you stand, causing you to invest more time in a prospect that may not pan out. “No” means you can move on to a prospect that is a better fit for your company. If you embrace this philosophy, you won’t fear rejection; you’ll value it.

[Lori Turner](#) is managing partner of RedRover Sales & Marketing, www.redrovercompany.com. You can follow RedRover on Facebook and Twitter.



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