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Guerrilla Sales & Marketing

Tips For Overcoming Fear of Selling

Lori Turner Updated 4:13PM

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Editor's Note: This is the first in a two-part series.



Lori Turner

The world is made up of two kinds of people – those who try, stumble, dust themselves off and try again, and those who fear stumbling and essentially quit trying. You can imagine which of the two is more successful in business and life.

President [Franklin Roosevelt](#) said it best: "The only thing we have to fear is fear itself." Fear for salespeople can paralyze them from taking action. It can make them hostages to their own negative thinking, avoiding trying new approaches to success or risk-taking of any kind.

It can be tough for those who sell to admit fear, as fear is often equated with weakness. In reality, it's perfectly natural and healthy to have selling fears. Fear can make us work harder and improve professionally. Not admitting and addressing those fears, however, can be the single biggest impediment to success.

Some common reasons salespeople give for not meeting their prospecting activity targets are: I don't want to seem too pushy; I'm too busy; I'm not sure what to say when I call; and they know I'm here, and they'll call if they're ready to buy.

These responses are actually fear in disguise and most all sales pros have faced these fears during their careers.

In this first in a two-part series, we'll start exploring tips for overcoming sales fears.

Understand the real fear. Is it a fear of rejection? Fear of being offensive or intrusive? Fear of not being liked? Fear of not having all the answers? Fear of looking foolish? Or the most common fear of all – the fear of failure?

Imagine the worst. If your fear is rejection, what is the worst possible outcome if a prospect tells you no? They have rejected your product or service – not you. Take it as a professional rejection and not a personal one. After the sales call, rewind the game tape and determine what you'd do differently next time.

Turn around self-defeating self-talk. Next time your inner voice is one of self-doubt, stop and write down the defeatist self-talk going through your head. Seeing it on paper can diminish its power over you, so you can put it into perspective.

Document your success. While we can't stop the negative thoughts, we can balance them out. Keep a success journal – notes on what worked well in every sales call. Note the prospect's improved interest level when



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PROPERTY SALES	75	216	3,483
MORTGAGES	110	269	5,905
FORECLOSURE NOTICES	0	62	3,338
BUILDING PERMITS	143	399	9,415
BANKRUPTCIES	62	208	4,695
BUSINESS LICENSES	34	138	1,707
UTILITY CONNECTIONS	133	345	6,324
MARRIAGE LICENSES	22	80	1,280

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THROUGH THE LENS



you used his name or a strategy for overcoming an objection that worked particularly well. The mere act of documenting positive outcomes will help put a positive spin on your self-talk.

Fail well. The most successful people have not only failed, but also are good at failing. They rebound stronger and better equipped to win the next time. They have an authentic appreciation for what they learned from the experience.

Take control of your fears by focusing on finding the prospect who will say “yes” versus dwelling on the one who didn’t.

Stay tuned for additional tips on overcoming sales fears in next week’s column.

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

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