

# CONQUER YOUR FEAR OF SALES

*Adam Scott*



**Sales are the bloodline of any business. Without any sales, there is no business. Refining your selling skills is crucial to ensure you have a long living and prosperous business.**

## Curing Your Sales Related Problems

Before you can start selling successfully, you need to think about what it is that is holding you back and hindering your sales. You need to identify what your main obstacles are in order to revitalise your sales process. Here are some common examples and how to cure them.



### 1. Fear Of Rejection

**Prognosis:** Fatal for business growth.

**Treatment:** Put yourself out there more. Being rejected more will make you fear being rejected less. Make this a habit and understand the more you hear the word no, the closer you are to the yes that you desire. Success in business is never easy and rejection plays a part. If you are not getting rejected, you are not speaking to enough people! So put yourself out there, understand it's not personal and refine your pitch from the clients that say no by asking for feedback.

### 2. Fear Of Failure

**Prognosis:** Paralysis by lack of action.

**Treatment:** The fastest way to attract failure, is to fear it. Have a winning mindset, don't think about failure. Failure doesn't come to those who win because the focus is only on winning, which means you will do whatever it takes. Change your focus and change your results. The only failure is not knowing what you could have achieved because you were paralysed by fear. You can do this, know that we believe in you! If you start to believe in yourself, the results will follow.

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## 3. Fear Of Losing Yourself

**Prognosis:** You will lose your best self.

**Treatment:** Change your mentality around sales. You do not have to become a pushy person to sell, sales is all about persuasion and influence. If you are being pushy you are not selling properly.

## 4. Fear Of Non-Delivery Or Overpromising

**Prognosis:** No pipeline, bad cashflow, stress related issues.

**Treatment:** Many sales are closed before the product or service is delivered. Understand that you build your sales and clients first, then your business infrastructure second. First find the clients, then envisage the changes you may need to make to fulfil the orders, be that hiring new staff or buying in more stock for example.

## 5. Fear Of Disturbing Someone

**Prognosis:** Lower sales, dissatisfied clients, poor performance, wasted money and time.

**Treatment:** You must remember that clients want and need your solution, so it is not a disturbance as you are helping them. Think about your client's actions. If you do not follow up, they will more than likely go elsewhere and purchase a product or service that is not as good as yours, so you owe it to your client to follow up and stay engaged.

## 6. Sales Prejudice

**Prognosis:** Missing opportunities.

**Treatment:** Every opportunity has the potential to be a sale. You do not know someone's full situation, so you should not judge. Build a relationship with them instead. Business is all about relationships, the more good relationships you have, the more successful you will become.

## 7. Blame Culture

**Prognosis:** Missed potential.

**Treatment:** If sales are not what they should be, you need to accept that it is your responsibility to learn from it. Train yourself and constantly improve.