

FREE SALES PROSPECT SAMPLE LESSON

Lesson 2, Overcoming Prospecting Reluctance.

Mindset is Everything.

Your attitude about prospecting will determine how successful your sales career will be. If you feel that prospecting is something you “have to do”, then you will view it as drudgery. You will resist it; you will find other things to do instead of prospecting. You will not improve your skill at it, and therefore your performance and success in sales will suffer. You must embrace prospecting. You must understand that prospecting is the job. You will earn more (if you’re not making it now, you soon will be) because you are willing to do what others won’t – prospect. The operative word is WILLING!



Typical salespeople have self-limiting beliefs that in turn limit their behavior. The first step to unlocking the locked mindset or the mind that has limiting beliefs is to identify what those beliefs are. Here are some examples. Check any of the following that you have said to yourself or have felt at any time in your sales career:

- *“I don’t like prospecting.”*
- *“It’s hard to get past gatekeepers”*
- *“I have to tell the gatekeeper why I’m calling.”*
- *“I just try and get an appointment.”*
- *“If a prospect asks me to call them at a later time, it’s because they will see me then.”*

- *“I always tell the prospect what company I’m with when I call.”*
- *“If a prospect asks me to send something, I try to overcome the objection, but I usually send something.”*
- *“Leaving a message that I called and the reason I called increases my chances of getting an appointment.”*



These are all limiting beliefs that, in order for you to be successful in sales, you must overcome. Now, your next step is – positive affirmations. If you’ve done any self-help reading over the last 10 years, positive affirmations should not be a new term or phrase to you. Having the right attitude- meaning beliefs about prospecting- is the essential key that will unlock the skill that you probably already have. You just haven’t been able to overcome your own self-limiting beliefs. Take the limiting beliefs you’ve identified and turn them into positive affirmations.