

# Self-Limiting Beliefs



Often, we are our own biggest obstacle. Let's turn ourselves into our own biggest champion.

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- [!\[\]\(f7fdc7cc047b770fc5fdd2c2137c07d9\_img.jpg\) LIMITING BELIEF: "I'M A NUISANCE"](#)
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 **LIMITING BELIEF: "I'M NOT QUALIFIED"**

 **LIMITING BELIEF: "I CAN'T PUSH BACK"**

 **LIMITING BELIEF: "I DON'T HAVE TIME"**

 **LIMITING BELIEF: "I GOT THE WHOLE TRUTH"**

 **KNOWLEDGE CHECK**

 **SUMMARY**

## INTRODUCTION

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**Self-limiting beliefs hold you back. We don't want you to be held back.**

Something that often gets overlooked in sales methodologies is accounting for the differences in individuals' beliefs. Sure, a personality survey can tell you a bit about yourself and how you work with others, but this stops short of some fundamental things that need to be addressed in order to really succeed at selling.

Each of the self-limiting beliefs in this lesson can hold you back, even if you execute the rest of the lessons flawlessly.

In this lesson, you will learn:

- How to identify your own self-limiting beliefs
  
- How to change habits to prevent them from holding you back

- Some common self-limiting beliefs present in sellers and how to think about them differently

**CONTINUE**

## WHAT ARE SELF-LIMITING BELIEFS?

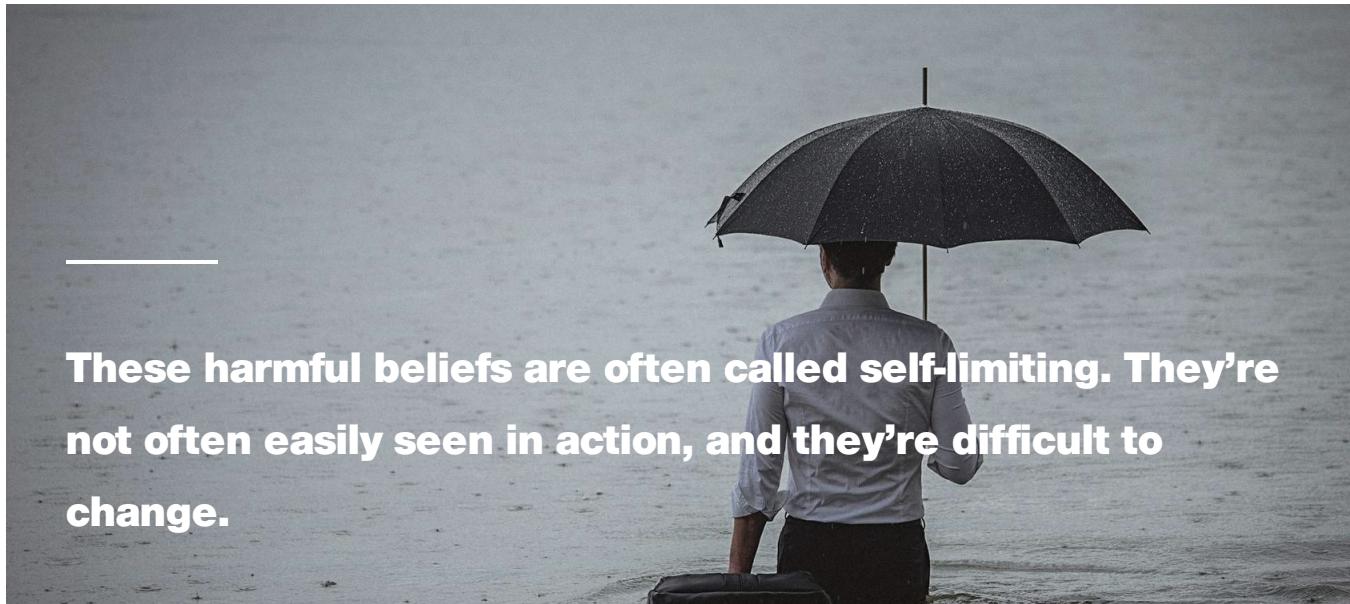
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### And what are they doing to my potential?

Each of us approach our jobs, relationships and lives in general through a filter that is our own belief system. It informs how we approach things, what we say and how we act.

Some beliefs are beneficial, like believing that your solution is solving a problem for the prospects who buy it. Many others hold you back, preventing you from meeting your goals and performing your best.

**These harmful beliefs are often called self-limiting. They're not often easily seen in action, and they're difficult to change.**





Belief Perseverance is the term psychologists use to describe how sticky these beliefs can be and how hard they are to adjust.

The best-performing sales reps don't exhibit many or any of these kinds of beliefs. Doing the difficult work of changing your own beliefs can lead to greater results.



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## BELIEF IMPACTS BEHAVIOR

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**Changing beliefs is hard. In order to succeed, you must focus on shifting your behavior.**

On their own, beliefs can be harmless and invisible to your prospects. The reason beliefs matter is that they impact your behavior, forming habits – in this case bad habits – that show up in your numbers over time.

Most people think that in order to change these bad behaviors, you need to first change your beliefs. This isn't true. We don't believe in order to act. To really change habits, you must act to believe.

Again, changing habits is hard, and there's a lot of research about how to do it. For our own purposes, let's consider a simplified model that breaks down three key patterns of a habit:

## Part 1

### **STIMULUS**



This is where habits start, a reaction to something external. Understanding your beliefs and knowing the stimuli that trigger them is the first thing you have to do to start changing habits.

## Part 2

### REACTION



How you react is directly related to your beliefs. Changing your reaction depends on your ability to recognize your beliefs and the stimulus and take a mental moment before you react. It also requires you to have planned a better reaction beforehand and to have rehearsed your preferred response.

### Part 3

## REWARD



Ultimately, all habits have a reward mechanism that feeds and reinforces them. You may need to create a reward mechanism for yourself, either in the moment or after, or both. In time, your own recognition of a better reaction may be all the reward you need.

## Let's Practice

Match the examples below to the elements that help form habits.

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☰ Where habits start

Stimulus

☰ Directly related to your beliefs

Reaction

☰ Reinforces habits

Reward

SUBMIT



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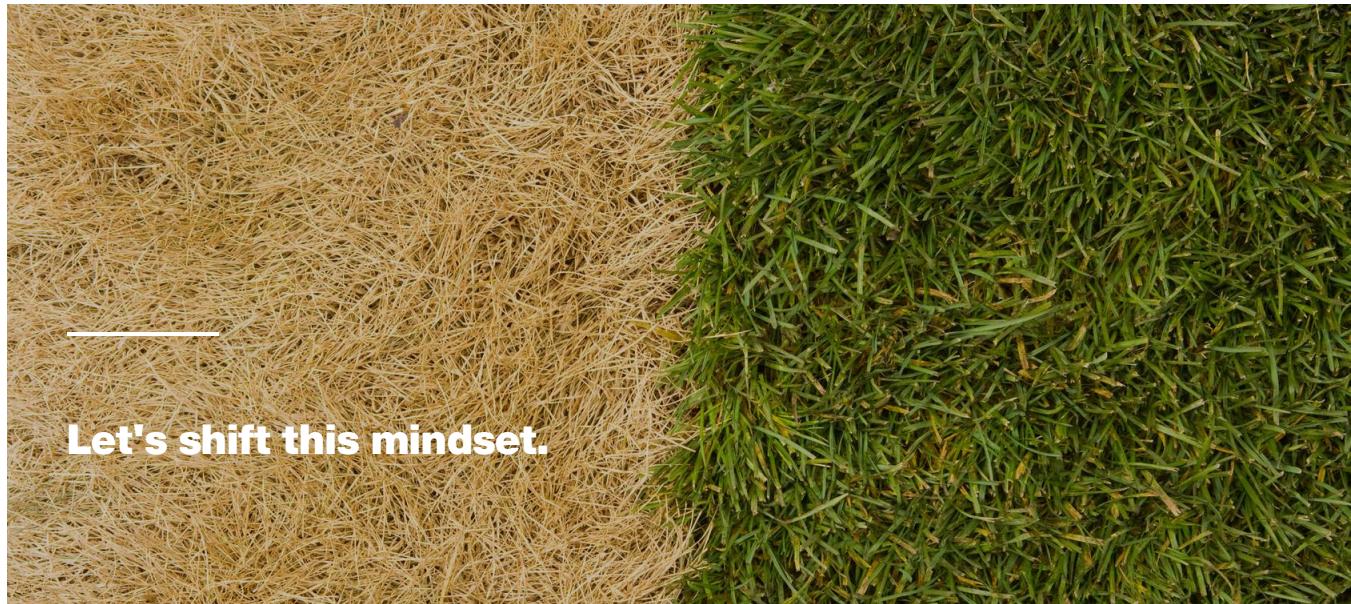
## LIMITING BELIEF: "I'M NOT A NATURAL"

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**"Being a 'salesperson' just doesn't come naturally to me!"**

This common belief is rooted in a misconception that great salespeople are born that way, not made. While there are a few characteristics of an individual that can give them a head start, every great salesperson has worked hard to improve how they sell.

This is especially common in “seller-doer” models, where reps feel their “real job” is to fulfill the work they have to sell.





You have a responsibility to your prospect, to give them the reasons why they should make your solution a priority. They deserve the clarity to help them see a better version of their future. Being able to do so isn't something that anyone can naturally do. It takes effort. When you allow yourself to believe you're not doing this for them because you're "not a natural," you're letting your prospect down.

NEGATIVE REACTIONS	POSITIVE REACTIONS
<ul style="list-style-type: none"><li>• "We don't have the flashy sales guys. We're just really good at what we do."</li><li>• "Emily meets her goal every time because she's more outgoing."</li></ul>	



#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

- "I'm going to help them solve the problem they're having."
- "No one else will out-prepare me."



Complete the content above before moving on.

## LIMITING BELIEF: "I'M A NUISANCE"

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**"If I am too persistent with my prospect, they will think I'm annoying."**

We've all felt a version of this belief, wondering if we should send that one last email to the prospect that hasn't responded yet this week. "Is this too much?" We've asked ourselves.

This belief is especially dangerous because it's so easy for us to recall times when we've felt annoyed, either by a salesperson or someone else.



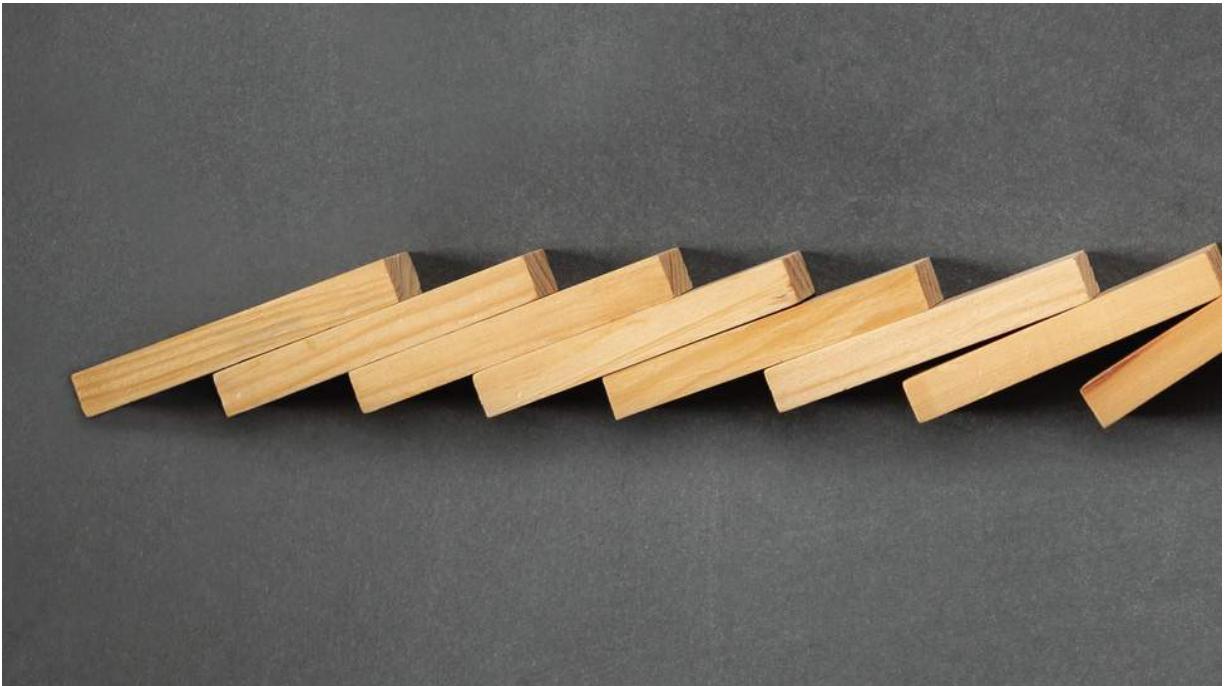


The only times we feel annoyed are when we're being presented something unwanted. If every point of contact is filled with the kinds of things that help, inform, inspire and advance, then why wouldn't the prospect want to engage with you early, and often?

#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

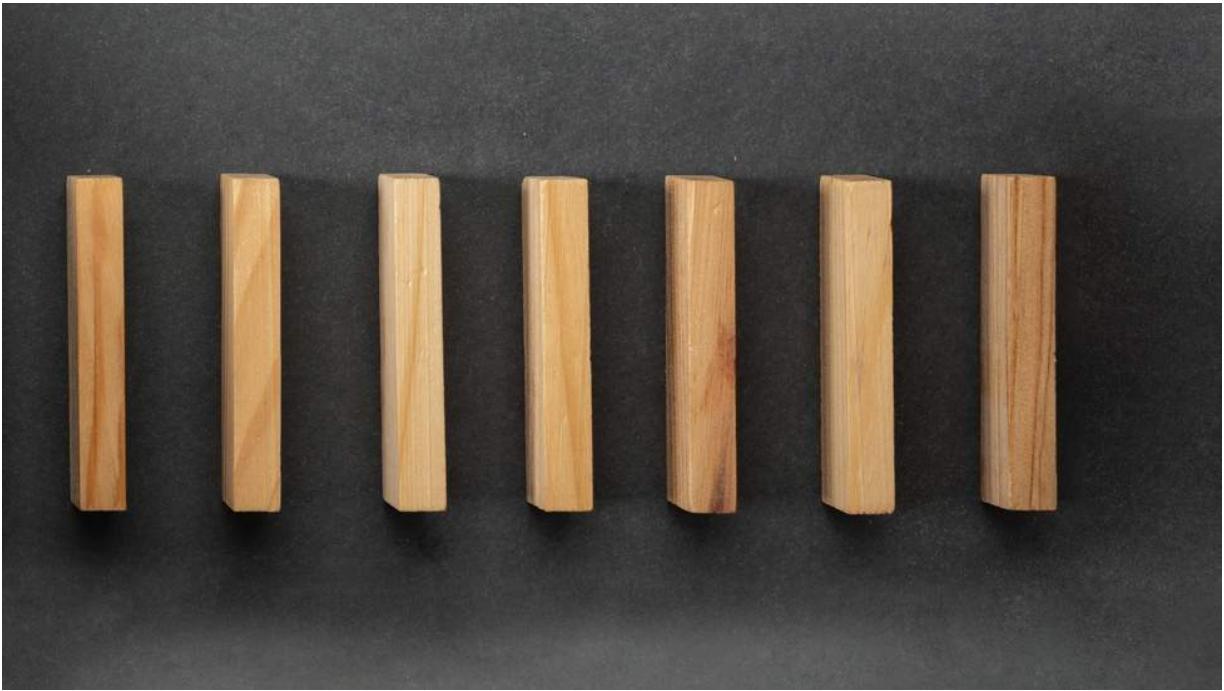
- "I'm sorry to bother."
- "I remember being annoyed, too."



#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

- "I can't wait for them to hear this."
- "The faster I can get their attention, the sooner I can help."



Complete the content above before moving on.

## LIMITING BELIEF: "IT TAKES A LONG TIME"

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**"I have a long sales cycle. It takes a long time to sell this stuff!"**

This belief is often found in those of us who take a long time to buy things, since we tend to sell the way we buy. While it's true that some complex sales do take longer than others, this belief allows reps to be content waiting for their prospect to take action, rather than creating urgency through priority.



**Let's shift your mindset.**

Any sale can happen quickly when the right solution finds the right priority, no matter the complexity. Most salespeople focus their effort on answering "Why should I buy from you?" Few focus on the answer to an equally – if not more – important question: "Why should I buy from you right now?"

Ask yourself "Why not now?" and work through their obstacles. Each has its own priority attached. Do this work and you'll speed things up considerably while helping your prospect solve a lot of problems quickly. That's a great way to build trust.

#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

- "It's a complicated sale."
- "I'd take my time, too."



#### **NEGATIVE REACTIONS**

- "It's a simple priority."
- "I'd make time to do it now, too."

#### **POSITIVE REACTIONS**



Complete the content above before moving on.

## LIMITING BELIEF: "I HAVE TO START SMALL"

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**"I need to call low and work up. I can't just directly call on the actual decision-maker!"**

Of all the beliefs in this unit, this may be the most damaging.

Sellers are often faced with barriers to access. Gatekeepers, purchasing and lower-level members of prospect organizations are much easier to get appointments with. There's relentless pressure for weekly reporting, and the pipeline has to be fed. One of the problems with this belief is the vision of your low-level contact passing you up to the decision-makers. But be honest with yourself, how often does that really happen? Even if it did, do you really want to work so hard for the next ten months just to start the sale?





**Let's shift your mindset.**

The reason CEOs don't take meetings isn't because they're too busy or can't be bothered, it's because what you're offering doesn't align with their priorities. Insights unlock doors, fly by gatekeepers and get you the access you need.

Decision-makers don't need another "Wanna buy this?" But they're constantly searching for anyone who'll tell them, "Let me fix it for you."

#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

- "I can see a path to the decision maker from here."
- "It isn't ideal, but it's better than not making the call at all."



#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

- "I don't want to work this deal for the next several weeks just to get to the decision maker and have to start it over again."
- "I have something that's going to help them; what insights can I give them to get their attention?"



Complete the content above before moving on.

## LIMITING BELIEF: "I'M NOT QUALIFIED"

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**"I can't just talk to executive-level staff! I'm not qualified to rub elbows with the C-Suite."**

Think about the first time you pitched to a brand that you knew from TV, or took the long elevator ride up to the highest floor, or found a visitor spot at the biggest name in the industry. Early on in our careers, we may have felt intimidated by CEOs.

Though that intimidation eases over time, the belief persists that we're simply not smart enough or experienced enough or credible enough to sell to C-level executives. This leads to a lot of get-the-meeting-and-bring-my-boss. What are we, eight years old?



**Let's shift your mindset.**



Imagine yourself in a big box store, seeking advice on a new gadget that you don't know much about. A friendly associate walks up to you, smiles and asks, "Is there anything you want to know about these?" You don't stop to ask, "That depends. How many years have you been an associate here?"

The C-Suite is no different. They buy things all the time. They talk to all kinds of sales reps that sell them all kinds of things, and nearly every one of them – yourself included – knows more about the topic at hand than they do. Buying anything from a fellow C-something-O almost never happens. Your only qualification, in their mind, is: "Is this a priority?"

#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

- "They're going to figure out pretty quick that I don't know what I'm talking about."
- "I could never do what they do."



#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

- "Nobody in the room knows more about my solution than I do."
- "They've traveled the same road I'm on now. They've been where I am before."



Complete the content above before moving on.

## LIMITING BELIEF: "I CAN'T PUSH BACK"

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**"It will make my prospects angry if I disagree with them."**

This common and very damaging belief comes from an honest place. Prospects are hard to come by, after all. It's natural to want to protect them, to do everything possible to prevent them from feeling even the smallest tinge of worry or doubt.

We think "What if they don't like me? Then they'll never buy."

**Let's shift your mindset.**





The research on this belief is plentiful, and the truth of the matter is that it's the exact opposite of what we may believe.

Reps that challenge their prospects sell more. Period. Prospects value seeing things in new and exciting ways. They like shedding new light on old problems. Reps who sell this way are more effective and prospects who buy from them report less remorse after the sale. Challenging your prospects opens doors, too. The best insights are challenging beliefs all the time.

<b>NEGATIVE REACTIONS</b>	<b>POSITIVE REACTIONS</b>
<ul style="list-style-type: none"><li>• "They won't like me if I challenge anything they say."</li><li>• "They already know what they want, and they'll only buy exactly that."</li></ul>	



#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

- "I owe it to them to help them make the right choice."
- "If they won't listen, they'll buy something that doesn't work and they'll complain that it's too expensive."



Complete the content above before moving on.

## LIMITING BELIEF: "I DON'T HAVE TIME"

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**"I don't have enough time to convince my prospect to buy from me."**

This belief leads to more excuses than any other.

Look, we're all busy. A lot of people who have never sold a thing think that these deals make themselves, and we just take the calls. That's obviously very misinformed. Every sale is a project that takes a ton of effort.

This belief holds us back, though. It prevents sellers from taking on the high-effort, high-reward tasks that often make a sale, like extensive research before a call, practicing a pitch, or attending training.

The truth of the matter is that we spend time on things that are priorities, plain and simple.





## Let's shift your mindset.

We tend to think about priorities as things that will happen in the future, but those are most often visions. Think about the last few things you did. Those are your priorities.

Time management isn't about working more as much as it is about working on more of the right things. What's urgent isn't always important. What's important isn't always urgent. With the right kinds of goals and tracking (learn more about this in the Goal-Setting course) you can regularly assess and plan the right activities that will lead to better outcomes.

### NEGATIVE REACTIONS

### POSITIVE REACTIONS

- "I'm good on my feet. I'll go in there and wing it."
- "Nobody actually does all that research, there aren't enough hours."



#### **NEGATIVE REACTIONS**

#### **POSITIVE REACTIONS**

- "I've got as many hours as everyone else. What are my priorities?"
- "Someone is going to win this deal, and if I lose, it won't be because someone else had more time than me."



Complete the content above before moving on.

## LIMITING BELIEF: "I GOT THE WHOLE TRUTH"

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**"My prospect is responsive, so everything they're telling me is exactly what's going on."**

It's natural to want to believe what your prospect is telling you, and you should! It's also good practice to examine what your prospect tells you, looking for answers to two questions:

1

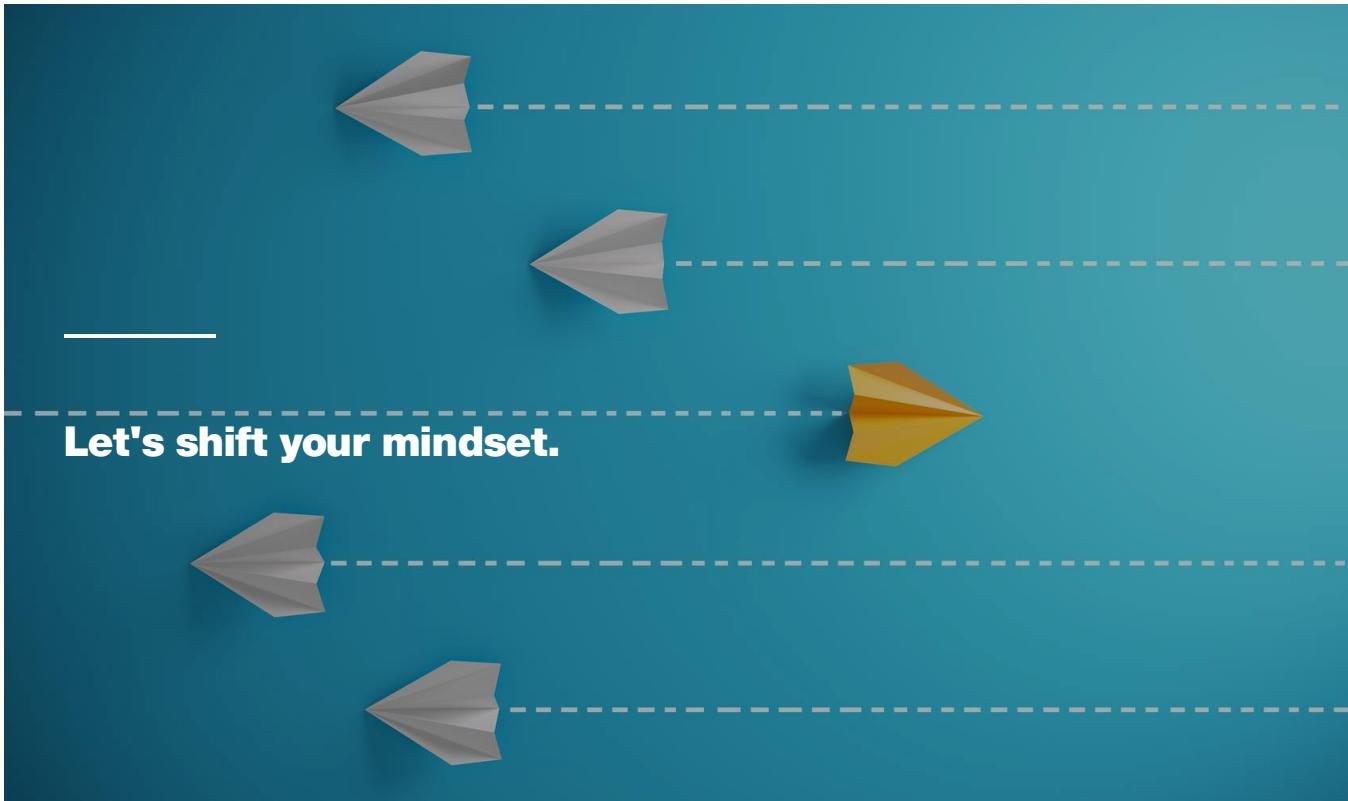
Is there more to what they're telling me that may have been left out?

Asking yourself this, based on what you know, will help you plan better questions that uncover valuable information about their priorities as well as those of the others on the buying committee.

2

What if what they're telling me isn't exactly true?

This will help you dig deeper to find their real priorities and help you plan for various possibilities so you don't get caught flat-footed when one arises.



## Let's shift your mindset.

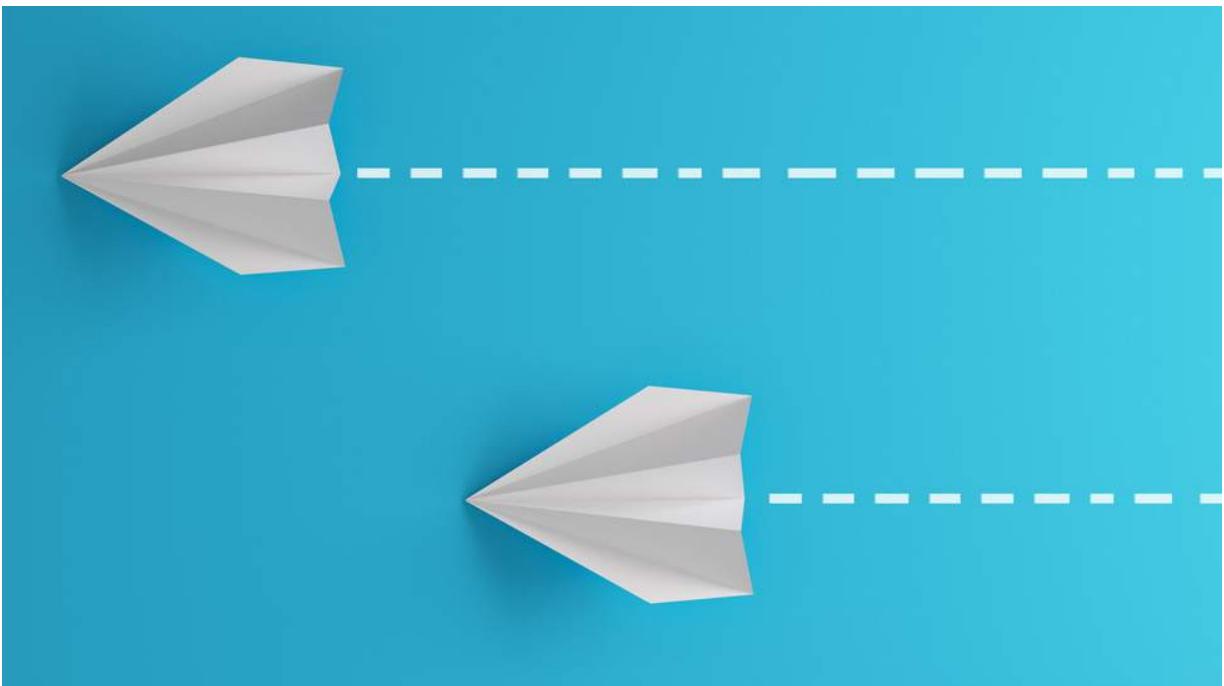
Our prospects mean a lot to us. For one, they're hard to come by and they're everything to our goals, both professionally and personally. We also really want to help them solve the problems they're facing with our solution. Because of this, it's common to think of them as infallible, or perfect.

But prospects are people, too. Sometimes, they don't understand the whole picture and the information they give you is based on bad assumptions. Sometimes they withhold things that they don't see as important. It's rare that a prospect will tell you an outright lie. Most of the time, they're misinformed or, believe it or not, trying to look good to the person selling to them!

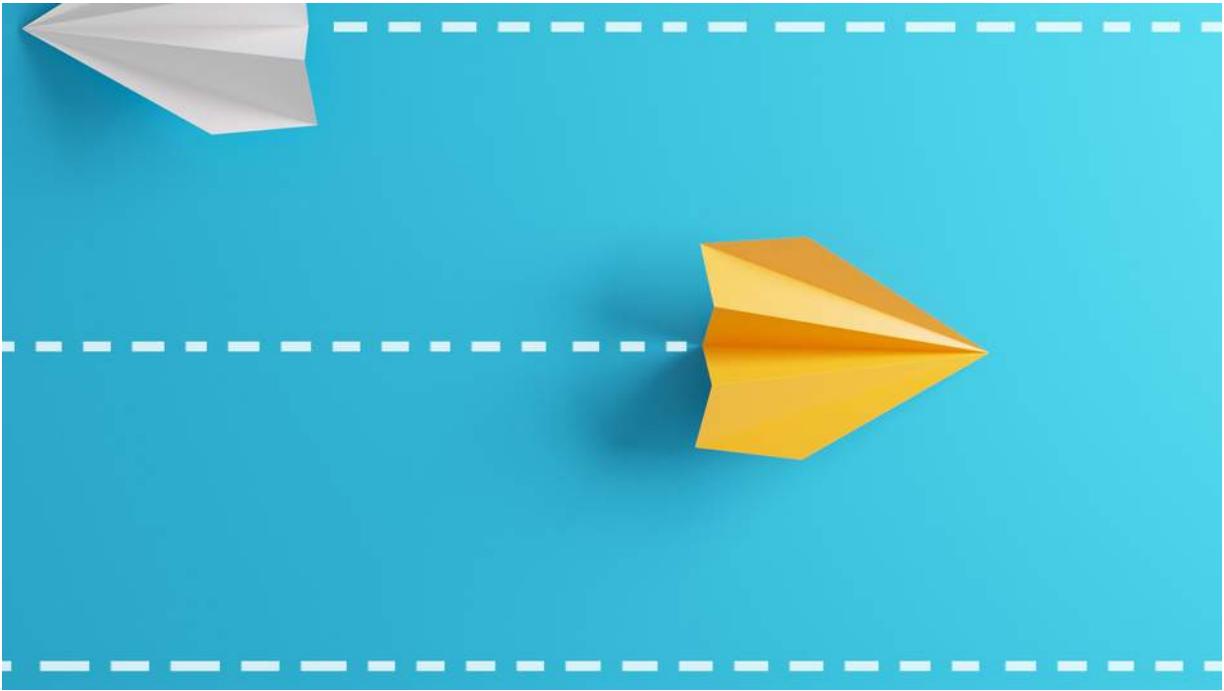
Approaching the information they give you with a healthy skepticism isn't about confronting them. It will help you guide them to the solution to their problem.

**NEGATIVE REACTIONS****POSITIVE REACTIONS**

- "They said they can't take a meeting until Jessica is back, so I'll wait until next week."
- "They said this was a big problem for them, so I have a good chance at this sale."

**NEGATIVE REACTIONS****POSITIVE REACTIONS**

- "What could we discuss, even though Jessica is on vacation for a week?"
- "They said it's a priority for them. I should find out how they realized it and what specific problems it's causing, to make sure."



Complete the content above before moving on.

## KNOWLEDGE CHECK

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**Let's practice.**

For each of the following reactions, **SELECT** only the ones that demonstrate a self-limiting belief.



- 
- I have something valuable to say to a decision-maker.
  
  - Buying this just takes a long time, there's no way around it.
  
  - I'm going to bring Megan to pitch, she's so good in front of a room.
  
  - I know I can help them solve this very specific problem.
  
  - This is a great insight for my prospect. I'll save it for the next time we talk.
  
  - I don't have unlimited time, so I must prioritize my tasks right now.
  
  - The prospect said they're the only decision-maker. It would be insulting to follow up to see who else is involved.
  
  - I know more about this than their CIO.

SUBMIT



Complete the content above before moving on.

## SUMMARY

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