

Title:

Why Fear To Sell .. How You Can Overcome It" (Part I)

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972

Summary:

The fear of selling is something which most first time business owners suffer from. In this article we look at exactly why we have this fear of selling.

Keywords:

work at home, selling, home business

Article Body:

In the first article we looked at how many first time (and experienced!) sales people can be held back from achieving success because of the fears they may have on getting out there and selling.

In the previous article I highlighted 6 main selling-related fears: failure; image or self belief; rejection; lack of product knowledge; criticism; presentation. Each of these fears on their own can cause a breakdown in the sales process and prevent you from confidently tackling another prospect.

In this article I will look at how you can address these fears head-on; what you can do to face your fears and banish them for life!

Fear of Failure

Undoubtedly the biggest fear most people in selling, and business have is the fear of failure. There is nothing more demoralising than a continual lack of success! Fear of failure has been ingrained from school - remember all those tests when the results were read out for all the class to hear? If you had a poor result, you never felt like trying again! But, don't be like Homer Simpson when he tried to console his son Bart who had failed in his bid to be class president,

"You tried and you failed. The lesson is ... never try."

So, what can you do to conquer your fear of failure? The bottom line is that you

need a rock solid positive attitude. You must have an inner voice which is continually pushing you onto the next prospect and saying, "Come on, let's find the one who's going to say yes!"

Failure has to be seen as a learning opportunity. In every failure, there is a nugget of information, which next time, can point you in the direction of better success. James Dyson, the inventor of the revolutionary vacuum cleaner, summed up the need for a positive attitude, when he said, "Success is made up of 99% failure. You galvanise yourself and you keep going as a full optimist."

Image Fear

Not everyone has boundless self-confidence. When you start out in business, there is sometimes a nagging doubt that you may have bitten off more than you can chew. This inner doubt chips away at your self confidence and soon you have a poor self image, which reflects in your sales pitch. To be a successful salesperson you have to have a strong self image.

To improve the image you have of yourself, follow these steps:

Write down the qualities which you believe a successful salesperson should possess. Try and limit the list to 4 or 5 key qualities

Find a quiet spot and relax your body and mind with deep and steady breathing

Once you are totally relaxed recite the strong, self image qualities you identified earlier

Imagine or visualise yourself possessing each of these qualities. See in your minds eye how you look, now that you have these qualities. See how successful you are, how you look, and the car you are driving, where you are living

Repeat to yourself that you are assuming each of these qualities and becoming a better person with each day that passes

Repeat this exercise first thing in the morning and last thing at night and you'll soon find your self image and confidence levels increasing!

Fear of Rejection

Closely linked with the fear of failure is the fear of rejection. Hearing the response "No" is not a great motivator! The main way to deal with rejection is just to accept that it happens. Try and re-frame any rejection you get by saying to yourself that it's the customer who loses out, not you. Walk away with a smug smile on your face and remind yourself that you are one step closer to someone who will say "Yes".

Product Knowledge Fear

A lack of in depth knowledge about your product or service quickly finds its way to making for a poor presentation. There is only one solution ... and that's to get learning! Absorb yourself in the product. Understand all the features and benefits, so that you can confidently talk about all aspects of your offering. Banishing this fear is one of the easy ones to put right.

Criticism

No one likes to be criticised, especially if you have tried your hardest. Unless you are very thick-skinned, harsh criticism can knock you back. If you carry out the exercises on improving your self-image, your ability to take criticism will also improve. Decide to view criticism more as feedback than a direct attack on you. There is usually some element of truth in the majority of critical comments and it's important that you take the opportunity to learn and change.

Presentation Fears

You may know all the features and benefits of your product but, like an actor, you suffer from stage fright! The presentation fear can be down to a lack of structure around your sales process. Write a basic outline on how you wish a perfect sales pitch to go. Prepare a script for the key parts of the presentation and rehearse, rehearse, rehearse!

Why not ask someone to help you role play a sales presentation? This will give you the opportunity to make all the mistakes you want but in a risk-free environment! You should also visit your local Business Link office and see what courses they are running on sales skills. Look out for books and tapes on

effective selling. All of these actions will assist in improving your confidence and result in a more professional sales presentation.

Selling does not have to be a fearful experience! If you have the right attitude, a strong self belief, a full understanding of your product and plenty of practice, then you will have nothing to fear. So, take a look at each of these fears and put a plan in place to tackle them today!