

# STRATEGIES *to* OVERCOME

## *the* 5 FIVE BIGGEST FEARS OF SELLING



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# Strategies to Overcome the Five Biggest Fears of Selling

**Dolores, a seasoned teacher, knew her anti-bullying program worked.** But after months of pitching it to New York City schools she hadn't made a sale. Discouraged, she began to doubt the value of her program and considered giving up.

It didn't make any sense. After all, she was a bright, articulate woman who really knew her stuff, and anti-bullying programs were in demand. Why wasn't she making any sales?

After some coaching sessions, the answer was obvious. Like many new entrepreneurs, Dolores became flustered and meek in sales conversations. She was so uncomfortable selling that she completely avoided it.

## Dolores Is Not Alone

In the 20-plus years I've been coaching entrepreneurs, I've seen how emotionally charged selling is for people. They can spend ten hours on arduous tasks like bookkeeping and cleaning out old emails, while pushing off a 15 minute sales call!

Unfortunately, without sales, your business will die. Sure, some random people may find you online, or you may get referrals, but unless you make active contacts and follow up with prospects, your revenue will dry up. In the best case scenario your business will limp along, and in the worst case scenario you'll have to give up and "gasp!" get a job.

**You have the power to sell with confidence and create an abundant business. The key is to release the fears and doubts that get in your way.**



FEAR OF  
SELLING  
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# Top Five Fears of Selling

These are the fears that I hear most frequently:

## 1 I'LL BE REJECTED.

Maybe it was those years of trying to date in high school, but most people's biggest fear is rejection. You believe that when people say "no" it means something about you - that you're not all that great and any rejection confirms it. So you avoid making the "ask" and just hope prospects will opt in on their own.

## 2 I'LL SOUND PUSHY IF I ASK FOR THE SALE.

No one wants to be a "used car salesman," manipulating someone to make a sale regardless of whether it is right for them. So when you get to the part of the conversation when you should be asking for money or a written commitment, you stop. You don't ask, and then wonder why they don't buy.

## 3 THEY WON'T GET VALUE FROM WHAT I'M SELLING.

While everyone has self-doubts, new entrepreneurs especially feel this way because they don't have a lot of past clients for validation. You may fear that your product is not of value, or worse, that you're not of value. So you don't even approach prospects with your offer.

## 4 I AM NOT AN EXPERT. HOW CAN I ASK FOR MONEY FOR MY SERVICES?

If you think you need more experience, you may lower your price (or offer your services for free) to gain that experience. This results in low quality, high maintenance clients who don't recognize your expertise. People also spend unnecessary money on certification courses and higher education that cost more than they make.

## 5 IT'S UNCOMFORTABLE TO ASK FOR MONEY.

This one is particularly tough, because, well, selling is all about asking for money! If you have negative historical conditioning about money, it's definitely zapping your power to make a sale.

# Strategies to Conquer Those Fears

You may have one or all of the above fears – or perhaps others that I haven't even mentioned – but they all add up to the same thing: We feel vulnerable and weak when we are selling, which stops us from creating the money, business, and life we want.

Here are my top tips to release those fears and shift your thinking so you can start selling with confidence:

## 1 START SMALL AND PRACTICE, PRACTICE, PRACTICE

**If you dread selling, then do yourself a favor and don't try to sell anything.** Instead, focus on a smaller goal, like "Go to a networking event." or "Have conversations with three people." If the goal is just to pick up the phone and speak to someone, you eliminate the fear of being rejected, because you're not asking for a sale, you're asking for a conversation. You can build on this by progressing in the calls from asking for a conversation to letting them know about your services to eventually asking for a commitment. Even then, you don't have to have your goal be a "yes"; it is simply, "I'm going to tell them about my services and ask if they are interested" without any intention about the result. Over time and with practice, all aspects of making the sales call will become easier. This technique helped Dolores more than any other.



## 2 DON'T TAKE IT PERSONALLY

One of the biggest mistakes entrepreneurs make is thinking that both a successful sale and a rejection are about them. They let their ego get attached to the result. Actually, it's not about you or even what you're selling. **It's about the match between you, your offer, and the customer.** Selling is really about asking people to decide whether your product or service is right for them and if working with you is the right fit for them. Focus on them and whether it's a good match, and support them in making a good decision. Consider that it's "no for now" instead of "no for forever." If the timing is wrong or they don't have the money, they may come back to you later.

## 3 VALUE IS PERCEIVED

Effective selling is about working with people to identify a problem or need and envisioning their lives with that problem solved. Your role is to ethically and professionally provide that solution. The perceived value of your solution is based on the feeling you create in your client. **What would it be worth to them to have that problem solved? In many cases, the answer is "priceless."**





## 4 YOU'RE AN EXPERT IF YOU KNOW MORE THAN YOUR CLIENT DOES

I don't know you personally yet, but I can tell you that you don't need any more certifications and you already have enough experience. That isn't to say that there's no value in certification programs and that you aren't going to gain knowledge along the way, but I promise you that you know enough to get started now – and to get paid. Stop undervaluing yourself and instead focus on the solution you are providing to your clients. **People buy confidence more than they buy experience**, and you can be confident that you know more than your clients and can help them solve their problems.

## 5 IT'S NOT ABOUT THE MONEY, IT'S ABOUT THE ASKING

The exchange of money is an integral part of being in business. Your prospects are expecting to pay something to have their problem solved – and if it's not you it will be someone else. **Make it a practice to ask for – and receive – money until it becomes easier for you.** Focus on the solution you are providing to them rather than focusing on yourself, and the sales conversation will flow more easily.



## Putting It All Together

You may have noticed by now that there is a common thread in the fears outlined above: **people dislike selling because it involves a lot of asking** – asking for validation of yourself, confidence in your offer, trust in your expertise, and a commitment of money, time, and attention.

My system to create an abundant business – Ask Powerfully, Give Wholeheartedly, and Receive Graciously™ – starts with the most simple, direct and impactful way to get a sale: ask for it!

Unfortunately, most of us are not that skilled at asking and are uncomfortable doing it. We're concerned with looking pushy, needy, or insensitive.

Even if you already feel bold about asking, there are ways in which asking can be more effective to create the results you want. To Ask Powerfully means to be specific about your ask. Use phrases such as, "Would you like to buy the six month coaching package?" or "Are you ready to purchase a three month supply?" rather than, "So what are your thoughts about what we've talked about today?"

To get better at asking requires practice. Start small—ask someone to pass the salt. Build your confidence with bigger and bigger asks. Eventually you'll find that asking comes more easily, and you will see an increase in your sales.



# Making It Work

Asking Powerfully is only the first step of my proven three-step system to create an abundant business. The second step is to GIVE that which you want. This starts the cycle of abundance flowing and creates more of what you want in the universe. For Dolores, this meant sharing her inspiring vision of a bully-free world, and offering free consultation calls with school guidance counselors.

The final step is to RECEIVE abundance with open arms. This means embracing success, in whatever form it takes. Give yourself credit for the courage it takes to be an entrepreneur and what you have learned through practicing sales. And get ready to hear your prospects say YES!

By practicing the art of Asking, Giving and Receiving, Dolores was able to overcome her fears and begin to sell with confidence. She landed her first client: "Once I understood the mindset and fears that were holding me back, I was able to share my vision more freely, and have been so grateful to be able to impact the students in such a positive way."

I'd love to help you create the same results that Dolores and so many of my clients have experienced. The first step is to schedule a **complimentary "Selling with Confidence Discovery Session"** with me. We'll uncover your specific fears and doubts, and create an action plan so you sell with confidence and create an abundant business.

*Click here to schedule your call now. I look forward to speaking with you soon!*

SCHEDULE  
YOUR CALL



## About Liz

**Liz Wolfe** is a skilled and energetic motivational speaker, coach and trainer. For more than 20 years she has inspired hundreds of people with her passionate stand of abundance: "There is plenty for everyone, including me."

Liz got her entrepreneurial start growing up on a sheep farm in Western Pennsylvania with her mother and two sisters. Later she moved to NYC to get as far away from the farming life as possible. Her inner entrepreneurial spirit traveled with her, and she created a successful computer consulting business with her husband, Jon.

Eventually she transitioned out of the technology business to apply her experience in a more interpersonal context. She now coaches entrepreneurs to overcome their self-doubts so they can sell with confidence and create an abundant business.