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The Prospecting Mentality: How To Overcome Call Reluctance, Procrastination And Sleepless Nights



Synopsis

Why do you tend to put off the very thing that feeds your success...? The answer is that effective prospecting requires a special frame of mind. Sid Walker takes you there. Using Sid's leading-edge approach, you can quickly break through your own reluctance, excuses, and fears to prospecting consistently and effectively on command! Learn skills that will break through your barriers: Get back on track quickly when your prospecting efforts are stalled. Recognize the state of mind that makes prospecting easy, and learn to shift into it at will. Discover six proven exercises that get you warmed up. Learn strategies for conquering fear of interrupting people, reluctance to call on friends, hesitancy to ask for referrals, fear of making mistakes, reluctance to call on people more successful or more educated, discomfort with the whole idea of selling or being a salesperson.

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Customer Reviews

This book is a must for anyone who is uncomfortable or afraid to make prospecting calls. It guides you through the process and the mindset needed to actually look forward to getting on the phone.

I read somewhere that most salespeople would rather have a root canal than make a cold call. Sidney has gone to a great deal of effort to help readers understand why they may feel call reluctance. He also offers guidance on reprogramming unhelpful thinking that stands in the way of prospecting activity. Sidney's book focusses on reprogramming the mind so you can get into the prospecting zone. I would have given 5 stars if he went to the next stage with sample call guides structured in such a way as to reduce call reluctance. I spent several hours with a communications expert nailing my prospecting 'script'. Sidney's book is about getting into the right mindset. But you also need a script you know will work if you are going to nail your prospecting.

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