

How do you overcome the feeling of worry and insecurity when selling on commission?

Are you worried about sales? Do you think you might not get the order? Do you think they will change their mind and cancel? Do you think you might lose the national contract? Are you afraid of losing your best customer to the competition? If you are, you are not alone. Everybody has the same worries. This lesson will show you the best solution.

One of the hardest things to overcome is the feeling of insecurity when you are selling on commission for a living. Without the security of a guaranteed income your thoughts are continually interrupted by fears of failure, rejection and “what people will think if I don’t make it.”

This is serious for the person going through it. If you are on commission and only get paid when you make a sale, or in your own business and are totally responsible for earning an income, it is easy to have visions of not being able to pay your expenses.

The obvious solution most people will give you is to control your attitude - easy to say and does not really offer a solution. A positive attitude is the end result you are trying to achieve. There are many short-term programs that give you a temporary relief such as “self talk”, repeating affirmations and listening to motivation tapes. These activities are helpful, however, they are not dealing with the core of the problem.

The question is; how do you keep moving forward with a positive attitude when you feel insecure and unsure of yourself? This insecure feel-

ing causes you to look into the future with apprehension no matter how hard you try to think positive. You still see negative results from the effort you are putting forth today.

You are not convinced that if you do the right things over and over again you will achieve the results you want. You can try affirmations by saying over and over to yourself, “I will make the sale”, “I will get the new account” and still end up with negative results. Why? Because even as you say the words and visualize the results, you don’t really expect it to happen! You don’t get what you want, what you wish for, what you think about, what you visualize or what you affirm. You get what you expect.

Let’s say you wanted to have a back up cash reserve of \$25,000 in the bank. You could affirm to yourself “I have a bank account with \$25,000 in it.” You could write it down as a “written goal.” You could think “positive” about it. And still – nothing happens.

Why? Because you really don’t expect it to happen! You might feel good about it for a short time. But after a few weeks it will fade away. Reality will overtake you and you will file your \$25,000 bank account idea away as a wish or a daydream or “it would be nice”.

The bottom line - you get what you expect. Nothing more - nothing less. If you want to increase your sales you have to really EXPECT IT TO HAPPEN. There is only ONE THING that builds expectations – action – doing something productive.