

What is an important selling concept that will take all the risk out of the selling process?

I was called by a telemarketer and stopped them in the middle of their pitch... I asked her how many calls she makes in a day. The answer: 300. How many people talk to you? The answer: 60. How many people buy? The answer: 20. The point is there is no risk in selling. If your numbers are not where you would like them maybe you simply need to take a look at the math. This lesson will give you several examples.

The trouble with a great many people is that they are not willing to make present sacrifices for future gain. They prefer to have a good time as they go along, rather than spend time in self-improvement. They have a vague wish to improve their selling skills, but few have that intense desire which motivates them to make sacrifices today for their future. They have a desire for success, but their desire is not the kind that is willing to pay any price or make any sacrifice for accomplishing it. So the majority slide along in mediocrity their entire career. They have ability for something higher, but they do not have the energy and determination to prepare for it. They do not care to make the necessary effort. They prefer to take life easier rather than to work for something better. They do not play the game for all they are worth. It is not a lack of ability that holds these sales people down, but a lack of ambition.

The next time you become jittery because selling is such a risky business, consider this:

The risk that an insurance company takes on one individual policyholder is the most unpredictable thing in the world. What could be more risky than trying to guess when one certain individual is go-

ing to have an accident or become sick, or how long he or she is going to live? Yet the insurance business itself is the most stable in the country, the safest investment anyone can make, the nearest thing to a "sure thing" in the way of guaranteed returns to investors. The risk an insurance company takes on one individual policyholder is tremendous, yet the risk involved in 100,000 policyholders is so predictable it can be figured to the fourth decimal point.

Whether or not you will sell any single prospect is unpredictable. But do as the insurance companies do; "spread the risk" by making a sufficient number of presentations. Make enough calls, see enough prospects, and a number of sales are guaranteed.

The bottom line... By making a certain number of presentations you can adopt the attitude that "I have got nothing to lose" before making a call, instead of telling yourself, "Everything depends on this," you can now tell yourself that "EVERYTHING DOES NOT DEPEND ON THIS." You can strike out occasionally and still hit more home runs than anyone else on the team. Say to yourself, "If I do not call on this customer and ask for the order, the sale is lost anyway. If I call on him or her and flop, I will not be any worse off than I am right now, so I have nothing to lose." When you strike out a few times you get over the "fear of failure."

Fear of failure is the biggest obstacle every business person or sales person has to overcome. You can be sure that you are not alone in your fear.