

## ***How can you build your mental toughness to be able to withstand almost any rejection?***

If you have a hard time with rejection you are not alone. This lesson will put rejection in the right perspective once and for all.

The issue of rejection is not what the prospect or customer thinks of you, but what you think of yourself. Another important part of dealing with rejection is understanding why they rejected you. Here is what I mean.

The reason may have to do with timing - at this particular moment in time, as you are making your sales call, they may be perfectly happy with their current vendor. They may have just had a fight with their spouse and you happen to be the first one they talk to. They may not have had anything to eat all day and it is affecting their mood. They may have just been turned down for a promotion - or a loan - or a new job. They may have just had to fire one of their employees. All these things have nothing to do with you.

Are you worried about what they will think of you if you are unable to answer a tough question they might ask, or overcome an objection? Don't worry - they don't think about you. Most people spend 98% of their time thinking about themselves. In the 2% of time left over there is not much room to squeeze you in.

Don't let fear of rejection keep you from making the call. Approach each prospect with the idea that you are qualifying THEM. Do they qualify to buy from ME? Do they have the means to pay for what I'm selling? Are they smart enough to realize the value of what I am offering? Are they worth the investment of my valuable time? Is there enough business on the table for me to spend time and money to get my share? Are they strictly a

price buyer? When calling on a new account those are the questions you want answered.

To reduce call hesitation when calling on a new account, make the call with the idea that you are qualifying the prospect and you can reject THEM if they don't measure up. Now you have the power. You have the power of rejection. You don't like to be rejected. So why give anyone the power to reject you? You are simply making the call to INVESTIGATE. You are there to get the facts. What you have to sell may be beyond their understanding. It may be way over their head. To find out, you have to make the call and do the interview.

For a sales person to be afraid of rejection is like a swimmer being afraid of the water, a pilot being afraid of heights, an actor being afraid of the stage, or a rancher being afraid of cattle.

There is a certain fear you feel when trying to sell something to a stranger. But now you are not trying to sell on that initial contact. You are eliminating unqualified prospects. Of course, if you make the call and find that they are qualified and eager to do business with you - take the order. But don't let fear of rejection keep you from walking through the door and looking them in the eye.

Being afraid of rejection as a sales person is like a swimmer being afraid of the water, or a hunter being afraid of the woods.

Don't let fear of rejection keep you from picking up the phone and making the call. You - your products - your services - are the answer to their prayers.

Are they good enough to do business with YOU!