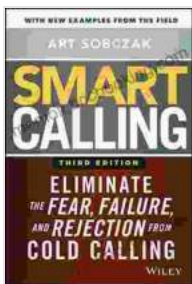


Eliminate the Fear of Failure and Rejection from Cold Calling

Cold calling is a critical skill for any salesperson, but it can be a daunting task. The fear of failure and rejection can paralyze even the most experienced salesperson. But what if you could overcome these fears and start closing more deals?



Smart Calling: Eliminate the Fear, Failure, and Rejection from Cold Calling by Art Sobczak

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In this article, we'll provide you with everything you need to know to become a cold calling master. We'll cover the following topics:

- The psychology of fear and rejection
- How to overcome the fear of failure
- How to overcome the fear of rejection
- Cold calling tips and techniques

The Psychology of Fear and Rejection

Fear and rejection are two of the most powerful emotions that we experience. They can paralyze us and prevent us from taking risks. But it's important to remember that fear and rejection are not the same thing.

Fear is a natural response to danger. It's a way of protecting ourselves from harm. Rejection, on the other hand, is a social emotion. It's a feeling of being excluded or not accepted.

When we experience fear or rejection, our bodies go into "fight or flight" mode. This is a natural response that prepares us to either confront the threat or run away from it. But when we're in "fight or flight" mode, we're not able to think clearly or make rational decisions.

This is why fear and rejection can be so paralyzing. They can prevent us from taking risks and trying new things. But if we want to be successful in cold calling, we need to be able to overcome these fears.

How to Overcome the Fear of Failure

The fear of failure is one of the most common fears that salespeople experience. It can be paralyzing, preventing us from even trying to make a cold call. But there are a few things that we can do to overcome this fear.

1. **Reframe failure.** Instead of thinking of failure as something negative, try to think of it as an opportunity to learn and grow. Every time you fail, you're learning something new that will help you succeed in the future.
2. **Set realistic expectations.** Don't expect to close every cold call that you make. In fact, it's perfectly normal to get rejected by most of the people that you call. Just focus on making a connection and building

rapport. If you can do that, you'll be more likely to close the deal down the road.

3. **Practice, practice, practice.** The more you practice cold calling, the more confident you'll become. Start by calling your friends and family members. Once you're feeling more comfortable, start making calls to potential customers.

How to Overcome the Fear of Rejection

The fear of rejection is another common fear that salespeople experience. It can be just as paralyzing as the fear of failure. But there are a few things that we can do to overcome this fear.

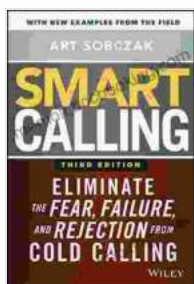
1. **Realize that rejection is not personal.** When someone rejects you, it's not because there's something wrong with you. It's simply because they're not interested in what you're selling. Don't take it personally.
2. **Focus on the positive.** Even if you get rejected, there's always something positive that you can take away from the experience. Maybe you learned something new about your product or service. Maybe you made a connection with someone who could be a potential customer in the future. Whatever the case may be, focus on the positive and move on.
3. **Practice, practice, practice.** The more you practice cold calling, the more confident you'll become. And the more confident you are, the less likely you are to be rejected.

Cold Calling Tips and Techniques

Now that you know how to overcome the fear of failure and rejection, let's talk about some cold calling tips and techniques that will help you close more deals.

- **Prepare your script.** Before you make a cold call, take some time to prepare your script. This will help you stay on track and avoid rambling. Be sure to include an , a value proposition, and a call to action.
- **Be confident.** Confidence is key when it comes to cold calling. If you sound confident, people are more likely to listen to what you have to say. So even if you're feeling nervous, try to project confidence in your voice.
- **Be persistent.** Don't give up if you get rejected. Just keep calling and eventually you'll find someone who's interested in what you have to say. The more persistent you are, the more successful you'll be.

Cold calling can be a daunting task, but it doesn't have to be. With the right strategies, you can overcome the fear of failure and rejection and start closing more deals. Just remember to prepare your script, be confident, and be persistent. And most importantly, don't give up. The more you practice, the better you'll become.



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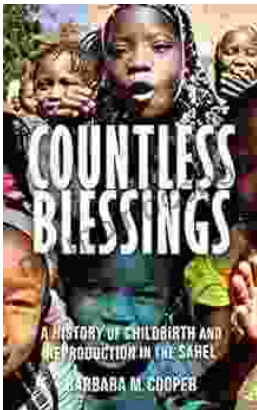
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