

Sales Limiting Beliefs

I Am:

1. I'm a nuisance to buyers
2. My life is a mess
3. I'm not good enough
4. I'm powerless
5. I am not a natural salesperson /I'm not a salesperson because I'm not extroverted
6. I can either do what I love or make money
7. I can only build rapport with certain individuals
8. I have a long sales cycle
9. Selling isn't fun for me
10. I'm very satisfied with my income
11. I'm able to live comfortably on my current income
12. I am more loyal to the company than committed to my own success in sales
13. I can't change who I am.
14. That's just the way things are
15. Fear that your friends and family might not like you when you are successful
16. Afraid to be pushy
17. Scared of the word NO
18. Fear of asking for the order
19. Fear of losing territory and customers
20. Fear of falling salaries and commissions
21. Fear of working on commission
22. Fear of cold calling
23. Afraid to lose the prospect
24. Afraid to be pushy
25. Fear of failure
26. Afraid to do anything that might result in people not thinking well of me
27. Fear of failure
28. Fear of not being able to handle the success if I get it and mess it up
29. Fear that I'll be judged.
30. I feel salesy when I talk about myself or my products and services
31. I have no control over whether I can be a sales success
32. I'll be judged for being the real me
33. If I pursue my dreams, I may fail
34. Fear of looking stupid- getting embarrassed in front of a prospect or a customer
35. I fear rejection
36. I struggle to get past gatekeepers
37. I'm uncomfortable with certain aspects of selling
38. I prefer to dominate the conversation
39. Personal goals aren't that important to me
40. A personal sales plan isn't that important to me
41. A personal tracking system isn't that important to me
42. I believe I don't need to be up-to-date with technological advancements

I Can't:

1. I could never do that

2. I could never do that
3. I'm not confident enough to step out of my comfort zone
4. Afraid that you won't have time for other things in your life that you value.
5. I lose all countenance when I'm being listened to, I would do better at home
6. It won't work for me, because I...
7. I'm not capable or competent
8. I can't say NO to prospects
9. I can't call on company presidents or C level executives. I'm just not at their level professionally
10. I need to call on purchasing rather than being the decision maker
11. I struggle with Excel
12. I'm no good at social selling
13. I am uncomfortable meeting with Senior executives
14. I'm not good at selling ideas to others
15. I'm just not good at overcoming objections.
16. My sales target is always high. I can't deliver.
17. I can't trust people because they'll just hurt me.
18. I can't call on the actual decision makers
19. I struggle to get past gatekeepers
20. I can't challenge my prospects

It's Too Late:

1. Sales is being at the right place at the right time
2. Judging by the results, it's really a waste of time
3. I'll never make enough money
4. At least I have money for our basic needs.
5. Mistakes and failure are bad
6. I can't get ahead because I don't know anybody in the industry.

It's Someone (or Something) Else:

1. I'm too young and don't have enough experience
2. I am limited because I am a woman in a man's world
3. I shouldn't be the one to do this
4. I can't be like that person; I'll never be that good.
5. Nobody understands me
6. I'm bad on the phone, but much better in face-to-face meetings
7. I need to provide proposals (or quotes)
8. I need to make presentations
9. I need to have the best price
10. 10 thousand dollars is a lot of money
11. If they don't have the budget, they can't buy from me
12. My product is too pricey
13. The competitor's product offers more features
14. The market is already saturated. Prospect is limited
15. It takes a long time to get people to buy stuff
16. No takers for my product. The economy is bad
17. I can't sell without documentation
18. I must believe in a product in order to sell it

19. My prospects have all the power
20. I need my prospects to like me
21. I'll never make enough money
22. Money isn't that important to me
23. I believe my career progression is up to others
24. Any lack of results is due to my competitors
25. Any lack of results is due to the policies of my company
26. Any lack of results is due to the economy or marketplace
27. At least I have a sale. The others don't.
28. The company does not give full support.
29. I don't get enough support from my manager.
30. It's not me. It's something outside of my control.
31. What we do is pretty boring - It gets very monotonous
32. Clients are too busy anyway
33. Monday is a bad day (the same could be said of any other day)
34. Successful salespeople are just lucky
35. I have to call on buyers before I can call on end users or decision-makers
36. I need to tell prospects about the company
37. I need to educate my prospects
38. I understand when my prospects want to think it over
39. I understand when my prospects want to comparison shop
40. It's not necessary to ask prospects about their finances
41. I need to educate my prospect about what we do
42. I tell my prospects why they should buy from me
43. Buyer's don't want us to follow-up
44. Buyers won't buy without a discount or incentive
45. Buyers don't like discovery questions
46. Buyers don't like being closed
47. Buyers don't want to hear 'no'
48. I always seem to lack enough new clients "in the pipeline"
49. People hate to be disturbed
50. You can lead a horse to water, but you can't make him drink
51. If potential clients are satisfied with their current supplier, I can't convert them
52. It's normal for prospects to bring up objections
53. It's not okay to talk about money and budget
54. I'll seem greedy if I ask for more during closing
55. I believe that the prospect is only interested in price
56. Prospecting is tedious work
57. Prospecting is undignified
58. Asking for referrals will annoy my prospects- if I ask your clients for referrals, I'll be perceived as desperate or unprofessional
59. Cold-calling does not work
60. Asking a lot of questions is rude and might upset my prospect
61. If I ask for what I really want, I'll get rejected.
62. Prospects that think it over will eventually buy from me
63. This always happens: Prospects will ask questions I don't have answers to

I Don't Have:

1. I don't have the motivation
2. I don't have the willpower
3. I don't have what it takes to succeed
4. It won't work for me, because I...
5. I am not attractive enough
6. I don't have enough time
7. I don't have enough knowledge
8. I don't have the skills or talent
9. I keep searching for the magic formula
10. I don't have the education, money, resources, network, right friends, or right abilities.
11. Luck is not always on my side.
12. I can't get ahead because I don't know anybody in the industry.
13. My offer is not so unique as to warrant an appointment
14. I'm just not any good at cold calling because my personality doesn't come through on the phone.
15. I'll never gain that account; the buyer hates my company so why even try?
16. I don't have time for prospecting
17. I don't have a good enough customer base/ territory
18. I never have enough money