



1. I need my prospects to like me
2. A thousand dollars is a lot of money
3. I understand when my prospects want to comparison shop
4. I understand when my prospects want to think it over
5. I need to have the best price
6. I need to educate my prospects
7. Money isn't that important to me
8. I prefer not to make cold calls
9. I prefer to dominate the conversation
10. I need to make presentations
11. I need to provide proposals (or quotes)
12. I have a long sales cycle
13. Selling isn't fun for me
14. I'm uncomfortable with certain aspects of selling
15. I need to tell prospects about the company
16. I have to call on buyers before I can call on end users or decision-makers
17. I'm uncomfortable talking with prospects about their finances
18. I can't call on the actual decision makers
19. I have to provide information to gatekeepers before they will connect me with the decision maker
20. I have to send something before I can schedule a meeting.
21. If prospects are happy with their current vendor then I can't help them
22. It's rude to ask a lot of questions
23. Prospects are honest
24. Prospects that think it over will eventually buy from me
25. It's not OK to confront a prospect
26. I can't get referrals
27. It is appropriate to spend significant time with prospects that don't buy from me
28. Any lack of results is due to the economy or marketplace
29. Any lack of results is due to the policies of my company
30. Any lack of results is due to my competitors
31. If a prospect becomes upset I should end the call
32. Nobody understands me
33. My life is a mess
34. I'm very satisfied with my income
35. I'm able to live comfortably on my current income
36. I defend my ground when prospects challenge me
37. Personal goals aren't that important to me
38. A personal sales plan isn't that important to me
39. A personal tracking system isn't that important to me
40. My prospects have all the power
41. I tell my prospects why they should buy from me
42. I tell my prospects how to reach a decision
43. I don't need a strong relationship with my prospects in order to sell them
44. It's not necessary to ask prospects about their finances
45. I am more loyal to the company than committed to my own success in sales
46. Rejection wipes me out