



etips

'Lead the Pack' Sales Training

Risk of Rejection

Consider risk as giving up the comfortable and known for something that is unknown and uncomfortable. Success in all occupations usually contains some form of risk taking and learning by failure. One manager said, "If you are not making mistakes you are not doing enough!" Intent is everything when asking questions or working with prospects. If your intent is truly to understand, hard questions are more easily accepted and answered. If your approach is, purely technique rejection is more likely to occur. Rejection most often occurs when trying to sell too soon, before rapport or need is complete.

"Who is the happier man, he who has braved the storm of life and lived, or he who has stayed securely on shore and merely existed?"

-Hunter S. Thompson

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Sales Mastery 'Lead the Pack' Sales Training

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