



Sidney C. Walker

How To Psych Yourself Up To Prospect



eBook; 21 pages



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How to Psych Yourself Up to Prospect!

This publication is a collection of my personal notes for getting myself psyched-up to make prospecting calls.

Someday it will be a book. In the meantime, you get the benefit of many years of research and development on overcoming call reluctance and the fear of self-promotion right here, right now!

Most of us engage in a variety of tasks during our workday that require different skills. Each focus has a little different mindset and skill set. The prospecting focus is one of the more demanding because there are greater psychological risks and more unpredictability than with most other tasks. I have spent a large part of my career helping my clients develop what I like to call the *Prospecting Mentality* (also the title of one of my audio programs).

I have firsthand experience with the demands of prospecting. There was a time I would sit and stare at the telephone trying to get up the nerve to make a single prospecting call. Today I consider making prospecting calls one of the easiest and most enjoyable parts of my job.

Most of what I have learned about being a skilled prospector has come from spending thousands of hours coaching my clients. I assure you anything I have written on the subject is based on experience not theory.

What follows are the concepts that allowed me to make the transition from "stuck" to a 95% fearless prospector. (I have never gotten rid of all of my fear or resistance but what is left doesn't stop me from making the calls I want to make.)

The best way to use this material is to look for phrases, concepts, or philosophical ideas that create an opening or window for you to be able to make prospecting calls. If a phrase gives you energy, courage, hope, or somehow seems to make prospecting more doable or easier, you are on the right track.

Some days I found I needed a little different perspective or twist to get me prospecting which created the dozen pages of one-liners and phrases that follow. Some phrases are only slightly different from the

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preceding phrase. *(In some cases I have made additional comments at the end of a phrase in italics to add further explanation.)*

Highly paid professional athletes would never consider jumping into the game without some kind of warm-up for fear of injury. It is no different for you as a highly paid prospector. You need to warm-up.

Remember, the mindset required to be skilled at prospecting is different than the mindset we use for most other tasks and takes more energy to stay focused in that mindset.

When I had the most call reluctance I would sometimes spend a half-hour or longer getting my head in the game before I made calls. Most often today, I can warm-up in seconds by reviewing a few key phrases from this collection.

The most important thing is to find something that works for you. I guarantee that developing a prospecting warm-up (finding the words or phrases that motivate you) will be a highly profitable use of your time.

YOUR MISSION SHOULD YOU DECIDE TO ACCEPT IT...

- **Find the single focus that allows you to make prospecting calls.**
(Like putting weight on your downhill ski when you are snowskiing. Like watching the ball in golf. Like forward pressure in the stirrups when riding a western saddle. There is a focus that will allow you to make prospecting calls with relative ease. Your mission is to find the words, phrases or feelings that create that focus. Use the phrases presented here or use this material to create your own motivational phrases that you can review before making calls.)

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ON TAKING ACTION...

- **Nothing happens until you make the call.**
- **Find a reason to call rather than a reason not to call.**
- **Your drive to make the call must be stronger than the desire not to make the call.**
- **The art, the skill, the discipline, is to take action (make the call) and maintain your attitude no matter what happens.**
- **You are not even in the game until you make the call.**
(I used to love playing ice hockey. I was a center so I took the face-offs. Making the call is like a face-off. It is the beginning of play. See the referee dropping that puck! Or tossing the jump ball in basketball. Or throwing the first pitch in baseball. What analogy has the most meaning for you?)
- **Approach prospecting, making calls, as a game.**
(Use the skills you have developed in other areas of your life to help you with making calls. What are you good at? Have you had to take risks in other aspects of your life? How did you get yourself to take those risks?)
- **In the commanding words of Jean Luc Picard of the Starship Enterprise... "Engage!" (Make the call!)**
- **"You miss 100% of the shots you don't take." Michael Jordan.**
- **See the wall of flames** (the illusion created by fear) **instantly disappear as you muster the nerve to put your finger into the fire** (make the call). *(From the old Sinbad adventure movie. The remake is Sinbad, the Legend of the Seven Seas).*

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WHY ARE YOU MAKING CALLS...

- **You are going to have a much stronger drive to make calls if you have a clear sense of purpose toward your work.**
- **Your purpose in life is to help other people, period.**
(It is that simple and very easy to be distracted from this truth in our insanely complicated technical, material world.)
- **Does everything about the work you do have a heart?**
- **Do you have a drive to be a light, to make a difference, to be someone of substantial impact and influence?**
- **Self-actualization is to lose yourself in service to others.**
(Making prospecting calls is required to identify the people who want your help. There is no way around this. Making calls is a form of losing yourself in service to others. If you don't make the calls, you will not find the people who need your help and then they won't get the help they need from you. You need to make calls to fulfill your purpose in life!)
- **You are making calls to find the people whose lives you will change for the better.**
- **You are making calls to find out who your clients are.**
- **You are bringing a worthy opportunity (product, service, idea, etc.) to people's attention.**
- **You are helping people make an educated decision that feels right to THEM.**
(It is my personal opinion there is no greater service you can perform.)
- **[FOR MEN ONLY] Making calls is like shaving. If you don't do it everyday, you look like a bum.**
(When I was a new life insurance agent I used to hate this piece of earthly wisdom. I subconsciously hated it because I knew it was true. I intellectually hated it because I couldn't imagine that anyone could compare something as difficult as making prospecting calls to something

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as simple as shaving. After 25 years of wrestling with this issue, I can now proudly say that making prospecting calls and shaving take about the same energy.)

- **You are at work to make money. Nothing wrong with blending in other objectives, but stay clear about the first goal of work.**
- **Until you have enough clients, you get paid more per second to prospect than anything else you do.**
- **You get paid to make the calls, not by how people respond to you.**
(This simple phrase changed my life and my income forever.)
- **It does not matter what the reaction is on the other end or what happens as a result of any one call.**
- **It doesn't matter what happens on any one call.**
(As soon as it matters what happens on any one call, you will stop making calls and do something more predictable and usually far less profitable.)
- **When you are being who you want to be, saying what feels right to you and someone isn't interested, they are not a match. Move on to the next call.**
(Don't make changes to your presentation based on a single person's response if what you are doing feels right to you.)
- **SW—SW—SW. Stands for: Some will, some won't, so what!**
(Zig Ziglar gets credit for this one. It just happens to be my initials.)

BENEFITS OF MAKING CALLS...

- **If you want the freedom and control of your own business, you have to make calls every day until you have enough business coming in that you can do less prospecting.**
- **The effort it takes to make the calls is far less than the effort expended to deal with the stress and negative emotions of not**

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making the calls.

- You lose a lot more than money when you don't make the calls.
- You get energy and hope when you make calls. Not making calls can drain you of all your energy and hope.
- Making calls makes you feel powerful! Worthy! Alive!
- Making calls will make you more fun when it's time to go have fun with your friends.
- If you make the calls, you will make money. If you make money, you can have more fun.
- Making the calls changes your attitude about your life to that of an adventurer.
- The more you pay attention to the reality of prospecting, the more proof you have that most of life is out of your control, especially what people do and how they respond to you.

ACCEPT THE REALITY OF PROSPECTING...

- **Accept this work, this job, what is required of you. Stop looking for an easy way out. Give up thinking you can find a way around what has to be done, like making lots of calls. This will only hurt you.**
(Of course, work smart, but be careful that you are not trying to avoid what has to be done.)
- **You are a prospector first.**
(It took me years to really get the reality of this statement. I was a lot happier when I finally accepted it.)
- **You have several jobs. Being a prospector is your first job.**
- **Prospecting starts the whole sales process. You have to make it a**

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priority and keep it a priority. (Unless you don't need new clients.)

- **In order to be a great financial advisor, you have to be a great prospector first.**
- **You are a prospecting expert who is making calls for a highly skilled professional** (who also happens to be you.)
- **This is the work you have chosen. You love your freedom. It requires that you make prospecting calls.**
- **Prospecting is the price you pay for your freedom!**
(This came out of my mouth by surprise one day when I was motivating one of my clients to get on the phone. It changed my life as much as it did his!)

THINGS I SAY TO MYSELF TO GET FIRED UP TO PROSPECT...

- **Remember times when you felt extremely confident, clever, resourceful, brilliant, highly skilled, certain that you could make things work. Feel it, turn up the intensity, turn up the volume, now make the call!**
- **"You are really good at what you do."**
(If you don't believe this you have some work to do. If you are new at whatever you are doing, have confidence in your mentors when you are making calls.)
- **Call 'em all, you never know who needs what!**
(I have seen people protect their leads by not calling them. They feel better having a lead they have not called, than not having any good leads. What kind of vision toward prospecting do you need to maintain this line of reasoning? A very negative one. Call 'em all and trust there will be more.)
- **You can help the smartest, most successful people. The other people need even more help.**
(It is a mistake to think that successful people know about everything or

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are smart about everything. They only have so much time. For many successful people they have very little time to keep up with your area of expertise and that is why they need you.)

- **I care about people and can work with anyone who's heart is in the right place.**

PUSH THROUGH THE FEAR...

- **Push yourself to make calls. Focus your thoughts away from negative emotions, away from any doubts.**
- **No negative thoughts before, during or after any call.**
- **No negative thoughts, no negative visions, no negative projections.**
- **It is forbidden to ever negatively judge the effectiveness of prospecting. If you do, you will stop prospecting.**
- **Reload to a neutral state of mind for each call and after each call.**
- **Practice enjoying each call and being undaunted by people's response no matter what it is.**
- **You get paid to make calls, not to think about making them.**
- **Where there is fear, be strong and push the fear aside.**
- **Where there is doubt, be strong and choose to trust and have faith.**
- **The possibility that people could respond negatively to your offer can create a negative future vision (a fantasy) which can then create a very real fear.**
(If you create a mental fantasy of people responding negatively toward your offer you will have difficulty making the call. Don't fantasize anything about your next call. Keep your mind clear, empty and be ready to respond appropriately in the moment as it happens.)

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- **If you resist making calls...what are you afraid of?**
 - Would you be willing to feel a little out of control?
 - Would you be willing to not know how this is all going to work out?
 - Would you be willing to accept that you have no clue who is going to say yes and who is going to say no?
 - Would you be willing to trust that someone will say yes?
 - Would you be willing to give each call 100% of your energy and enthusiasm and not care what happens on any one call? (*The prospector's paradox*).
 - Would you be willing to consider that prospecting is out of your control?
 - Would you be willing to really get that the most important part of your job is out of your control? Wow!
 - All you can control is your attitude before, during, and after making each call and the physical act of calling the potential client.
- **You can control your thoughts and feelings which means you can also change them if you want to.**
- **More of life than we realize is out of our control. What you do control is your focus, your attitude, your activity (actions), your thoughts, your feelings.**
- **You don't really control how people respond to you and you don't need to in order to succeed. Let the interaction be genuine.**
- **Don't allow yourself to be frustrated with rude, uncaring people. If you allow them to effect your attitude, they have brought you down to their level. Get away from these people immediately!**

ENJOY THE CALL, MAINTAIN YOUR ATTITUDE, YOUR PEACE...

- **Enjoy yourself.**
(The pressure to make money makes everyone a little neurotic. It is much more fun to make calls if you see that you get paid to make the call, not by people's response to your offer.)

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- **You get paid to make the calls not by people's response to your offer.**
- **Have fun making calls!**
(Definition of Fun: any activity that is mildly interesting where it doesn't matter if someone judges you negatively. If they do, you don't care. You see it as their problem.)
- **Enjoy each call no matter what...**
(Don't allow any negative judgments to creep in like: "This is not working..." or "This is a waste of time...", or negatively judge who you are talking to. Just keep moving, looking for the right people.)
- **Being at your best with people reflects an upbeat, positive attitude and demeanor.**
- **The right attitude can make every hour of every day a worthwhile experience no matter what you are doing and no matter what the response is from others.**
- **Make your voice exude confidence from a peaceful, centered place.**
- **Have a sense of humor or playfulness. Stay away from serious and significant.**
- **Enjoy the calling, give it a social twist, it is about seeing who you connect with.**
- **You are looking for "chemistry and timing."** Chemistry means there is an affinity between you and client. Timing means your potential client has a current need for your product or service.
- **You are looking for the right match.**
- **Be outgoing, be your extroverted self! Especially if you are not naturally that way. Many successful prospectors are introverts!**
- **Prospecting requires the ability to engage, to jump in with an**

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outgoing personality, a positive attitude and outlook, and the willingness to face the unknown.

- **Play the part. Act as if you are outgoing and extroverted and you actually become outgoing and extroverted. At least while you are focusing on being that way.** *(Credit Dale Carnegie for "Act as if...")*
- **Be who you want to be. Be who you most enjoy being when you make the call.**
- **Be yourself having a good time, like you were interacting with friends.**
- **Feel love for who people really are.**
- **The potential client wants to feel that you care more about him or her than you care about getting paid as fast as possible.**
- **Feel the joy of connecting with qualified prospects** who can hire you. *(Create a vision in your mind of working with your ideal clients. Hold this vision in your mind as you make calls. You are looking for the right clients. You are not looking for a quick sale.)*

MECHANICS

- **Organize your calls to make it easy to make them at any time, anywhere.**
- **When is the best time to make calls? Whenever you have scheduled time to make calls. When you have time. Right now!**
- **Organize your calls to make as many as possible during each session.**
- **Don't let a day go by without making at least one prospecting call or doing something that would qualify as prospecting.**

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- **Talk benefits and look for interest!**
(Keep your benefits fresh, razor sharp. The benefits of what you do should also reflect your sense of purpose. Talk about what has meaning to them and to you.)
- **Be inviting, intriguing, test for interest...**
(They used to tell me the goal was to make the appointment. The idea was to get in front of someone even if they were not that interested and try to get them interested. Now I look for interest and if the interest is not there fairly quickly, I move on to the next call. I don't want an appointment unless there is some interest.)
- **Favorite Question: "Is your money doing everything you want it to do for you?"**
- **2nd Favorite Question: "If you could sit down with a financial advisor and get a lot of your questions answered without any pressure to buy anything, would that be of help to you? That's what I do."**
- **Favorite answer to the question "What do you do?" in a social situation: (Said with a smile...) "I work with wealthy people and those who want to be wealthy... Would you put yourself in one of those groups?"**
(Don't get into serious discussions about your work in social situations. Keep your comments general or vague with maybe a little intrigue. Then focus the conversation back on the potential client with a safe subject. Collect names and call them later.)
- **Honor people by being straight with them in your opening: "We haven't met...," "Just keep you a second...,"**
- **Get people involved right away with a question: "How are you?" "I was referred by John Jones. You know John, don't you?"**
- **Be such a great person to talk to that you are hard to say "no" to...**
- **Make enough calls everyday for something good to happen. You**

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should feel like you have made some positive progress each day...you will if you make enough calls.

- **Business will come to you based on your commitment to make calls more than the results of how people respond to you. Taking action is the most important thing you can do. For every action there is a reaction. If you make calls, good things will happen.**
- **Part of the art of being a skilled prospector is the discipline to regularly make large numbers of calls without any concern for the results.**

(Of course, I am assuming you are comfortable with who you are being and what you are saying to people. From there, you make your calls and trust something good will happen or that something good is heading your way.)

ONE MORE TIME WITH FEELING!

- **The right ones will respond positively. They will respond to your energy, your tone of voice, speed of speech, the feel of where you are coming from, what you say, all kinds of things.**
- **Many will not respond, politely move on.**
- **The ones that don't respond are not supposed to be your clients. They are a required part of the process. There have to be people who are not a match to have people who are a match. You have to have negative to have positive.**
- **Speak from your heart!**
- **Connect with people.**
- **Be intuitive or spontaneous about something during the call. This keeps it interesting. This is often where you will make a connection.**
- **Present ideas, products, or services that you have some passion about!**

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- **Talk with feeling in your voice.**
- **Say, good-bye with feeling. Especially if you leave a message.**

WARM-UP STATEMENTS FROM *THE PROSPECTING MENTALITY*

(Also known as The Prospector's Prayer by Sid Walker)

1. I accept the reality of prospecting and realize that no matter how skilled I am or how wonderful my products are, some people are going to be interested and some are not.
2. I accept that I don't know which of the people I call on are going to be interested and accept the certainty that if I continue to make calls, there will be people who are interested in what I'm offering. It's like rolling dice, it's guaranteed that some rolls are going to be winners and I never know for sure which ones are going to be winners until after I have rolled the dice.
3. I accept that there are plenty of people for me to work with, and if someone isn't interested in what I'm offering, it may simply be that the timing isn't right for us to have a business relationship.
4. I accept the Chemistry & Timing Formula that says I'm going to hit it off with *some* of the people I meet and that some of *those* people are going to be ready for what I'm offering. And for the most part, the elements of chemistry and timing are out of my control, so I shouldn't get overly involved in trying to make things happen that don't seem to want to happen.
5. I accept the reality that it's my responsibility to regularly initiate prospecting activity. It's as much a part of life as it's part of my job to regularly go fishing for people who are interested in what I have to offer. I accept the unknown elements of prospecting and realize it is an ever changing art rather than a predictable science. The only way I'm going to know who might be interested is to make the call.

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6. I accept that the only way I can lose at prospecting, is to not do it. And that I have everything to gain with the smallest of efforts in the right direction. The key is to maintain a momentum by regularly asking people if they might have an interest in what I am offering.

LET GO AND LET IT ROLL — THE DICE GAME

I have used rolling dice for many years as a way to demonstrate the proper mentality for making prospecting calls. The purpose of the dice game is to learn to detach from the thoughts that keep you from making calls.

The game is simple. First you need a pair of dice. You are going to roll the dice 10 times. Before you roll the dice, you read or say out loud a reason why you wouldn't make the call. (I have provided 11 of my favorite reasons not to make calls below.) Then roll the dice.

7's, 11's and doubles are winners or appointments. Keep track of your winners. (It is possible to not get any appointments with ten rolls but not likely. When I speak and do this exercise with the audience, if anyone doesn't get any appointments, I give them a prize. It only happens about 1 out of 1,000 times.)

How many winners or appointments you get is not really significant. I do that more for fun and to see who the people in audience are with the most appointments. The most important thing to notice is that you have no idea what is going to happen on any roll until you actually roll the dice. The same is true when you make prospecting calls.

Furthermore, you need to observe that you can't control the dice and the dice don't care what you are thinking before you roll them. Bottom line, the only way to know what will happen is to roll the dice. The only way you can get the appointment is to make the call.

I have given away thousands of pairs of dice to my speaking audiences. Years later I run into people who tell me they still keep their dice on their

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desk to remind them of this important lesson in detaching from the thoughts that keep you from making calls.

ELEVEN REASONS NOT TO CALL...

1. I don't feel like prospecting today...
2. It never seems like the right time to call...
3. I don't have time to prospect...
4. I can make these calls tomorrow...
5. I'm not sure what to say to this person...
6. This person is probably already working with someone...
7. Prospecting takes too much time...
8. I'd rather be _____ (Fill in your favorite pastime).
9. I don't want to hear another "no," today!
10. There has to be an easier way...
11. I've paid my dues, I shouldn't have to make these calls...

(Add any reasons of your own for not making prospecting calls that are not represented by the list above and make them part of your dice game warm-up.)

A SUMMARY...

- **Feel sense of purpose and belief in the importance of your work.**
 - **You are looking for the right people. Trust they will appear.**
 - **Everything begins with the act of making the call...**
 - **Be upbeat, extroverted, be on...**
 - **Enjoy the call, enjoy the moment...**
 - **Say something inviting and intriguing...**
 - **Honor people by being straight with them...**
 - **Maintain a neutral or positive attitude (hold emotions at bay).**
-
- **The Prospector's Paradox: Give each call 100% of your energy, enthusiasm and awareness but with no expectations about the results.** *Remember, it doesn't matter what happens on any one call!*

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THE CHOICE: ABUNDANCE OR STRUGGLE

- **You can trust the act of making calls will create an energy or momentum in your favor that will result in income to you OR you can let a negative fantasy keep you from taking the action that will cause the income.**
- **You can risk making calls and live a life of abundance OR you can avoid making regular calls and struggle with inconsistent income.**
- **Assuming you need clients for your practice, it takes a far greater amount of energy to deal with not making regular prospecting calls than it does to actually make the calls.**
- **When you make prospecting calls, you can't lose. You can only win!**

NEED MORE HELP?

How would you like to have a skilled coach in your corner to help cut years off the time it takes to build your ideal practice? There are proven strategies for getting around whatever barriers are holding you back from being at your best.

You have ***two options***. You can take the **“do-it-yourself” approach**. Go to **www.SellingWithoutWrestling.com** and sign up for the ***7-Day Free Trial***. There is over \$5,000 worth of training and coaching material that I have developed over 30 years as a coach specializing in working with financial advisors.

Or, **consider hiring me as your coach**. I typically have a 20-30 minute telephone conversation with advisors who are interested in finding out more about my coaching program. We discuss where you are in your business, where you want to be, and what you think is in the way. I will tell you whether I think I can help you and what would be involved. There is no cost for this call.

It is easy to recover whatever money you spend on coaching with either option. I like to say I have never cost anyone any money they didn't get back several times over within a surprisingly short amount of time. One extra sale pays for a lot.

Give my invitation for a half-hour no-cost conversation some consideration. If you're like me, I like to get an experience of what it's like to talk with someone before I can determine if I want to go further with the relationship; and that is the purpose of our first conversation.

Trust your gut! If it feels like we should talk, give me a call to set up a time to talk (866-674-9479). You will likely get some good ideas just from our first conversation. You have nothing to lose and much to gain.

For an individual coaching brochure, go to **www.SidWalker.com** or send me an email with your contact information at **Sid@SidWalker.com**.

I hope to hear from you soon,



Sidney C. Walker
Sales Performance Coach

HOW TO PSYCH YOURSELF UP TO PROSPECT!

by Sidney C. Walker

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