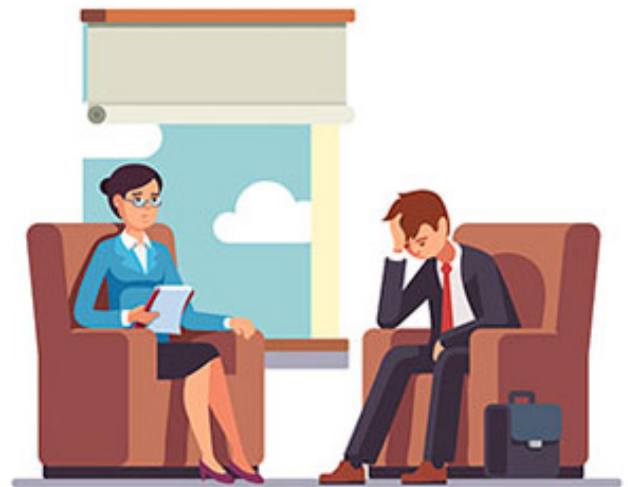


# How to Overcome Your Fear of Sales - Worksheet

By: **Celine Roque**. Reference: **Source Tutorial**.

This worksheet will help guide you through the process of overcoming your fear of sales. Pick your major sales stumbling block: Fear of rejection, fear of appearing “pushy”, or not knowing what to say. Then, perform the suggested exercises.

Refer to the [source tutorial](#) guide on Envato Tuts+ for details, which will help walk you through the process.



## 1. Fear of Rejection in Sales

### Symptoms:

- Your focus is on the possible rejection, not doing the sale right.
- Every rejection feels like a sign of failure.
- You take days to recover from rejection.

### Fix 1. List Your Fears

List everything that you think will go wrong during your sales attempts — no matter how silly or unlikely. Then, dissect each fear using the following tables:

Table 1.

Your Fear	Answers
How likely is it to happen?	
What are the real-life consequences if this were to happen?	
If I were the type of person who wasn't afraid of this, how would I act?	
What are my next actions for acting more like the person I described above?	

Table 2.

Your Fear	Answers
How likely is it to happen?	

What are the real-life consequences if this were to happen?	
If I were the type of person who wasn't afraid of this, how would I act?	
What are my next actions for acting more like the person I described above?	

**Table 3.**

<b>Your Fear</b>	<b>Answers</b>
How likely is it to happen?	
What are the real-life consequences if this were to happen?	
If I were the type of person who wasn't afraid of this, how would I act?	
What are my next actions for acting more like the person I described above?	

## Fix 2. Accept That “No” is Normal

Regardless of what business you run, you're likely to get more rejections than closes. Is your fear of rejection stronger than your desire to run your own business? Why or why not?

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## Fix 3. Accomplish Small Wins

List some small wins you can accomplish more easily. These small wins don't have to be sales tasks, but they should be relevant to customer acquisition or lead nurturing.

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## 2. Fear of Appearing "Pushy" in Sales

Symptoms:

- You're not a cheerleader for your business, you're an explainer.
- You can't ask for the sale directly.
- You hesitate when the conversation turns to money.
- You feel disgusted with the idea of trying to sell.

## Fix 1. Remember What You Love

List what you like best about the products or services you offer. The more passionate you are about these things, the better.

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## Fix 2. Explain It to a Friend

How would you explain the list of things you love about your products/services to a friend?

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How have you explained your offers to potential customers?

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Compare your approach to both.

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## 3. Fear of Not Knowing What to Say

Symptoms:

- You feel eager to start but haven't taken any action.
- You fumble during sales calls.
- You realize in hindsight a lot of things you could have said or done when you were making the sale.

### Fix 1. Pick One Resource

Pick up one resource on how to sell better, no matter how minimal or short the resource. Focus on tips from this resource only until you're finished.

**Fix 2. Change Only One Thing**

List one thing you'll change about your sales approach as a result of what you've learned from this tutorial:

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Once you've applied it in real life, review your results. Were you able to successfully change? Why or why not?

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Repeat the process, picking another thing to change.

**Fix 3. Practice**

List 3 people you can do a dry run with:

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