



PERSONAL PRESCRIPTION PROFILE
FOR:

DANI TEST

 **BSRP**

THE FEAR-FREE PROSPECTING WEBINAR

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OVERVIEW

Your responses to the SPQ*GOLD/FSA suggest that you are struggling with Call Reluctance barriers at the present time. If you are ready to make a real change to your career trajectory, we recommend that you diligently follow the program below.

IMPOSTORS

PROSPECTING MOTIVATION

Your responses to the assessment suggest that you have insufficient MOTIVATION to implement this four-week action plan at the present time. We recommend that you schedule an appointment with your physician to verify that you're getting the right balance of nutrition and exercise. Also, consider if you may be feeling angry or disengaged from your career due to frequent disappointment in management decisions or actions.

PROSPECTING GOAL LEVEL

Your responses suggest that you may not have a clearly defined reason for acquiring new business. (Remember, quota is someone else's target, not yours.) As you implement this four-week plan, it will be imperative that you work to answer the question, "What do I want to get as a result of my sales?" Try to avoid framing your answer only in terms of an amount of money. Instead, frame it in terms of what the money will allow you to have (dream vacation, financial security in retirement, debt-free home, etc.) Ask your workshop facilitator or follow-up coach for guidance and recommendations if you need additional support clarifying your goals.

PROSPECTING GOAL DIFFUSION

Your responses suggest that your energy is scattered among competing goals at the expense of your sales career. Consider implementing a business development discipline as a high priority and limit other commitments that conflict with your career goals. With that discipline in place, you should be able to execute this four-week action plan.

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PRIMARY ASSIGNMENT

YELDER

WEEK ONE:

Your responses suggest that you may feel like you are being pushy, aggressive, or intrusive when you prospect for new business or engage with existing clients. We recommend THOUGHT ZAPPING to help you recognize and replace those beliefs.

This week will be a "baseline" week. Begin recording your prospecting and client engagement activities in the ["Measuring Your Progress"](#) worksheet. List your negative intruders (Inventory of Negative Intruders) and how often they occur (Frequency of Intrusion: Pre) in the [Thought Zapping worksheet](#).

WEEK TWO:

This week you will practice zapping your negative intruders. Begin by putting a rubber band on your wrist. Sit in a comfortable chair and close your eyes. Think about one of the intruders from your [Thought Zapping worksheet](#). Imagine yourself in the situation like you did during the Fear-Free Prospecting webinar. Every time you become aware of the negative thought, do the following:

- Imagine the sky turning into a huge stop sign.
- As you see the stop sign, imagine yourself shouting 'Stop it!' as loudly as you can while snapping the rubber band against the side or top of your wrist.
- Immediately after snapping the rubber band, think of a positive mental picture of yourself. Recall a situation when you asserted your right to make a sales call - and felt good about yourself afterward. Allow yourself to re-experience some of the good feelings. Now, while re-experiencing these pleasant sensations, momentarily place yourself mentally back into the negatively intrusive situation that you are trying to defang.

WEEK THREE:

This week, begin applying Thought Zapping during real prospecting situations. Zap your wrist every time a negative thought intrudes while imagining a stop sign. Replace the negative intruder with a positive mental picture of yourself and follow through with your prospecting or engagement activity.

To reinforce your work with Thought Zapping, follow the directions for SENSORY INJECTION (pages 214 - 240 in *Relentless: The Science of Barrier-Busting Sales*) and deploy your sensory cue while you are prospecting or engaging with clients. Choose whichever modality works best for you.

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PRIMARY ASSIGNMENT

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WEEK FOUR:

Further reinforce your efforts with Thought Realignment (pages 175 - 197 in *Relentless: The Science of Barrier-Busting Sales*). As you listen in on your self-talk, apply the following test to each statement you are saying to yourself:

- Is what I'm saying to myself **VERIFIABLE**? Categorical statements such as, "No one likes to be interrupted by a salesperson" and those that include always, never, must, etc. are rarely verifiable. A better statement to say to yourself is, "I am not telepathic and can't know how someone is going to feel when I call them unless I actually call them."
- Is what I'm saying to myself **LOGICALLY CONSISTENT**? Does your self-talk move you closer to your goals or away from them?
- Is what I'm saying to myself **UPLIFTING**? Your self-talk should generate pleasant or neutral feelings rather than negative ones.
- Is what I'm saying to myself **OBJECTIVE**? An objective statement helps you accurately assess the situation, choose from available alternatives, and realistically estimate the probable outcomes.
- Is what I'm saying to myself **RELEASING**? Your self-talk should contribute to solutions, not exacerbate problems.
- Is what I'm saying to myself **ENLIGHTENING**? You should allow yourself to learn from your experiences, both good and bad. This reduces the chances of the same problems occurring repeatedly.

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PRIMARY ASSIGNMENT

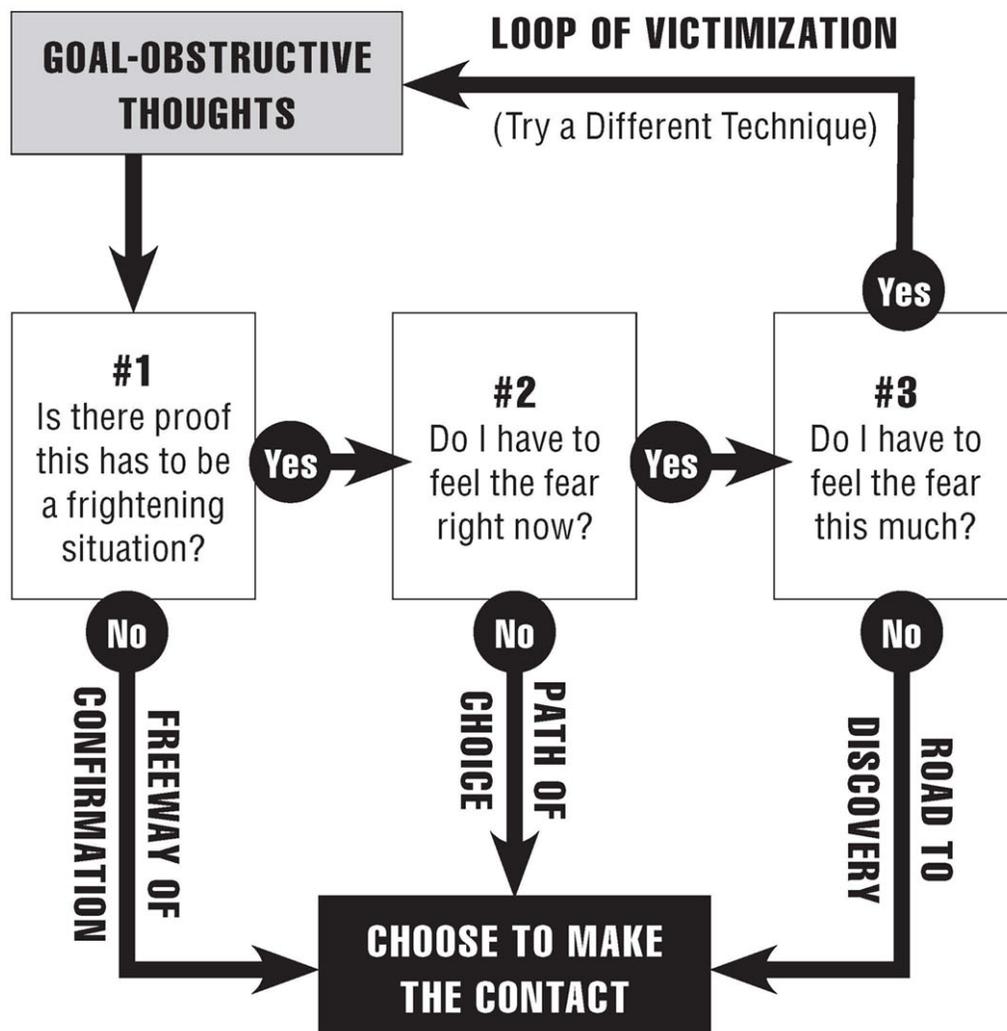
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Also refer to the three clearing questions to help guide your choices.

THOUGHT REALIGNMENT

THREE CLEARING QUESTIONS

Challenge Your Mindbenders



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SECONDARY ASSIGNMENT (OPTIONAL)

TELEPHOBIA

Your responses to the SPQ*GOLD/FSA suggest that you may also avoid using the telephone for prospecting or client engagement activities. Apply THOUGHT ZAPPING using your notes from the Fear-Free Prospecting workshop or see pages 200 - 213 in *Relentless: The Science of Barrier-Busting Sales*. Remember to sting your wrist every time you make an excuse for not prospecting or engaging with a client, and replace each excuse with a positive image of yourself making a sales call and doing a good job.