

Overcoming Inner Resistance

When the voice in your head says this:	You can respond by saying this:
They don't want what I'm selling.	<i>We've already established that this provides a real benefit for this person. They want it a lot and I'm helping them by assisting them in obtaining it.</i>
I'm being obnoxious and pushy.	<i>I'm being thoughtful and helpful by helping this person get the value of what I'm selling.</i>
They won't like me.	<i>I don't dislike people who sell to me in a thoughtful and considerate manner, so there is no reason they should dislike me. I appreciate being helped by good professional salespeople, and this person will probably feel the same about me.</i>
It costs too much; I'm cheating them.	<i>The price is more than fair for the value I'm offering.</i>