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My father, the Marine Corpsman used to say, “There’s nothing but thin air and fear stopping you.” Thanks a lot! I KNOW that but I’m afraid to do it anyway!

This week’s article is about the “Demon” that steals our courage, stifles our creativity, and sometimes even our will to succeed. Stuck believing that your diminished performance is a result of a fear of some outside force that in in control.

Time to get to the truth about the Demon, and how to defeat it so we can blow the doors off even our own expectations!

Phil Beakes

Fear of the Demon

The number one killer of sales people, is fear. The self-made, paralyzing, irrational terror of picking up the “1,000-pound phone”, or walking into a “cold” sales opportunity with an unknown outcome.

Want to watch a grown person quiver in fear? Ask them to make 40 “cold calls” by the end of the day!

They will come back with something like, “I don’t know what to say”, “I don’t have the right leads”, or my favorite one of all, “I was too busy to call them.” People label that behavior as “call reluctance”.

I call it **bowing before the Demon**.

The sad truth is the Demon is made up, and is perceived as increasingly real over time. I don’t care if they are brand new or crusty veterans, results of bowing to the Demon are exactly the same; **INACTION**. No calls, no prospects visited, or email campaigns launched that will result in NO SALES at all, or stuck with low quality, uncontrolled referrals only.

The Demon’s “power” can be found in our self-talk. “They might reject me!”, “They will hang up on me when I call!”, “I’ll feel terrible when they say NO!”, “I’ve tried that once and it didn’t work.”. Dwelling on these beliefs increases the Demon’s power. Old saying; “We become what we fear the most.” it’s all we think about so we create it.

Want to defeat the Demon and receive FEARLESS ACTION? Remove the Demon’s power:

1. The **first remedy** is to realize the Demon is self-made and is lying. Remember the many victories you have daily; big and small. THEY are REAL, and more likely to happen than the scary story. Out goes 30% of the power.
2. The **second step** is to share the fear with a coach or teammate that sees the far more probable outcome better than you can, and will tell you. This takes the power out of the fear. The Demon covers your eyes while you are looking at the truth. Demons HATE truth! Another 30% bites the dust!
3. The last 40% is **removed by action**. Ignoring the Demon, you drive into the first task. Step right through the illusion of the fear you made up, and DO IT! Trust me, Blue Cross will cover the injuries! Confront the Demon head on and watch them evaporate before your eyes. Demons HATE courage!

Like Seth Godin's child that sees the Closet Demon's terrifying SHADOWS across the bedroom floor again; scaring her. This time, she puts down her fear and gets out of bed. NO calling for help this time, walks right up to the closet door and opens it. There is no demon there. The child heads confidently back to bed; empowered for the REST OF HER LIFE having conquered the fear.

It's not the Demon; it's the SHADOW of the Demon that paralyzes us.

I encourage you and your teammates to destroy that Demon, and feel the exhilaration of successful action. Go make something happen, and Good Hunting!

Good Hunting!

Upcoming Events

"Accelerated Producer Intensive" Producer boot camp.

_"Send me your rookies and I'll send you back a warrior"

Camps being set up in Orange and San Diego Counties - contact Phil directly for details

"Strategy Sessions"

Please call for a 20 minute, no obligation appointment to talk about your world. A great chance to share insights, and solutions.

Set up a no-obligation appointment at <http://calendly.com/philbeakes>

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