

How to Overcome the Blocks to Fearless Prospecting





- Discover the **negative intruders** that keeps you from connecting with the right people and moving forward to serve them in life-changing ways.
- Experiment with asking yourself **questions that neutralize** your habitual negative intruders.
- **Create a Vision** that helps you Monetize Your Expertise and Embody Your Value.
- Redefine your 2019 in **12-Week Increments**. Every 12 weeks is a brand New Year.
- Additional Resources + **Q&A**

Chris Holman Bio



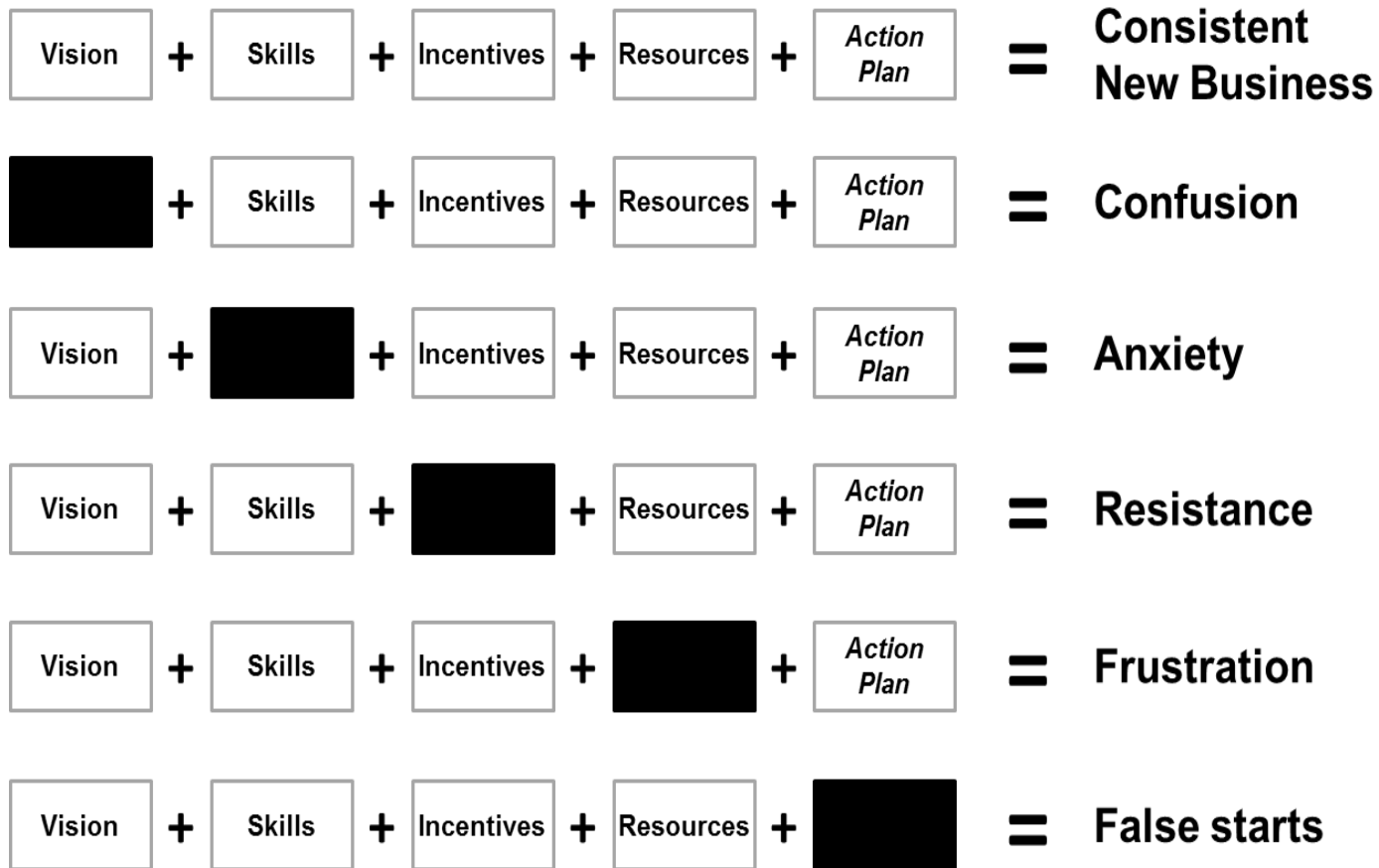
- Executive Coach, Horseshmouth
- Professional Certified Coach (PCC), ICF
- 36 years in financial services
- Coached 2000+ advisors
- Created Horseshmouth Group Coaching, 30 coaching groups completed

Connie Kadansky Bio



- Founder: Exceptional Sales Performance
- Professional Certified Coach (PCC), ICF
- Past speaker: MDRT, NAIFA
- Clients include: Merrill Lynch, Allstate, New York Life, American Express, Bank of Montreal

Managing Profitable Prospecting



Consistent Action - Execution

Vision + Planning + Process Control + Measurement + Time Allocation = Success / Fulfilment

■ + Planning + Process Control + Measurement + Time Allocation = No Motivation / No Direction

Vision + ■ + Process Control + Measurement + Time Allocation = No Focus / No Proof of Intention

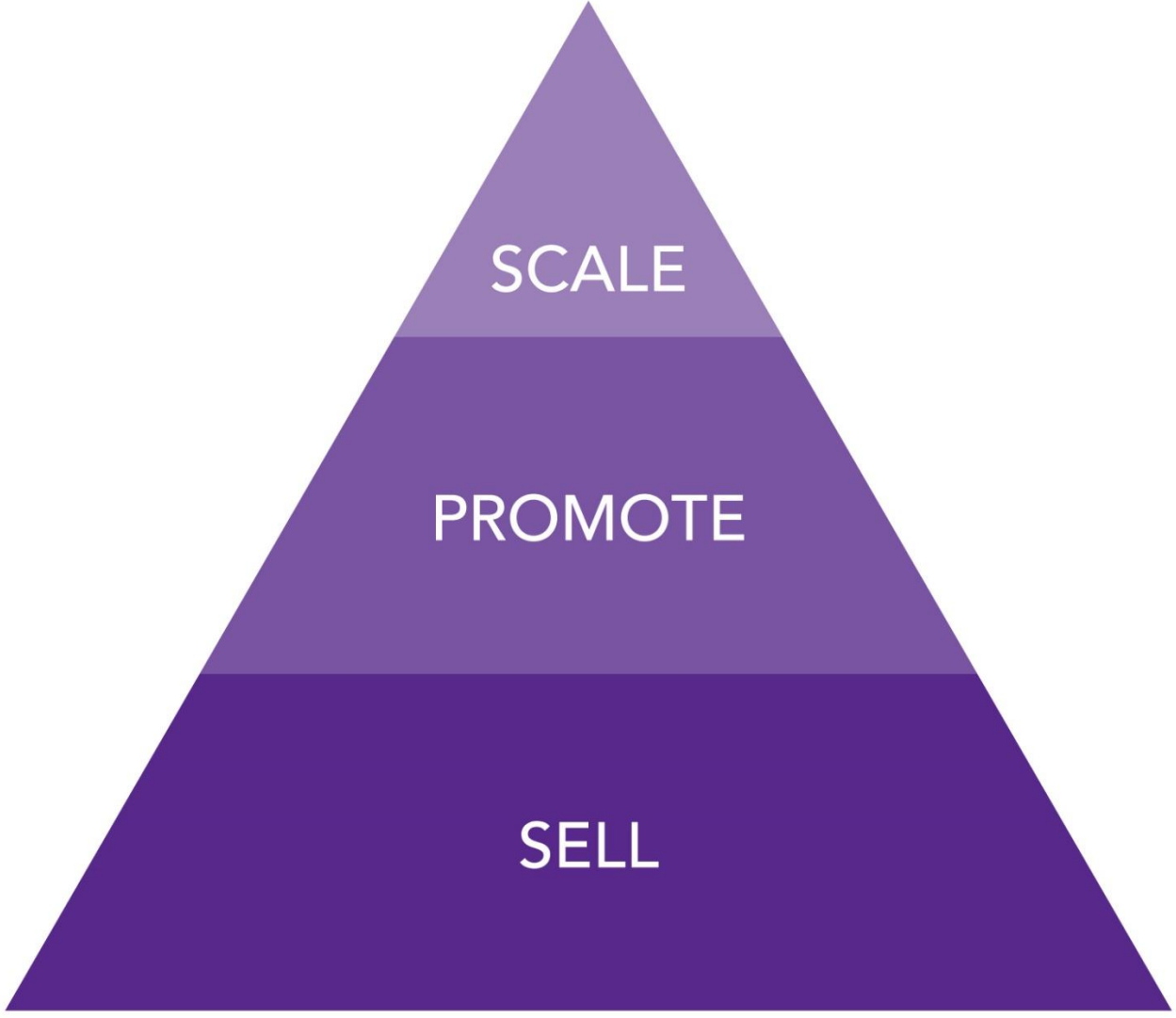
Vision + Planning + ■ + Measurement + Time Allocation = Powerless / Futility

Vision + Planning + Process Control + ■ + Time Allocation = Spinning Wheels
(don't know what's working or not working)

Vision + Planning + Process Control + Measurement + ■ = No Control, day controlling you

**MONETIZE
YOUR
EXPERTISE**

EMBODY YOUR VALUE



SCALE

PROMOTE

SELL



**When you reach
for the phone and you stop...
immediately write down
what is causing you
to hesitate.**

**They'll be upset
that I interrupted
them. I hate this.**

**What if I
mess up?**

**They'll say
they are not
interested.**



**Your freedom
is your willingness
to capture
your
Negative Intruders
on paper.**



“Cognitive Distortions” = Self-doubt Spiral

- **Black and White Thinking:** Must be perfect or we're an abject failure: Overpreparer Call Reluctance – wanting the perfect script.
- **Overgeneralization:** Asking for referral one time and was not successful – seeing this as a never ending pattern of defeat.
- **Jumping to conclusions:** “They already have an advisor that they love.”
- **Personalization:** When a warm prospect is not returning calls immediately feeling “I screwed up. They didn't like me.”
- **Emotional Reasoning:** “I hate it when salespeople call me. So everyone else does too.”

Am curious how quickly I can engage a prospect.

My phone is like a personal ATM machine.



What if the timing is right to meet with them?





Visions: Cause and Effect:

Physical

Nonphysical: Exists Only in our Minds at present.

Vision creates a magnetic field that pulls you toward the future



The tension we feel with your reality today fuels the vision.



Envisioning Outcomes



Goal Setting v. Visionary Thinking

Vision is very important psychological factor.

The more Vision – the more it actualizes itself.

It is Your Vision that slowly takes your physical, emotional, mental, spiritual chemistry and actualizes & objectifies your Vision.

The biggest barrier to high performance is not the physical manifestation but the mental creation.

You will never outpace your mental models.

Vision creates emotional connection and ownership



Why I am living?



What value do I bring to my family, friends, clients, community, nation, humanity?



What do I want to actualize in my life experience?



What kind of human being do I want to be?



How do I make the world a better place?

"Thinking about Thinking"

Higher Reasoning
Executive Function

Prefrontal Cortex

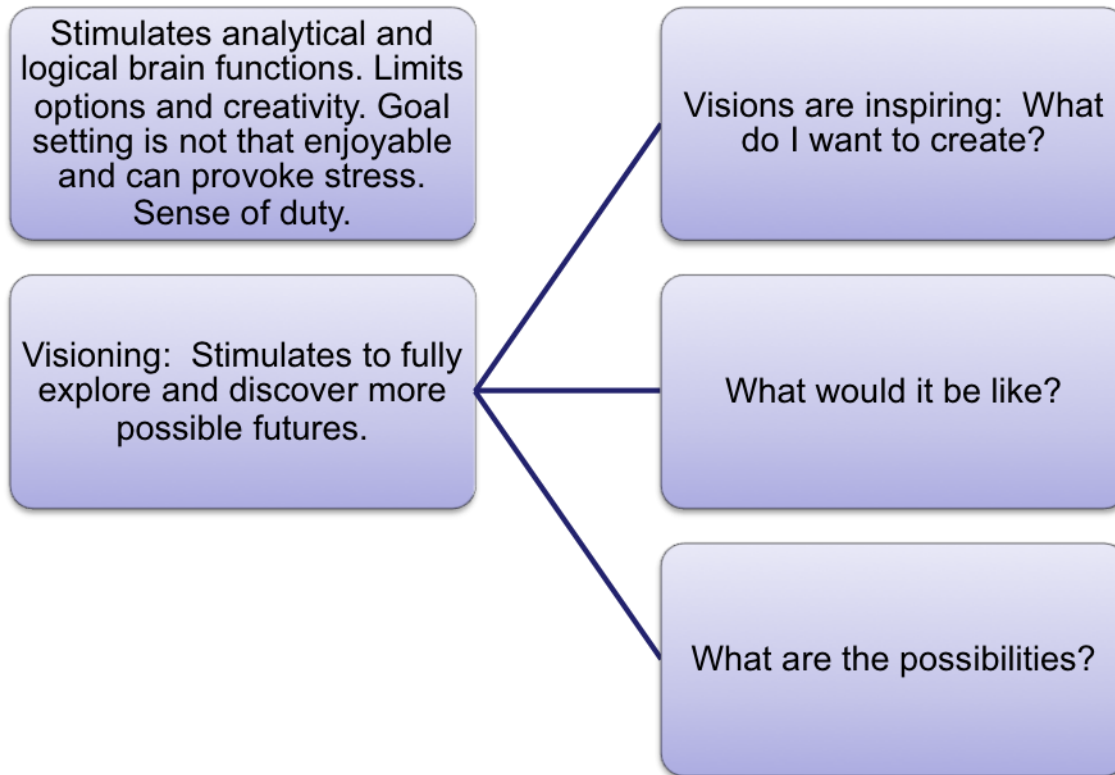
9 Functions of the Prefrontal Cortex

1. Empathy
2. Insight
3. Response Flexibility
4. Emotion Regulation
5. Body Regulation
6. Morality
7. Intuition
8. Attuned Communication
9. Fear Modulation



Limbic Brain

1. Fight, flight, freeze stress response
2. Thinks, "Am I safe? Do people want me?"
3. Emotions live here



Goal Setting vs. Visioning

BE	DO	HAVE

Intention:

**Nonphysical
causes that set
your Energy in
Motion.**



Intention:

- To Serve
- To Provide For Family
- To Create Trust & Demonstrate Credibility
- To be Proactive Consistently
- Financially Secure

Choose new “causes” consciously



WE PERCEIVE OURSELVES
BASED ON OUR INTENTIONS



WE PERCEIVE OTHERS
BASED ON THEIR ACTIONS

Resources

- ✓ Be Do Have Worksheet
- ✓ Link to the 15 Common Cognitive Distortions (negative intruders)
- ✓ Clean Sweep Assessment for Financial Well Being
- ✓ Pattern Interrupt Article by Art Sobszak
- ✓ 12 Week Year book by Brian Moran & Michael Lennington
- ✓ Link to Prospecting EKG (self-assessment for Call Reluctance)
- ✓ Link to Roadmap to Revenue Mastermind Groups:

roadmap to revenue™



12 Week On-Line On-Camera Mastermind Groups: One hour a week

- www.roadmaptorevenuemastermind.com
- Outside Perspective
- New Ideas
- Networking Opportunities
- Promotion
- Support
- Strategy
- Accountability
- Masterful Coaching

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