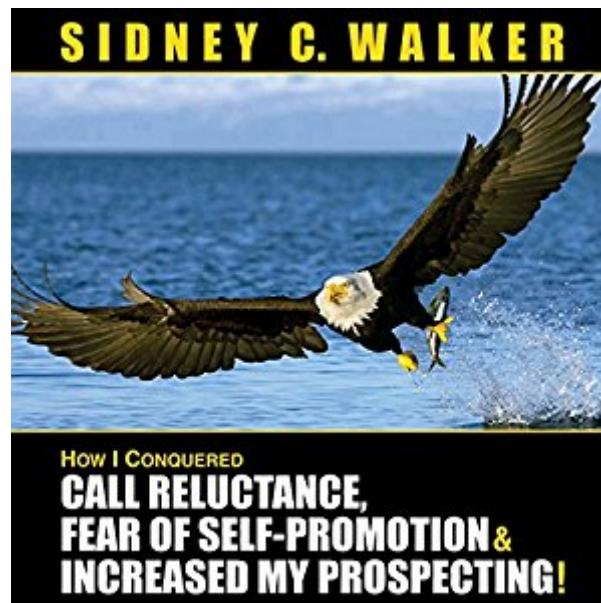




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# How I Conquered Call Reluctance, Fear Of Self-Promotion & Increased My Prospecting!



## Synopsis

Are you ready to conquer your call reluctance? That is the promise of this book! Everybody is promoting something, and most of us have some resistance to the process of getting other people interested in whatever you are offering. The resources in this book are a reflection of 30-plus years as a full-time sales performance coach. This information has helped thousands of people break through their barriers and find the will to make the prospecting calls they need to make. Many different perspectives are presented because everyone is different. The key is finding a state of mind that allows you to take action. From a bigger perspective, this book is about how to positively deal with the resistance you have to doing what you need to do to succeed. There is a part of you that doesn't want to take any risks, but there is a part of you that is practically fearless. If you can learn to block out the part that is putting on the brakes and listen more carefully to the part that can do anything...you can find a way to make the prospecting calls you need to make!

## Book Information

Audible Audio Edition

Listening Length: 4 hours and 7 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Sidney C. Walker, III

Audible.com Release Date: March 29, 2016

Language: English

ASIN: B01DJKRB7C

Best Sellers Rank: #25 in Books > Business & Money > Marketing & Sales > Marketing >

Telemarketing #207 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales

#454 in Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

WOW!!! I've followed Sid Walker for a few years and spoke with him a couple of occasions. THIS is the book to get!! I'm a "root" person. I like getting to the deep roots of something and figuring things out from there. It's the way I work with my clients in their financial situation. Until you get to the root of whatever it is, you'll only treat symptoms, instead of the "disease". This book gets to the root causes of self-promotion fears and call reluctance UNLIKE ANYTHING else out there! I've read Dudley & Goodson, Cold-calling for Cowards, Nick Murray's books, "Go for No!" and TONS of other books. I've had quite the selection of reading material... and NONE of them match what Sid Walker

has outlined in this book! Once you understand the internal dynamics at play in your mind, you can finally turn your mind into your greatest ally, instead of something to fight and "wrestle" with. Until you figure out how your mind is working for and against you... you'll continue to "beat yourself up" and be exhausted, instead of energized in your career. Instead of setting short-term goals and working only for that, you'll learn how to beat your mind in the sales mindset to truly become a master prospector! If you're new in sales, well-seasoned, managing or mentoring others, you OWE it to yourself and those you hope to serve with your products and services... to get this book and spend the time to read it. Your mindset and view of promoting yourself will NEVER be the same again!

My husband, Steve Watkins, just finished reading "How I Conquered Call Reluctance, Fear of Self-Promotion, & Increased My Prospecting." Here is his review: "This is one of the most profound books I have EVER read. It resonated with me like NO OTHER "self-improvement"/"sales mastery" book. Sid Walker's focus on getting your ego out of the way and developing your instinctive intuition is revolutionary for me. Being hyper-technical, skeptical, and negative is just the ego's way of preventing you from doing what you must do to achieve your vision. Mr. Walker lays bare his own idiosyncracies and struggles with ego in a powerful, refreshingly-honest way which I found enjoyable, meaningful, and extremely empowering. I am looking forward to his personal mentoring, which I am starting today! If you read only one book this year, make it "How I Conquered Call Reluctance, Fear of Self-Promotion & Increased My Prospecting!"

I have read many books over the years on prospecting for new business and self promotion. Many of those books had valuable information and logical ways of understanding the sales cycle. Most of the success was attributed to better techniques or learn how to "turn the crank" faster or squeeze more from the time allotted to the prospecting cycle. This new book by Sid Walker goes way beyond the work harder, faster, approach and introduces the reader to a new paradigm. It is tempting to want to summarize his approach but I will not since I don't want to spoil the surprise or the new revelation the reader will conclude from the text. I will say that the book has a very supportive "energetic" theme and a metaphysical ring to it which I like very much. If you are looking for a book to help you move to the next level in making calls for business and a supportive theme for why you want to do it, this book will help you immensely. The two things which have resonated with me from the book are the Relationship Builder approach, and the Chemistry, Timing, and Money. To have a successful interaction, it is clear that those three must be present during the sales cycle but all three

are out of your control. I highly recommend this book and believe it will help anyone get clear about how to be a better prospector for business.

I have read several of Sid's books, hired him as a coach, and listened to him for hours on end coaching others using CD's in my car. Sid has a great perspective on how things really work when it comes to prospecting and helping others through our work as Advisors. I like to say that Reading or Listening to Sid not only helps me be more effective as a professional but he has helped me maintain my sanity and my happiness in a very challenging business. Sid and I have a very different perspective when it comes to religious beliefs but what I like most about this book was Sid's humble comment that if you don't agree with something in the book simply put a line through it and keep reading. I marked up my book considerably and still found tons of value. Sid is a great coach and a great human being and I consider myself very fortunate to have found him and I share him with every advisor I talk to. My advice to any Financial Professional is that you owe it to yourself to read this book, and all the others Sid has written and maybe even hire him as a coach if that feels right to you. I am grateful that I did!

I met Sid almost 29 years ago. His advice then and his advice today is still the best. It brings you back to reality. No tricks, no magic, just prospect all the time. Some people will see me, and some won't. I'll probably never understand why, but I don't have to. I learned from Sid, that if I asked enough people if they would like help in figuring out their financial world, enough will say yes, and I would be as successful as I chose. He was right. Buy the book. You'll be glad that you did.

A marvelous work! Sid Walker's new book is a really penetrating insight into the work of self promotion.. I'm sure I'll be reading it for years to come because it addresses fundamentals about ourselves and our efforts to succeed in life, not just in sales. But beware! You will be astounded! And then your really fun work begins! How refreshing.....5 stars!

Wonderful and helpful and to the point! Great information and if you simply apply what Mr. Walker suggests you will overcome any call reluctance either by phone or in person sales. I do not do phone sales but business to business. This book helped me tremendously!

Fantastic book. It's not just for those in the financial services industry. It's for anyone who desires to be more productive and have more fun doing it.

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