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How Much are You Paying NOT to Prospect?

by Keith F. Luscher
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No one likes to be rejected in any of life's situations. Rejection is an emotional experience, and we go to great lengths to protect our fragile egos. However, in our business, rejection comes with the territory. So this begs the question: Does fear of rejection hinder your prospecting activities?

If you are not entirely sure, consider this question: How much are YOU PAYING right now, NOT to prospect? Think about this question right now, and in doing so consider these facts:

You are paying not to prospect when you share a commission in exchange for a lead (but you still do all or most of the work yourself).

You are paying not to prospect when you work on a lower commission scale for a "feed" of often-unqualified leads (but you still do all or most of the work yourself).

You are paying not to prospect when you fail to seek referrals (or more often, fail to seek referrals correctly, because most people simply don't know how to do it correctly).

You are paying not to prospect when you allow a client to fall through the cracks, and before you know it, they have gone somewhere else for service.

You are paying not to prospect when you fail to follow up on a new friend or acquaintance correctly and in a timely manner, despite your stated intentions to do so.

You are paying not to prospect when you are unable to build rapport with a prospect, simply because your listening and interpersonal communication skills are not properly honed.

Consider the points above and you will realize that prospecting involves a range of activities, habits and skills that you summon all day long, as part of doing business. YOU SHOULD ALWAYS BE PROSPECTING in everything you do and everyone with whom you come in contact.

That said, if you are procrastinating on picking up that phone, today, I want you to ask yourself: "What's the worst that could happen?" Answer these for yourself:

If I telephone a person and request an appointment, *what's the worst that could happen?*

If I approach an individual at a social gathering, and gently start up a conversation, *what's the worst that could happen?*

If I send someone a letter with a helpful article and then follow up with a phone call, *what's the worst that could happen?*

These are NOT near-death experiences! So go get it done, and stop paying NOT to prospect, and start profiting from seeking out new people whose lives you can impact in a very positive manner. That's your mission. Stop avoiding it.