

## Learn And Practice

The best way to handle any potential situation that might put you and your sale at risk is to practice for it.

The best way to practice something is first by learning what to practice.

Firstly, observe what you have challenges with. It might be certain part of the sales process.

It could be a certain type of objection. A certain type of prospect. A certain emotion, or behavioural pattern that you encounter.

Secondly, practice the handling for it. You are aiming to create a pattern as a reaction to the challenging situation or thing. A reaction that works fine and gets you the result you wish to get.

The result can be the ability to move forward in the sales process.

The result can be that the prospect feels better about you.

The result can be that a misunderstanding is handled.

Role playing is great at practicing your preparedness and effectiveness at handling these types of situations.

Coming up with scripts and patterns that you use in case these challenging situations come up is also very useful, and then ofcourse practicing them until you can do the whole script/pattern without thinking

The fact remains. Professionals keep learning and practicing.