

# **-The Winning Philosophy-**

**Instant Training by Adam Vizler**

**(Based on the Definitive Cold Sales Course)**

## **Ever Felt Like You Can't Do "That"?**

Staring at the list of prospects. Eyeballing their phone numbers. You know you just have to pick up the phone and speak to them.

But oh wait... After google searching this prospect you find out he is the owner of 5 companies and the top donor of a charity. You like "no.. I can't call HIM! He is too big of a name for someone like me to speak to him."

As you are thinking about it, whether you should or shouldn't call, whether you can or can't, there is a prospect walks in to the office. First thought comes "I really should speak to this person. But am I trained enough? Will it not be awkward? Maybe he is just looking around."

The conclusion is all the same "I can't" or "I won't" or "I don't want to" or "I don't feel like it".

## **Why Does It Happen?**

A simple dose of "thinking". Thinking is a procedure we humans use to come to conclusions regarding challenges or things that we aren't certain in.

That is all fine and good.

The problem is that this process works as long as there are enough certainty. Enough data to come to a conclusion with certainty. Yet what happens when some data are missing? Or when the data is uncertain?

Like the data of whether it's going to be a good outcome or not.

So with this uncertainty, the human mind tries to think more and more. Conclusion? Not really going to happen, but the thinking will continue.

What are the worst things that could happen in an interview with a prospect? That he starts “Thinking about it”.

The infamous “I need to think about it”.

**If You Don't Want Your Prospects to “think about it”, Why Should You?**

## **So What Should You Do?**

So, you can see. In uncertainties, the only way to get to an outcome or to a result, is by taking action.

Is by not “thinking about it” but by taking action. Whether the end result is good or not. That doesn't concern you.

Your job is to do everything you can in order to succeed. And the best way to do that by, is by taking action. As many action as you can!

Will you fail? Most likely. Nobody learned to run without falling a couple of times here and there. But to really run, one needs to take a lot of steps. Again, and again.

**If you really feel uncertain, afraid, concerned about doing an action. Do this:**

**Say to yourself *“Happens what happens”*.**

That is my winning psychology in taking action. It gives enough push and justification to go forward!

What does “Happens what happens” mean? It doesn't mean to take no responsibility for the outcome, and just let things play out by themselves, without taking any control.

No, it means “The outcome doesn't matter, but nevertheless I will do whatever I can to make this action into success.”

It just means not to care about the outcome. Do everything you can to make it go right. And just take action.



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