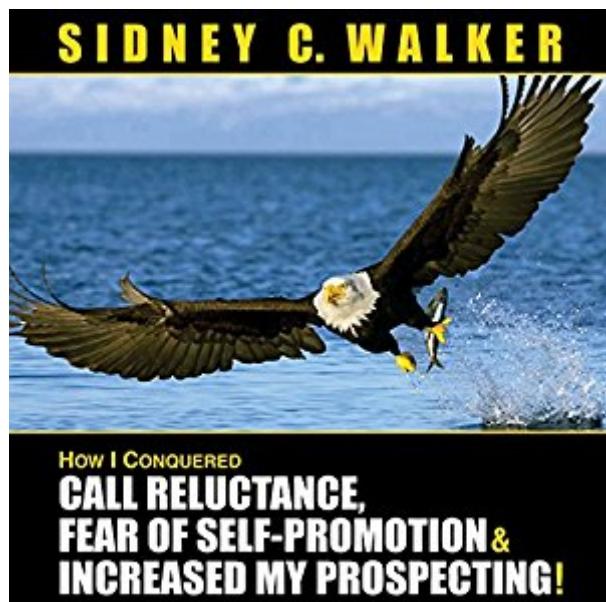


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# How I Conquered Call Reluctance, Fear Of Self-Promotion & Increased My Prospecting!



## **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**

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## **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 idiosyncrasies 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 met Sid almost 29 years ago. His advise then and his advise 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!

Sid Walker is a pioneer, an innovator, and a seeker of empowering solutions to the challenges we

face in sales and communication. And that is all we really need to know about him in order to read and trust this short but very helpful book. The use of the telephone is diminishing, being replaced by emails and texting and twittering and other social media paraphernalia. But perhaps the reason the telephone is avoided is that innate fear we all have about cold-calling in order to sell something, seek donors for a cause, or gather opinions for a study you are involved in performing. Few books talk us through this phobia and encourage positive change better than Sid Walker. He makes it so easy that closing the book the first urge is to try your newfound skill. As the package insert states, "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!" Quite simply, Sid's techniques work! Grady Harp, April 16

Do you want to get rid of your fear of promoting yourself or your product? Does being on the phone produce more fear and doubt than trust and faith? Sidney Walker is a sales performance coach who has thirty years of experience. He is well qualified to write this very helpful book. Sidney Walker explains how it takes more energy to procrastinate than it does to just make the calls. He also explains how the ego works and how it causes doubt, fear and worry. I think some of his ideas on the ego must have come from him being a monk for several years. Anyway it was a very interesting discussion even if you are not dealing with phone phobia. There is also some discussion about using the right and left side of the brain. As he says: "your intuition is way smarter than your intellect." Sidney Walker believes you can wing it once you get on the phone and you don't have to stick to a specific script. He basically says you have to trust yourself and be more intuitive. This book will also teach you magical mental tricks that will get you more clients. Sidney Walker is an excellent writer and keeps your attention right to the last page. Now as far as recommending his favorite spiritual guru I don't see why that is in the book. It seems unrelated to his business life. I have not read books by his guru so I can't comment further. ~The Rebecca Review I received one free book for review purposes. This review is my honest opinion.

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