



Building Confidence

Action creates confidence.

Each conversation, presentation, and sales opportunity builds the experience needed to become more comfortable and effective.

Few salespeople begin their careers feeling completely confident.

Confidence is typically built through experience, preparation, repetition, and learning.

Confidence is often built through consistent action over time.

1. Confidence Is Built, Not Given

Confidence is rarely something people are born with.

It is usually developed over time.

Every sales conversation provides experience.

Every question creates learning.

Every success and mistake contributes to growth.

Confidence is often a lagging indicator.

The work usually happens before the confidence appears.

The salespeople who appear the most confident today were once beginners themselves.

Why This Matters

Many people compare their starting point to someone else's years of experience.

Confidence is often the result of accumulated experience rather than natural ability.

TIP

Action often creates confidence faster than preparation alone.

Learning is important.

Experience is essential.

Preparation can build knowledge.

Action is often what builds confidence.

2. Why New Salespeople Lack Confidence

Many new salespeople experience concerns such as:

- Fear of rejection
- Fear of making mistakes
- Fear of sounding inexperienced
- Fear of not knowing the answer
- Fear of being judged

These concerns are common.

They are often part of the learning process rather than signs that something is wrong.

3. The Confidence Trap

Many people wait until they feel confident before taking action.

The challenge is that confidence is often the result of taking action.

Not the prerequisite.

Waiting for confidence can create a cycle where little action is taken, resulting in little opportunity to build confidence.

Action creates experience.

Experience creates confidence.

Why This Works

Most people gain confidence by doing something repeatedly, not by thinking about it repeatedly.

4. Building Confidence Through Preparation

Preparation can reduce uncertainty and improve confidence.

Examples include:

- Understanding your product or service
- Learning common customer questions
- Practicing conversations
- Reviewing training materials
- Understanding your sales process

Preparation does not guarantee confidence.

However, it often makes taking action easier.

5. Building Confidence Through Experience

Experience provides feedback.

Every conversation teaches something.

Every objection reveals new information.

Every success reinforces effective habits.

Not every conversation builds revenue.

Every conversation can build experience.

The most experienced salespeople are often those who continued learning through both success and failure.

A Different Perspective

A conversation that does not result in a sale can still provide valuable experience.

Learning is often one of the most important outcomes of practice.

6. Focusing on Progress Instead of Perfection

Many people place unnecessary pressure on themselves to perform perfectly.

In reality, improvement is usually more important than perfection.

The goal is not to have the perfect conversation.

The goal is to have the next conversation.

Small improvements made consistently often create significant progress over time.

COMMON MISTAKE

Waiting to feel confident before taking action.

Confidence is often the result of action, not the requirement for it.

The experience gained through action is frequently what creates confidence in the first place.

KEY TAKEAWAY

Confidence is the willingness to move forward even when the outcome is uncertain.

Lasting confidence is built through preparation, experience, and consistent action—not by waiting until you feel completely ready.