

# Bringing Out the best in others

SALES • COMMUNICATIONS • EMPLOYEE EFFECTIVENESS • PERSONAL GROWTH

## Overcome Analysis Paralysis

by Alice Wheaton

Many of us have great ideas but are resisting taking the next step because we project ahead into the future and worry about all of the dreaded events that may occur. We go into a state of fear and analysis paralysis where we only consider the negative consequences from our endeavors. An example of *analysis paralysis* occurring is when a salesperson is faced with a list of names to cold call they begin to doubt themselves and ask several questions.

“**What if**...my competitor having a lower price?”

“**What if**...they have a supplier they're happy with?”

“**What about**...my feelings?”

“**What if**...they ask me a question to which I don't know the answer?”

“**What if**...I am interrupting him/her?”

The cycle is repeated.

Questions such as these tend to paralyze the self-doubting salesperson and can cause a sales rep to be a victim of themselves.

These two sets of words, “What about...” and “What if...” must begin many of the questions we ask our customers to truly understand the client's needs and wants. Moreover, it will cause our customer to be reflective, to understand needs they didn't know they had. This, in turn, will help make them receptive to you and your product or service.

***The client's receptivity to the sales rep is the key to professional selling.***

When we ask ourselves the “What if...” and “What about...” questions it means we are being self-centered. Asking these questions of others helps us be other-centered. The old saying, “No one cares how much you know until they know how much you care,” is true. Asking the customer questions beginning with “What about...?” and “What if...” is a fast way to show you care.

Analyzing your customer's needs creates forward movement. Analyzing yourself can paralyze you – no profit there. Too much introspection dilutes focus.

Contact Alice Wheaton to speak at an association conference or to custom design in-house training.  
Email [awheaton@alicewheaton.com](mailto:awheaton@alicewheaton.com) or phone 1-877-542-5423