

What's Holding You Back from Proactive Prospecting?

Prospecting is a Mindset, Not Just a Skill.

Sales Call Reluctance Self-Assessment Quiz

For each of the following statements, rate yourself on a scale of 1 to 5, where:

1 = Never 2 = Rarely 3 = Sometimes 4 = Often 5 = Always

At the end, total your scores for each category and review the interpretations.

Section 1: Fear of Rejection & Social Judgment

1. I hesitate to reach out to prospects because I worry about being judged. _____
2. When I hear "no," I take it personally and feel discouraged. _____
3. I avoid following up with prospects who haven't responded; I assume they're not interested. _____
4. The thought of asking for referrals makes me uncomfortable. _____
5. I overanalyze what the prospect might think about me before making the call. _____

Total for this section

Section 2: Imposter Syndrome & Self-Worth Issues

6. I feel like I need to be more knowledgeable before I can confidently prospect. _____
7. I sometimes doubt that I offer enough value for a prospect's time. _____
8. I compare myself to more experienced sales people and feel inadequate. _____
9. I worry that I'm bothering people when I reach out to them. _____
10. I struggle to position myself as an authority in conversations. _____

Total for this section

Section 3: Overthinking & Perfectionism

11. I delay making prospecting calls because I want to craft the perfect message. _____
12. I spend more time preparing than actually executing outreach. _____
13. I hesitate to call because I don't feel fully ready for any question that might come up. _____
14. I often rewrite emails or scripts multiple times before sending them. _____
15. I hold off on outreach because I want the timing to be just right. _____

Total for this section

Section 4: Negative Sales Stereotypes

16. I worry that being too persistent will make me seem pushy. _____
17. I dislike the idea of "selling" because I don't want to pressure people. _____
18. I associate sales with manipulation rather than providing value. _____
19. I avoid certain prospecting strategies because they feel aggressive. _____
20. I have had negative experiences with salespeople, and I don't want to be like them. _____

Total for this section

Section 5: Emotional Attachment to Outcomes

- 21. When a prospect rejects me, I feel like I failed. _____
- 22. I worry about meeting my financial goals, which makes prospecting stressful. _____
- 23. A “no” from a potential client affects my confidence for future calls. _____
- 24. I feel a strong emotional reaction when a prospect ignores me. _____
- 25. I judge my success based on immediate results rather than long-term effort. _____

Total for this section

Section 6: Lack of a Clear System

- 26. I don't have a structured plan for prospecting. _____
- 27. I avoid outreach because I'm unsure of what to say or how to start. _____
- 28. I don't track my calls and follow-ups in an organized way. _____
- 29. I feel overwhelmed by all the different prospecting approaches available. _____
- 30. When a prospect raises an objection, I don't have a defined way to handle _____

Total for this section

Scoring & Interpretation

- 21–25** in any section: This is a major roadblock holding you back – time to address it head-on!
- 16–20** in any section: Significant challenge – this factor is impacting your confidence and results.
- 11–15** in any section: Some resistance – improving in this area could make a big difference.
- 6–10** in any section: Minor concern – some fine-tuning will help boost your effectiveness.
- 5 or below** in any section: Strength – you have a good handle on this area!

Next Steps

- ▶ Identify your highest-scoring sections.
- ▶ Choose **one** specific action to work on this week.
- ▶ Consider coaching, mindset shifts, or systems to address your top challenge.

Take the Next Step Toward Confident Prospecting

You've pinpointed what's holding you back—*now it's time to break through and take action.*

What if you could prospect with ease and confidence?

What if “no” no longer felt personal?

What if you had a clear, repeatable system that worked?

Access the expertise that can change everything for you.

Don't let hesitation block your success.

The salespeople who **WIN** are the ones who TAKE ACTION.
WILL YOU?

For over 25 years, Connie Kadansky, a Master Certified Coach, has helped salespeople overcome prospecting reluctance and build thriving, client-focused businesses.

Call or Email Connie today **602-380-5431**
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