



Selling: Companion Worksheet

Getting Over the Fear of Selling

SECTION 1 — Your Selling Identity Check

1. What emotions come up for you when you think about selling? Write down the first three words that surface.

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2. What story have you been telling yourself about selling? (Example: "I'm bothering people," "I'm not good at this," "People will judge me.")

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3. What is the truth about selling that aligns with your identity and purpose? (Example: "Selling is serving," "Selling is helping someone make a better decision.")

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SECTION 2 — Understanding Your Prospect

1. Who are you called to serve? Describe your ideal client in one sentence.

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2. What do they struggle with that your solution solves?

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3. What do they wish someone would help them understand?

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4. What outcome do they deeply desire?

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SECTION 3 — Your Fear-Proof Selling Statements

Use these prompts to create identity-aligned selling language.

1. **Your Opening Statement** (Example: "My goal today is to help you make the best decision for your situation.")
2. **Your Value Statement** (Example: "Here's how this helps you get closer to what you want.")
3. **Your Confidence Statement** (Example: "I believe this is the right next step for you because...")

SECTION 4 — Objection Anticipation Map

List the objections you hear most often and write a calm, confident response.

Common Objection	Identity-Aligned Response
"I need to think about it."	"Absolutely — what part do you need clarity on before deciding?"
"It's too expensive."	"Let's explore the value and the outcome you're investing in."
"I'm not sure it will work for me."	"Let's look at your goals and see how this aligns."

Add your own:

SECTION 5 — Your Selling Confidence Checklist

Check-off what you'll practice this week:

- ☐ I will prepare questions instead of long explanations.
- ☐ I will stay away from negativity during sales conversations.
- ☐ I will use a script for calls or outreach.
- ☐ I will focus on the prospect's viewpoint first.
- ☐ I will anticipate objections instead of fearing them.
- ☐ I will remind myself daily: **Selling is serving.**

SECTION 6 — Faith & Identity Alignment

1. What scripture or affirmation strengthens your confidence?

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2. What does God say about your ability to show up boldly?

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3. What fear are you releasing today?

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SECTION 7 — Your Selling Breakthrough Statement

Write one powerful sentence that captures your new selling identity.

"From this day forward, I will sell with..."

- Confidence
- Clarity
- Purpose
- Service
- Identity

Complete the sentence: **I will sell with** _____.