



MBDⁱ insight #39

Sales is No Place to Evaluate Your Self Worth

Fear of rejection is one of the biggest inhibitors for people in sales and Business Development roles. This occurs because these individuals equate their Business Development role performance to their self-worth. In doing so, they are inherently risk adverse and extremely cautious in executing a process, reluctant to call on senior level individuals and will avoid pushing decisions if there is the possibility of a "no." They do this because they equate "no" to failure not only in the role of Business Development, but they translate this role failure as a personal failure. What these individuals have done is put their self-worth and self-respect on the line along with the sale and therefore must close the sale in order to validate their self worth. Getting a "no" is a rejection of not only their efforts in Business Development, but a rejection of themselves personally and this negatively impacts not only their self esteem but also their ability to perform the role effectively.

Business Development is not a role in which you try to validate your self-worth. You have intrinsic value as a person which is totally separate from your performance in this role. Your success or failure here is a function of your choices in the role, the training you have been fortunate to obtain, and the amount of psychological limitations you bring to it.

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