

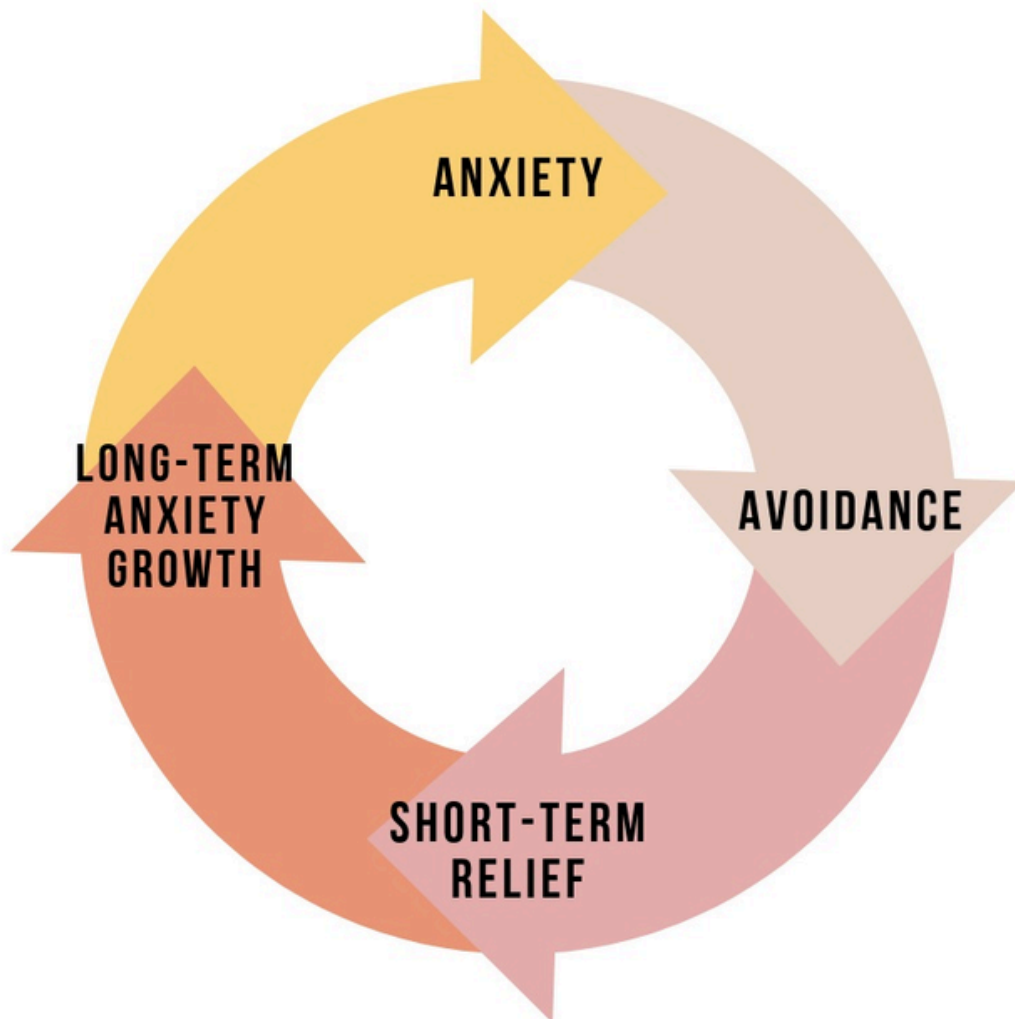
# MY BUYER HANDBOOK

## CHANGING AUDIENCES *WITHOUT* SECOND- GUESSING AT EVERY CHALLENGE

This discussion and worksheet will help you get out of your own way when targeting a new or upmarket ICP.

You will be ready to immediately apply this training to any internal roadblocks you're currently facing.

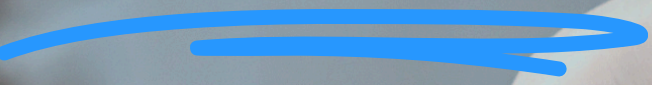
# THE ANXIETY-AVOIDANCE CYCLE





**TOO OFTEN, WE INTERPRET ANXIETY,  
DISCOMFORT, OR CHALLENGE AS A  
SIGN WE'RE DEFICIENT, OR DOING  
SOMETHING WRONG.**

**BUT, MORE OFTEN THAN NOT,  
THESE THINGS ARE SIMPLY  
A SIGN THAT WE'RE IN  
THE PROCESS OF PUSHING  
FOR MORE, DIFFERENT,  
OR BETTER.**



## TWO POSSIBLE PATHS

### Anxiety/Challenge

e.g. 'What if they find out I've never worked with a business as big as theirs before?'

### Avoidance

e.g. 'I'm going to wait until I've done X training/got X certification first'

### Acceptance

e.g. 'I'll be upfront and own it, while ALSO owning the expertise/USP I bring to the table.'

### Relief

### Stagnation

### Discomfort

### Growth



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# ADOPTING A GROWTH MINDSET

WHAT ANXIETY/CHALLENGE AM I CURRENTLY FACING?

*e.g. I've never run a sales call with multiple stakeholders before*

WHAT'S THE WORST-CASE SCENARIO IF I TRY, THEN FALL SHORT? TRY TO THINK OF REAL-WORLD OUTCOMES HERE

*e.g. I don't land the project*

IF THAT COMES TO PASS, WHAT WOULD I HAVE GAINED?

*e.g. I'll have some data about what doesn't work in these kinds of sales calls, which I can leverage next time*

HOW DOES THIS FEED BACK INTO MY BIG-PICTURE GOALS?

*e.g. I'll be more likely to nail the next sales call with this type of client, and I'll also have more experience and skill dealing with multiple voices in the room*



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