



5 STRATEGIES TO DEAL WITH ENTREPRENEURIAL ANXIETY

“Worrying doesn’t empty tomorrow of its sorrow; it empties today of its strength.” -- Corrie Ten Boom

By the very nature of their jobs, entrepreneurs deal with more stress, uncertainty, and doubt than the average person. Due to this setup, entrepreneurs often face more anxiety, but when it starts to take over, taking some simple steps can help control it.

Here are 5 simple strategies anyone, and especially entrepreneurs, can benefit from:

1. SEPARATE THE IMPORTANT FROM THE URGENT.

Handling many urgencies is the nature of running your own business, yet urgent things aren’t always important to your long-term goals. Separating these two concepts and being strategic about finding time to handle the important is a must. This prevents feelings of falling behind, thus preventing anxious thoughts.

2. TIME-BLOCK YOUR DAY.

The modern workplace and the “busy work” imposed by email, meetings, and other interruptions make workers lose time to distractions. As a result, time blocking, task batching, and day-theming allow you to regain some control by intentionally focusing on specific priorities.

3. TAKE TIME TO PAUSE AND BREATHE.

Running a business requires dedication, adapting to a constant fast pace, and a 24/7, always-on mindset. Simply pausing to breathe and to bring yourself to the present moment is vital.

4. FOCUS ON WHAT YOU ARE DOING AND NOT ON WHAT IS LEFT TO DO.

Focusing on what needs to be done rather than what you

are doing can easily lead to an anxious spiral. Having goals and an ambitious to-do list is inherently positive, but how you approach it makes a difference in whether you can maintain a balanced headspace.

5. FIND A SUPPORT SYSTEM.

Surround yourself with others who “get it”. Starting a company is not for the faint of heart, though being able to share the challenges of running one requires the support of a like-minded community.



6 TIPS TO BECOME MORE SALES SAVVY

“Selling is not the same as talking. Most effective salespeople know that their job is all about listening.” – Roy Bartell

Looking for advice to kick-start your sales force? In this month's InfoPays, we are sharing 6 tips for becoming more sales savvy:

1. Don't sell; build relationships.

Today's buyers are savvy and independent. They have access to so much information that they almost always prefer to research products independently rather than listen to long-winded sales pitches, which is why relationship-based selling can make a salesperson a valuable asset. Show clients that you are not all about your commissions but rather give genuine advice and demonstrate care and attention to help you build trust in the process.

2. Set goals.

Goal-setting is of great importance for any sales professional. Set out targets for every month, quarter, and year and stay on top of them. A few questions to ask yourself:

- *What types of clients do you want to engage?*
- *How much revenue do you want to secure?*
- *What are your goals for yourself, business, and life?*

3. Take action.

In life, but especially in sales, progress rarely happens without concrete, deliberate action. A salesperson's life is not about rifling through “to-do” lists but about going out and making business happen.

4. Ask great questions.

Great salespeople ask great questions, and important questions come from a mindset of genuine interest in the



client, their business, and their life. Do an audit of your questioning style, skills, and habits and plan and design some new techniques to try.

5. Listen.

Now that you are ready to ask some great questions, you need to be prepared to LISTEN. Listen to what your clients say, and listen for the subtext, the things that are important to them but that they might not have stated explicitly. Listen without an agenda. The objective of listening is to understand your client's needs and their unique perspective.

6. Ask – don't pitch.

“Pitch” is perhaps the most misleading word in sales. Think about it: in baseball, it means to throw, fling, hurl, or toss – certainly not the most effective strategy to close a deal! It would be best to avoid discussing any solutions until you know what a client wants and needs and why. Ask and listen – don't pitch.

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