



Reluctance

Announcer: Club Vito is on. Your only connection to the very important top officer and unlimited sales success. Your host Anthony Parinello is a bestselling author. He's trained over two million sales professionals and sixty-five of the Fortune 100. This program will take you to sales heaven and keep you out of sales hell. So turn it up. Now here's your host, Tony Parinello.

Tony Parinello: Yes, hello everyone it is Tony Parinello, hello, your next best friend and the torn that is sticking in the keester of your competitors, all of your competitors, as they try to steal opportunities away from you, well right here at Club Vito and right now you get the very best sales training you can ever get on planet earth. In addition, to getting the best sales training on planet earth, you also get our Head Vito Coach Steve Dailey, who is here today to teach us how to overcome self-impose barriers and barriers that other people put in our way, we call it the mindset. You know I'm the methods guy and Coach Steve is the mindset guy, so Coach Steve welcome.

Steve Dailey: Well I'm happy to be here, let's buss some barriers. I'm the barrier buster, I like that.

Tony Parinello: You're the barrier buster. I love it, be squared, be squared, the barrier buster. Hey, that might be the title of your next bestselling book - The barrier buster.

Steve Dailey: Yes, I love that.

Tony Parinello: I do too, I do too. We got to start using that on a regular basis so.

Steve Dailey: There you go.

Tony Parinello: Yes so, during a Q&A session earlier this week, we had a member in South Africa, Club Vito member in South Africa--

Steve Dailey: Cool.

Tony Parinello: --ask this question, yes for an associate of his and I couldn't answer it because it was a mindset question, you know--

Steve Dailey: Okay, all right.

Tony Parinello: --and at the time I said to the Club Vito members, I'm going to throw this one in Coach Steve's lap but don't anybody tell Coach what it's going to be and so no one has told you.

Steve Dailey: I love it.



Tony Parinello: Good, good.

Steve Dailey: No, no, I'm born ready.

Tony Parinello: Yes, well that's good because as Club Vito members know, the show that you and I do every month is not scripted whatsoever and I threw stuff in your lap, so here it comes. So the Mindset of Reluctance, when we are reluctant to ask for a referral, we are reluctant to make a cold call, we're reluctant, we're sitting in, in our car in the parking lot of an office building that we haven't walked in. We go up to the door and it says, No Solicitors and we turn around because we're reluctant to put ourselves in a state of fear, in a state of confusion, in a state of uncertainty, so talk to us about reluctance.

Steve Dailey: Okay, beautiful.

Tony Parinello: Well maybe not.

Steve Dailey: So--

Tony Parinello: --no, not so beautiful, if I'm the one that's Reluctant.

Steve Dailey: No I get it no, it's rich--

Tony Parinello: Yes.

Steve Dailey: --with things here so let's, there's several things going through my mind, so let's kind of unfold it here. First and for most Tony and this is a classic one of those, when you see it, then all of a sudden the clouds left. First and foremost, I think to navigate successfully in life in general and business specifically and sales even more specifically we have to embrace the fact, like just like gravity is a fact, it just is, that we navigate on a daily basis, moment by moment through uncertainty.

All right so everything is uncertain, whether, you know, what we face in relationship the next conversation we have, we can't predict what's going to happen, we can't predict, you know, literally whether the sun's going to come up tomorrow or not. We tend to rely on that but let's face it, there is a possibility that it may not but you know, when we sit down in a chair, we-- it is uncertain whether that chair is going to hold us up, we tend to trust it but the fact is we don't know. We don't know. It's uncertain and it's a two edge sword with uncertain with regards to what the-- we're saying that might happen uncertain with regards to the best thing that might happen. But if you just start with the notion, the realization, you are already a master at navigating uncertainty because all of life, all of business is uncertain and it's important to get that because what you are wrestling with is not reluctance, it's an expectation that you are going to somehow make something uncertain into more certainty.



Tony Parinello: That's-- wait you have to repeat that, that's very interesting, I love first of all, I love reframing the word reluctance to uncertainty, that's like the underpinning if I understand--

Steve Dailey: Yes.

Tony Parinello: --what you're saying correctly but take me through that expectation statement again that's interesting.

Steve Dailey: Yes, so let's use an analogy.

Tony Parinello: Okay.

Steve Dailey: Here's a personal story so. When I was in high school there was a-- I was in a target rich environment with regards to girls and dating and so on. And I had a heck of a time, working up the courage to ask girls out. And what I started to land on was trying to observe who their best friend was and then did a little tester on the best friend and find out, you know, if I ask your friend out do you think she'll say yes, right.

Tony Parinello: So wait, if that person said no, she probable wouldn't, then would you say, what would you ask her out for me.

Steve Dailey: That's good, you know, if you only knew what we knew.

Tony Parinello: You think she would say yes to you? You think she would say yes to you, the best friend? I love it, I love it.

Steve Dailey: So what I was wrestling with, so right, this is reluctance in real life, right and so I was trying to create more certainty to break through the reluctance. I was trying to create more certainty out of something that was uncertain but here's the point, her friend could be wrong.

Tony Parinello: Yes.

Steve Dailey: There's the girl made, you know, have said yes to somebody just in moments before I have. I mean all kinds of-- it's uncertain, you know, so. So if you're trying to make off everything, you know, add up, you know, like they say if you try to wait for all the green lights or all the lights to turn green you aren't going to go anywhere. You know and so, if we don't embrace uncertainty then we won't fall under the trap of trying to, rephrasing just slightly here, we falling in the trap of trying to create certainty out of uncertainty and you just, you won't win that, you never will. So, I think that is first.

Tony Parinello: So then is, there a formula for dealing with uncertainty then?



Steve Dailey: Yes, so the one-- absolutely. So there's a couple of things specifically. 1. Is the one thing that you can control and in this comes smack in to mindset? The one thing that you absolutely can control is what you're thinking. Yes, you heard me say many times I think it's brilliantly said by Stephen Covey, you know, the difference between all human beings on the planet that differentiates us from all the other creatures on the planet is that we have a little space between stimulants and response and it's called Choice.

So we can have any kind of stimuli, whether it be, you know, positive or negative but we always have a choice with regards to how we, what we do next in response. So if we if we embrace that notion that we can-- the one thing we can sort of manage about certainty, uncertainty is how we think then we just simply need to observe, notice, our thinking and challenge whether or not it's productive or not. Is how I'm thinking about this advancing me toward an uncompromised or a successful life? If how I'm thinking about this, you know presenting my best to the world around me is how I'm thinking about this, you know, moving me closer to or further away from, you know, the goals that I was just thinking about, you know, when I got out of bed this morning or last week or you know whatever. I mean we can work it how we think and challenge it so it is most productive, most optimum for what it is that we want our life to be expect-- how we want our life to be expressed.

Tony Parinello: So, I'm down to my first page of notes already but we, hold on a second, want. So when we, let me play this back and see if this makes sense, when we're uncertain about anything or reluctant about anything.

Steve Dailey: Yes.

Tony Parinello: And to do the, I love this Stephen Covey stimulus response to this choice sitting in the middle. I put a star under choice, then I wrote down how am I thinking about this, so is it, is it best? And then I wrote down what we want. So is it best when we're reluctant or uncertain to stop, take a deep breath and ask ourselves what we want at that point in time.

Steve Dailey: Well that's a good-- you're not going to go wrong with that.

Tony Parinello: Okay.

Steve Dailey: Okay.

Tony Parinello: Okay.

Steve Dailey: Actually the first thing goes back to the uncertain thing, it's just, you know, it's like look, I don't know what's going to happen and just be okay with that and just know that, that's just the way, by the way, I didn't know what's going to happen on my way here or before I picked up the phone or all-- you know, I didn't know if I, there's going to be, you know, a bug in cereal when I poured it out today. I mean, there's a whole bunch of things that you didn't know, so you don't know about this either. So just be fine with that or get over it as they say.



Then, yes, I think now we can take a look at the thinking about what you're about ready to face that is uncertain. And is, you know, does reluctance or hesitation serve you. Now let's just take a quick sidebar on where reluctance might be a good thing. You might be there, you only say okay well why am I, what is it that I'm thinking. Well I'm thinking I might fail, why is that? Well because I'm not prepared. Why is that? Because I haven't taken the time to prepare. Well is now the right time for you to head into that? Right, so, there may be a reason that you can peel a onion back to for the reluctance that needs to be addressed, so that you can go into a thing more confidently and without being run by the reluctant.

Tony Parinello: So in peeling back the onion, you're looking for additional or more information?

Steve Dailey: Possibly. Yes.

Tony Parinello: Possibly to either confirm your reluctance or to move past it.

Steve Dailey: Yes. Now let's go to the track though which is where we started I think, your member was probably asking about this. So right so why am I-- why am I not picking up the phone? Why am I not walking through the door? Because I'm, you know there were, I going to use this as an internal conversation because I am afraid they might say no. Why would they say no? Well I don't know because I don't present it well. Well you know how to present it? Well yes I do. Are you prepared to present? Yes I am. Well let's take a look at how you're, you know, what you already know about presenting and then if you don't go, they're not going to buy. If you do go and do your best presentation for it and they still say no, they didn't buy, so you haven't changed anything, you haven't wash anything.

So you see there's a, there's a mindset continuum that you can, maybe use a better word than telling... you know that moves you to a productive thing to do, whether it's go ahead because you really are ready or don't go ahead, because you may need to do something to get more ready.

Tony Parinello: So the rational is not the easiest way out. The easiest way out is to say I don't want to do it because I'm afraid, I don't want to do it because I'm going to get rejected. I don't want to do it because I'm going to be a pest. I mean that's the easy way out.

Steve Dailey: Yes, yes it is.

Tony Parinello: And the harder way is to keep, is to do the rational, like you said well, they don't know me now and if they throw me out the door they're not going to know me then, so it's just getting over the fear of getting thrown out the door. So do I paint a picture of a big, ugly outcome or do I paint the picture of a pleasant outcome in my mind to...

Steve Dailey: Since you don't know what's going to happen you might as well paint the picture in the most positive thing.



Tony Parinello: I love it, I absolutely love it, yes, yes.

Steve Dailey: So, now look, we're, in a way, we are oversimplifying this and I am fully, I mean I have worked with and I know you have to Tony, work with people on call reluctance specifically. And, and so this is, you know, there's a lot of psychology involved here. I think you know what we're talking about today could absolutely help a person break through if you keep it simple. But let's hit one other quick thing and that is that. Your belief about yourself, oh let see let me back up and say this all behaviour has a motive, in other words, what do we do or don't do things it has a motive behind it. Derivative of motivation. So we have a motivation to go forward, a motivation to stop. A motivation to try and a motivation to procrastinate you know like that.

Tony Parinello: Yes.

Steve Dailey: Motivation, the source of motivation is belief and so when I've worked with people that are really troubled with call reluctance, it really does come back, comes down to the set of beliefs that they have about themselves. Insufficiency, incompetent, not looking good, being made fun of, a whole bunch of stuff that they probably learned in school or from, you know, you know, peers that were bullies or parents that were negative or teachers that were critical or more early bosses that were impossible to please and so, what I like to challenge people to do is put those beliefs on the table, put them right into the light and then just really decide again like we were doing before, whether it is serving us. When you can literally create a whole new story about who you are and what you're capable of. I think you've heard my story about in 5th grade, we were practicing for the Christmas concert and a teacher stopped everybody and pointed up at me and said you just move your lips on this one. So I just hide it, I had immediately concluded and created a belief around it that I couldn't sing. Well one day I was in the shower sing and my maid heard me sing and said what you got pretty good voice there pal. I went whoa, whoa wait a second that's not what my 5th grade teacher said.

Tony Parinello: 25, 35 years ago, 45 years ago.

Steve Dailey: Exactly. And so I said okay well maybe I can sing, you know, I started singing and I'm not a great singer but you know, I don't mind, you know, pound out a tune ever now and then. I mean, you know what I mean? So--

Tony Parinello: So let me ask you this--

Steve Dailey: Go ahead, go ahead.

Tony Parinello: --let me ask you this. Is someone who takes reluctance and goes through the mental mindset game of pushing past it versus someone who faces reluctance and caves in, are we just wired differently, can we rewire ourselves to just like not ignore reluctance but maybe, you know, agree with it but then move forward.



I'm looking for a, maybe I'm looking for a manteaux or something that helps us move past this hesitation. Because once we take a step like we see the sign that says, you know, "No Solicitors" and we just open the door and walk in. Well we've taken the first step you know what I'm saying.

Steve Dailey: Yes.

Tony Parinello: Is there some way to eat this elephant a bite at a time? And maybe you've already said that but I don't understand it yet.

Steve Dailey: Okay, no, no, you're dealing with something, Tony we can spend hours talking through and only then, you know would it start to kind of feel like you, you know, you get-- people hire me to help them with this and we don't do it one talk, okay. So look, first off, absolutely, absolutely this is a muscle and it's something that you can build and like any muscle, whether it's our bicep or our brain. It doesn't it, you don't, you don't, it isn't get in shape and then get to its optimum strength with just one rep, you've got to do it again and again.

Tony Parinello: Right.

Steve Dailey: Evaluate, learn from it, do it again, pick more bigger challenges. So a couple of things on that. One is, I-- you've heard me talk about this, I encourage people to, when they're setting big goals and they're getting things ready to go to pick, to take on what I call an achievement project, something that they've never done before and that seems big to them. That challenges them to exercise new ways of thinking that's outside of the domain that they're currently making a go in. So we want to make a million dollars, you know, talk to the business owner, he wants to make a million dollars for the first time in his career and then we walk through all the things that we're going to do to make that happen and then I say okay now, you need to go climb a mountain, huh, what you talking about. Well when you go do something you've never done before you will absolutely create a microcosm for all the things you're going to have to deploy for that other thing. For the thing that you've identified that's important to you. And again you know, all the mindset, all the preparation, all the planning, all the goal setting, all the, you know packing you know the tools and the resources need to be and take what you, all that stuff.

So it's a muscle, you have to practice it, that's one good way of practicing it. Now if you want a quick answer for what do you do. I would say the mantra would be 1, 2, 3 go.

Tony Parinello: I love it. Okay, so let me play this back to you. This achievement project that you just mentioned, when you were talking through it, I was thinking about, you know you have this big goal of maybe running a marathon but you've never run a marathon. So the achievement project might be, well let's go run a 10K.

Steve Dailey: Yes.



Tony Parinello: And so you build up the muscle not only for the running but you build up the mental muscle--

Steve Dailey: Yes.

Tony Parinello: --to take that big daunting marathon goal and chunking it down and little by little you increase your mileage and little by little your confidence and self-reliance and all the stuff that goes around in our head that says we can't do something, all of a sudden it's saying, you know, this looks like I can do it.

Steve Dailey: I can do it.

Tony Parinello: So the 1, 2, 3, go is. I mean that's so important to be in motion and you've taught us this many times before to get your feet in motion--

Steve Dailey: That's right.

Tony Parinello: --and I love this idea of the achievement project. So does say particularly out to the Club Vito member, this would be a great exercise to do this coming week or weekend, would be to pick something that's in an achievement project and accomplish it and notice how you feel when you're accomplishing it.

Steve Dailey: Why you're doing it.

Tony Parinello: Why you're doing it, that's brilliant.

Steve Dailey: Yes, yes.

Tony Parinello: That's absolutely brilliant and it is a muscle, you're right, it is a mental muscle.

Steve Dailey: I met a guy Tony in Hawaii that-- let's just say I was in an area that attracted some pretty wild, like two types, and this guy was a master at bouncing a golf ball repetitively with a hammer, in other words, he would, you know visualize, you know moving the hammer up and pinning the ball and it just keep you know bop, bop, bop, bop, like you would maybe do with a test racket, only a hammer--

Tony Parinello: A hammer. Wow.

Steve Dailey: And he could do that like he could do that with both hands, he could do it walking, he could do it with his eyes closed, he could do it for an hour, if he wanted too. And he did it all the time and I said then, what-- tell me what this is about? What are you doing? And he said I'm exercising my brain. He just said it that simply.

Tony Parinello: Yes.

Steve Dailey: I'm exercising my brain.



Tony Parinello: Yes, yes, yes.

Steve Dailey: You know and he would get a goal for, you know, I'm going to do, you know, 50 of these things with my left hand, I'm going to do 50 with he backhanded hold on my hammer, I'm going to do, you know, whatever, you know. He came with all kinds of crazy... and he was exercising his brain. Okay, that's for your brain.

Tony Parinello: So this circles back around to something that you've taught us before about the importance of balance in our life and the importance of taking on goals in other areas of life--

Steve Dailey: Yes, yes.

Tony Parinello: --that could have transfer and maybe not directly but certainly the mindset aspect transfers--

Steve Dailey: Yes.

Tony Parinello: --whether it's health and fitness and spirituality and relationships and you've talked about this to us, so I see now that if I'm reluctant to pick up the phone, I'm reluctant to walk into a lobby of a company I've never called on before, rather than at first trying to perhaps overcome that reluctance, build the muscle through this achievement project to just do something that seems daunting but in accomplishment and slap yourself on the back for it--

Steve Dailey: Absolutely.

Tony Parinello: --instead of hit yourself in the head and saying oh I screwed that up or whatever. I'm a big dope, I can't make a cold call or whatever that just worsens the reluctance.

Steve Dailey: Yes I totally agree and you're right it's very transferrable, all these things are talking about are, you know, like you say, you know your head bones connected to your neck, I mean--

Tony Parinello: Sure.

Steve Dailey: --it's just all connected and when you embrace that combined with what we've been talking about with regards to the muscle of or mechanism of choice then you can really start turning the corner on whatever it's been that's holding you back.

Tony Parinello: Sure, sure. So Coach Steve in closing here, what's a good way for the Club Vito members to reach out to you for some one on one advice if they are



experienced the reluctance or they are kind of getting in their own way, what's the best way for Club Vito members to reach out to you?

Steve Dailey: achievementbridge.com, Achievement Bridge, I before E, except after C. bridge.com. And there's abundant places all over that site to reach out to me or buttons to quit to get on my calendar and I'm happy, by the way happy to talk to people without any, you know, you got something on your mind. Just call me up, I'm not-- I don't charged by the hour and if I can help you it's my pleasure, so.

Tony Parinello: Thank you so much for that, thank you so much and by the way if Club Vito members when you go to your-- entering your membership I.D. and you get into the Club Vito broadcast centre, you'll find an abundance of archives in abundance of directly you know ways to connect in to Coach Steve on our site but also achievementbridge.com is a good way to do it. So Coach Steve, I'll leave you with the last word but you know what, before I give you the last word. When you were living in Hawaii, on the Big Island, at the end of the shows I'd often say to you, "Well what are you doing today?" He said well I'm swimming around the big island or I'm kayaking out the, you know, 40 miles with a friend of mine or I'm hiking up to the top of whatever. So now that you're a land lover, right?

Steve Dailey: Yes.

Tony Parinello: You're in Boise, right?

Steve Dailey: Yes.

Tony Parinello: What are you doing today? Wants on your mountain climbing expedition today?

Steve Dailey: Well I'm going to put on my puffer jacket and my sock hat and gloves and I'm going to peddle my Rastafarian tail end down to the health club and jump in the swimming pool there.

Tony Parinello: Oh so the indoor, oh okay, that makes sense, make sense.

Steve Dailey: Yes.

Tony Parinello: But that's got to be a-- why you've spent so many hours in pools and in the masters and--

Steve Dailey: Yes.

Tony Parinello: --achieving greatness in swimming in pools. What do you prefer, the pool or the open ocean?

Steve Dailey: Oh my gosh, I have to confess that there's nothing like the ocean.



Tony Parinello: Yes.

Steve Dailey: I mean it's just amazing, yes.

Tony Parinello: Yes, yes, yes, yes. So you have the same ocean in Boise that you had in Hawaii but it's a little bit further away, it's the Pacific Ocean.

Steve Dailey: A little further away. Yes. Can't drive my-- ride my bike down to the bottom of the hill. That's okay. That's all right, I love it.

Tony Parinello: All right man, but thank you Coach Steve for being-- doing what you doing and being who you are, Club Vito members remember Coach Steve joins us every month to enlighten us about some other mindset challenge that he helps us accomplish. So Coach Steve thanks again and we will see you next time.

Steve Dailey: All right, aloha.

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