

Why You Stay Stuck

A worksheet for salespeople who know what to do — and keep not doing it. (Private — between you and your coach.)

You already know what to do. That's not the problem. Something keeps pulling you back to the old way, and until you can see what it is, more advice won't fix it. This sheet finds it — then replaces it, one moment at a time.

Name _____ Date _____

1 Start with what's working

Before the problem — what are you already doing well with customers? Name one thing that's genuinely yours.

2 Pick the moment

One recent customer moment you keep handling the same way — and wishing you'd handled differently. The question you didn't ask. The call you didn't make. The follow-up that slid. Write the moment, not the excuse.

3 What the old way does for you

Your usual response isn't random. It makes something easier, right now, in that moment — even while it costs you the deal. Check the one that's honest:

- ☐ It keeps me from hearing a flat no.
- ☐ It keeps me from looking like I don't know what I'm doing.
- ☐ It keeps my hopes down — if I don't fully try, a bad month doesn't sting as much.
- ☐ It keeps anyone from expecting more of me than I already give.
- ☐ Something else: _____

4 Which one is it, really?

When the moment came, what actually happened? Each answer has a different fix — pick the true one.

☐ **I avoided it.** I knew what to do and steered around it. → Make the step smaller and safer.

☐ **The words weren't there.** I meant to — in the moment, they were gone. → Rehearse the exact words until they're loaded.

☐ **I honestly don't know how.** Nobody ever showed me. → That's a teaching gap, not a character flaw. Ask to be shown.

☐ **I tried it and it went badly.** → Don't scrap it. Work the delivery, with your coach, until it lands.

5 The different response

Keep it small. Not a new personality — one sentence, one question, one call. Small enough that your pride survives it. When this moment shows up, I will say:

6 Practice it before you need it

Say it out loud with a partner. Play the customer moment, let them hesitate, push back a little. Then run the awkward part again. Feeling clumsy here is the price of not feeling clumsy in front of a customer.

☐ I said it out loud ☐ I ran it with a partner ☐ I repeated the awkward part

7 Three tries

Use it on your next three real opportunities. Track what happened — did it or didn't it, you learn either way.

TRY THE MOMENT

DID I DO IT? WHAT HAPPENED — AND WHAT I LEARNED

1

2

3

8 What would help you follow through?

Words, rehearsal, a clearer process, somebody to debrief with — name the support that would actually help, and who you'll review this with.

Review with _____ By _____

You can be honest about where you are **and** take the next step. Both at the same time. That's the whole thing.

How to run it

Hand the salesperson pages 1–2 and build the conversation around one question: *“What makes your usual response easier in that moment — and what would help you try something different?”*

Don't start with the advice again

If you've already told them what to do and they still aren't doing it, the advice isn't the missing piece. Before you repeat it, find out what happened the last time they had the chance. Section 4 is the diagnosis: avoided it, words weren't there, never learned how, or tried and it went badly. Four different answers, four different fixes. Coach the one they actually have.

Stuck is doing a job

The old response protects them from something — a hard no, looking green, hoping and being let down, or higher expectations if they improve. That's why knowing better doesn't change anything by itself. Name the protection in the open and it loses most of its power.

Practice will feel like a pride problem

A ten-year salesperson rehearsing a basic question is staring at the gap between who they think they are and what they can do today. Expect resistance that sounds like attitude. It usually isn't. Normalize the awkward part, keep it private, and stay in it with them until the words come out smooth.

The ground rules

One moment, one small step, three real tries. Nothing on this sheet gets scored, filed, or posted. Review it together when the three tries are done — what they did, what happened, what's next. They can accept where they are and still move. Your job is to make sure they don't have to do either one alone.