BULLBUSTER™
BUSINESS COACHING

Selling BullSheet

Your BullSheet is designed to help you gain deeper awareness of your bull and work through it. Below, you will find the bulls that were covered in the teaching call of your Brilliance Incubator class. There is also an area for you to write in additional bull. Bull is infinite! So, please expand on any areas that you feel are relevant for you. If you do NOT feel you have a specific bull, then you may skip over that section. Bullsheets may LOOK the same, but each one is different.

What are you most afraid people will think of you or find out about you?

What would happen if people found this out?

Who are you REALLY?

What would happen if you stopped trying to please people?

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What would happen if you said the wrong thing on a sales call?

What would happen if you told a prospect you didn't know the answer to their question?

Why is it so important to you to describe how your service works?

How can you be a better listener?

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Where does your opinion of a salesperson come from? Describe the experience.

Who is your "go to" avatar of a sales person, and why?

Who is a sales person you like and admire? Why do you admire them?

If you could do one thing to feel great about yourself as a salesperson, what would it be?

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How many referrals have you received in the last 12 months that became clients?

What do you think would happen if you followed up with someone more than once about working with you that was on the fence?

Why do you avoid making phone calls? What would make you more comfortable calling someone?

What do you think of yourself when you ask someone to work with you?

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Where in your life have you been rejected?

Are you alive? If you answered yes, would you agree that being rejected does not kill you? So, then, what are you really worried about?

How many times have you been rejected by a prospect?

What did you learn from the experience of being rejected?

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Use this page to note down any main “A-ha’s”