

## Why change is so difficult, and seven ways to make it easier

By The OneCoach Team

*"In times of change the learners will inherit the earth, while the learned find themselves beautifully equipped to live in a world that no longer exists."*

Your business, your clients, and your world are in a constant state of movement and change. The above quote from Eric Hoffer does a great job of explaining the importance of embracing change. If you stand still or stop growing in 2009, then your competition may pass you by, or the needs and wants of your clients may change.

It's been said that people don't like change and yet the facts show that in the process of change is usually when you are the happiest and most productive. People actually like change, they just don't like being forced to change, especially by others.

Whether you need to change to keep pace in your business, or you are asking your clients to make changes when they invest in your product or service, you'll often run into resistance. Let's take a look at why people tend to resist change:

- You might feel awkward or uncomfortable
- You might feel alone or isolated
- A feeling you can only handle so much at one time
- A tendency to look at the negative first
- A belief that you lack the resources
- People are at different levels of readiness
- Conditioned to revert back to old habits

It is important to recognize these feeling so you can identify them when they show up for you, and so that you are prepared to deal with these issues when they show up for your clients.

Here are seven things to remember when you're running into resistance to change:

**1. Ninety-six percent of the population will go through life doing what they know and end up getting more of the same results in their business or life.** When you ask someone to change, you might cause them to feel some discomfort. Get them to see how they will grow by stretching a little and how they will benefit.

**2. People feel supported in their current relationships, even if they are stagnant.**

Remember, an undisturbed prospect will not buy. If they see more comfort in not changing than the benefit of making the switch, then they will stay the course. You must get them associated to the pain of not changing and the pleasure of having the right kind of support if they do change.

**3. If someone is already in a state of overwhelm, then you must get them to make room for the changes you are asking them to make.** Clear the clutter or space needed to make the change.

**4. Unless someone loves to take risks, they will likely be focused on why a proposed change won't work,** even without doing their due diligence or giving your product or service a try. Skip the facts and features and focus on the emotional benefits they will gain when they say 'yes.'

**5. You must frame how you want to your client to see the change.** They will tend to look at why they don't have the time, resources or ability to make the change, so be prepared to handle this in advance. We always have the resources if it is important enough to us.

**6. Know your clients' needs and wants in advance.** You must meet your prospects where they are. Sell them what they want and then give them what they need.

**7. If you haven't been able to get them to raise their standards, hit their emotional hot buttons,** or make it important enough they will likely revert back to business as usual and do what they know or what is easy. You must get leverage on them get them to see the value and benefits of your product or service well in to the future.

Finally, the most important advice we could give you about change comes from a powerful quote by Gandhi:

*"Be the change you wish to see in the world."*