



# SALES CALL RELUCTANCE

## INSTANT SALES TACTICS

One of the biggest and most common barriers to success is **Sales Call Reluctance**. Many salespeople simply do not have the confidence to pick up the phone and make cold calls. They are missing a huge opportunity.

## WHY Overcome Sales Call Reluctance

Shannon Goodson and George Dudley wrote a book several years ago called *The Psychology Of Sales Call Reluctance*. They interviewed over 11,000 sales people, and here is what they found:

- 80% of all new sales people fail because of Call Reluctance.
- You will make five times less money because of Call Reluctance.
- 40% of all veterans stop prospecting because of Call Reluctance and a fear of rejection.

Know this: when you avoid potential rejection, you are also avoiding a potential sale, and more importantly, a returning client.

**Find Your Courage...Make The Call!**

## HOW TO Overcome Sales Call Reluctance

Contrary to popular belief, the results of thousands of salespeople prove that **cold calling still works**. But it requires courage and confidence.

Call reluctance often has its roots in childhood. We were told never to talk to strangers. No wonder so many salespeople are reluctant to pick up the phone.

But what's the downside of making a cold call? Well, they might yell at you and hang up. That's possible, but so what? Is that enough to stop you from reaching your full potential?

Some of your cold calls will result in rejection. That's a fact of sales. But it's also a fact that the negatives of cold calling are far outweighed by the positives.

### Types Of Call Reluctance

Shannon Goodson and George Dudley

**Doomsayer:** Pessimistic, predicts failure and has little motivation to try.

**Over-Preparation:** Constantly tweaks presentations or other sales materials, but does not actually make sales calls.

**Hyper-Pro:** Obsessed with image, looks successful but spends too much time on polishing rather than productive activities.

**Telephobia:** Reluctance to use the phone to make appointments or other sales-related functions.

**Emotionally unemancipated:** Does not ask family to do business with them or fears their disapproval (note that shame may be involved).

**Separationist:** Does not ask friends to do business or ask for referrals for potential clients with friends.

**Referral aversion:** Does not ask existing clients to refer new prospects.

**Stage fright:** Fears sales presentations or other public speaking venues.

**Social self-consciousness:** Is at ease with peers or subordinates, but hesitates to speak to owners or CEOs who often are the ones who make buying decisions.

**Role rejection:** Secretly ashamed of role as a salesperson, causes internal stress.

**Yielder:** Does not ask for business, gives in to the wants and needs of prospects.

**Oppositional reflex:** Is argumentative and does not heed instructions from the Sales Manager.



### RIGHT NOW ACTION STEPS

- ▶ Make a list of the negative and positive outcomes of Cold Calling. (Typically, the positives outweigh the negatives 5-1.) *"What kind of picture do you want to create in the mind of the listener?"*
- ▶ Increase your confidence by rehearsing your Message.
- ▶ Approach each cold call with respect, enthusiasm and honesty.