

Put an End to Your Sales Team's Call Reluctance NOW!

Is your team missing their numbers more than they are hitting them? Are you losing sales due to your salespeople's lack of consistent follow-through?

Sales reluctance may be the reason. Exceptional Sales Performance has the solution! We will show you how to break through the fears and blocks that are hindering your team's success. We will explain exactly how you can overcome Sales Call Reluctance™ and improve your sales team's performance immediately.

The days of going after the low-hanging fruit are over. Now is the time to prospect, sell, and increase revenue. You CAN help your team become more effective by addressing their Sale Call Reluctance.

TWO TYPES OF SALESPEOPLE

There are two key types of sales people: relationship builders and business builders. Relationship builders, although an asset to numerous organizations, need someone else to prospect and pick up the phone while they maintain current relationships with existing clientele. These people often suffer from Sales Call Reluctance. Business builders bring in NEW clients and new projects. They cold call, they present, and they close deals. Yet, Sales Call Reluctance can also affect them.

Your success as a sales manager is based on one thing ... your ability to produce results. One key skill is to identify top sales performers who are business builders. The other is

to help every salesperson, whether a business builder or relationship manager, overcome Sales Call Reluctance. In short, you must hire and coach people who are willing to prospect, execute sales calls, and close deals.

Exceptional Sales Performance can advise you on how to determine whether Sales Call Reluctance is your performance issue and — most importantly — how to overcome this extremely expensive habit.

Call **Connie Kadansky** of Exceptional Sales Performance TODAY at 602-380-5431 and learn which specific forms of call reluctance your team may be experiencing, to what intensity, and exactly what you can do about it.



EXCEPTIONAL SALES
PERFORMANCE

CONNIE KADANSKY

Exceptional Sales Performance
602-380-5431
ExceptionalSales.com
Connie@ExceptionalSales.com

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WHAT IS SALES CALL RELUCTANCE?

Sales Call Reluctance is a general fear or hesitation to prospect and/or self-promote. It puts you in jeopardy of losing potential customers and thus negatively affects your bottom line.

As a sales manager, your staff's results are inextricably linked to the number of contacts they initiate with prospective buyers. Successful business building salespeople consistently initiate contact with more prospects than their less successful counterparts.



So, why do so many salespeople with otherwise exceptional skills and abilities find prospecting so difficult and intimidating? The straightforward answer is fear. Fear of initiating contact can become so severe that it limits one's ability to contact potential

new customers. Call reluctance can be present at the onset of a sales career, or it can strike suddenly in highly productive sales veterans.

Sales Call Reluctance has damaged many careers. In fact, 40 percent of sales reps with more than five years' experience have admitted to at least one case of Sales Call Reluctance so severe that it actually threatened their job.

CAUSES OF CALL RELUCTANCE



Why do so many talented salespeople develop escape routes to avoid prospecting?

For many, initiating first contact with new prospects is so emotionally uncomfortable that they delay or avoid it completely. In a surprising number of cases, highly contagious forms of call reluctance are spread inadvertently by the sales training process itself.

The good news is that call reluctance is a learned behavior, which means that it can be unlearned! Having any form of call reluctance is nothing to be ashamed of. Denying it and continuing to suffer and needlessly under-earn is.

As a seasoned sales executive, my success was because of networking and door knocking. With the current global situation, I was not seeing as many people as normal. Connie coached me and convinced me that virtual door knocking is the future of sales. This has been game changing for my prospecting.

TREVOR "T.REX." TANZILLO
Horizon Moving & Logistics

I took Connie's course five years ago. I was and still am a top producer in my industry. It was the most spot-on process I have ever seen. I recommend this course to all salespeople, including veterans who want to continue to improve their performance and their staff's sales performance

CHUCK SMITH
Managing Director

16 TYPES OF CALL RELUCTANCE

1. Doomsayer — Will not take social risks; habitual worrying; focuses on low-probability

2. Over-Preparer — Overanalyzes and under-acts; preparation for making calls is out of control. Not comfortable with risk and is uncertain as to how they will be received. These are busy, busy, busy people — busy with current customers and administrative work that keeps them from meeting enough qualified prospects.

3. Hyper-Pro — Obsessed with image, but rated only average in presentation skills; confuses packaging with prospecting. Very focused on whether their prospect is impressed with them. Spends too much time with the spotlight on them and/or discussing their credibility and experience.

4. Stage Fright — Defaults on opportunities to present in front of groups.

5. Role Rejection — Secretly ashamed of their sales career, they deflect the identity of “salesperson.” Believes society dislikes sales- people; assumes their prospects have a negative view of salespeople; becomes irritated when salespeople solicit them.

6. Yelder — Does not want to be perceived as pushy or intrusive. Fears intruding on others; needs to be liked; habitually waits for “just the right moment” to make contact.

7. Social Self-Consciousness — Intimidated by up-market clients with what they perceive to be more wealth, education, status, and/or prestige. Will prospect at lower levels within organizations, but not the C-level.

8. Separationist — Will not leverage friendships to get them to their prospecting goals. Won't ever prospect or try to sell to friends.

9. Emotionally Unemancipated — Will not leverage family relationships to get them closer to their prospecting goals. Will not prospect or try to sell to family members.

10. Referral Aversion — Fears disturbing existing relationships; selectively “forgets” to ask for referrals.

11. Telephobia — Fears using the telephone for prospecting; is more comfortable prospecting face-to-face. Does not recognize the phone as a tool to get them closer to their goals. Assumes that prospects do not like to be called.

12. Oppositional Reflex — Even though they are usually gifted, talented, intelligent people, they tend to criticize or blame others when something goes wrong; can get defensive or argumentative if prospect does not respect them.

13. Online Prospecting Discomfort — Discomfort associated with using modern resources such as social media and web-based conferencing sites as prospecting and visibility management tools.

14. Complex Sales — Discomfort associated with prospecting and selling in a complex sales environment.

15. Sales Extensions — Not comfortable cross-selling, up-selling and selling add-on products, (warranties, service contracts, etc.)

16. Arranging Payment — Avoidance experienced when stating product/service costs and/or when asking for payment.

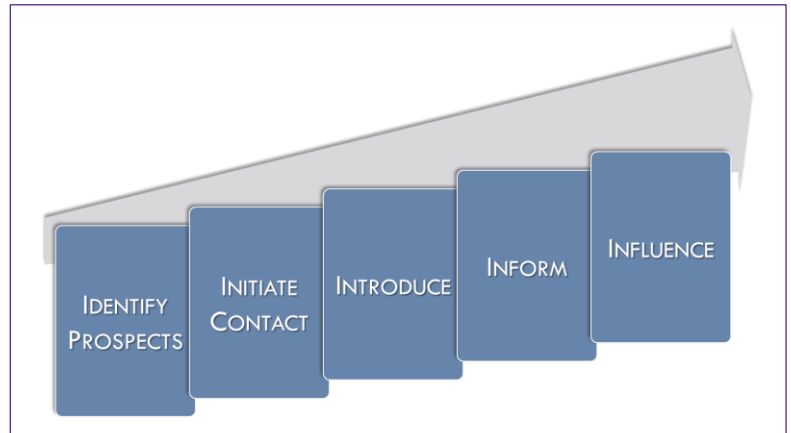


Pretending the problem does not exist won't make it go away. In fact, doing nothing may make the problem much worse by subconsciously endorsing the ineffective behavior

5 STEPS TO SUCCESSFUL SELLING

Successful selling is functionally defined as the process of obtaining new customers. Generally, it involves these five steps:

1. IDENTIFYING prospective customers.
2. INITIATING contact with prospective customers.
3. INTRODUCING self, products, and services to prospective customers.
4. INFORMING prospective customers about products and services.
5. INFLUENCING prospective customers about the decision to buy.



Successful selling is driven by a set of skills, which includes being proactive. Many salespeople are uncomfortable with INITIATING and INTRODUCING. If those steps stop them, they cannot move forward!

WHAT IS THE SOLUTION FOR SALES CALL RELUCTANCE?

Sales Call Reluctance is driven by fear. Whether it's the fear of rejection or the fear of loss, fear is a habit of thought. Overcoming the habit of fear, specifically, requires proper diagnosis and a clear understanding of human emotions. Conquering fear requires the skilled training of a coach who can help you navigate the often complex process of overcoming it. If you are motivated, goal-oriented, and committed to taking responsibility for your team's sales performance, there is hope! Imagine the results if Sales Call Reluctance were defeated.



Are you ready to:

- Accept responsibility and admit that your sales team is experiencing Sales Call Reluctance?
- Help your staff to identify, address, and counteract their inner critics and self-defeating behaviors?
- Help your sales pros confidently and assertively articulate their potential value to new prospects?
- Realize what your sales team's behaviors are costing you in self-confidence, career satisfaction, and cash flow?

Call Connie Kadansky of Exceptional Sales Performance TODAY at 602-380-5431.

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Sales Call Reluctance is a registered trademark of Behavioral Sciences Research Press, Inc.

PROSPECTING/SELF-PROMOTION ASSESSMENT

INSTRUCTIONS: Is Sales Call Reluctance® presently placing an artificial limit on your success? Check the “yes” box if a statement is true for you, “no” if it isn’t. It’s important to be honest! When complete, add the total number of checks in “yes” boxes and find your score on the next page.

YES	NO	
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales staff spend more time planning to promote themselves than actually doing it.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales pros are not really trying to promote themselves, our products, or our services as much as they could or should because they are not sure it’s worth the hassle anymore.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my salespeople don’t try as much as they could or should to initiate contact with influential people who could be prospects for our products or services.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales staff tend to get really un-comfortable when they have to call someone on the phone whom they don’t know and who is not expecting the call, to ask them to do something they may not want to do.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my salespeople think that having to call people they don’t know, and who are not expecting their call, to promote themselves or our products/services is demeaning.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales pros are not bothered by self-promotion. They just don’t apply themselves to it purposefully or consistently.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my staff would avoid giving presentations to groups if they could.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales pros are not bothered by prospecting. They could initiate more contacts if they were not involved in so many other activities.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my salespeople often find themselves hesitating when it is time to ask for referrals from existing clients.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales staff seem to need some time to psych themselves up before they can prospect.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales pros tend to spend a lot of time shuffling, planning, prioritizing, and organizing the names on their prospecting lists (or cards) before actually using them.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales staff find that making cold calls (calling on people they don’t know, who are not expecting their calls, and who may not want to talk with them) is really difficult.

YES	NO	
<input type="checkbox"/>	<input type="checkbox"/>	Some members of my sales team often feel as if they are intruding on people when they prospect.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales pros tend to feel somewhat uneasy when they self-promote because deep down they think that promoting themselves is not really respectable or proper.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales staff feel that making sales presentations to their friends is unacceptable because it might look like they are trying to exploit their friends.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales pros feel that making sales presentations to members of their families is out-of-bounds because it might look like they are trying to exploit their relatives.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my salespeople think it’s important to find innovative, alternative ways to prospect and self-promote which are more dignified than the methods most other salespeople use.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales staff think that prospecting probably takes more effort out of them emotionally than it does for other salespeople.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales pros tend to do all right one-on-one, but they get nervous when they find out they have to give a sales presentation to a large group of people.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my salespeople get annoyed by highly educated, professional people like lawyers and doctors, so they tend to avoid initiating promotional contact with them, even though they probably could if they tried.
<input type="checkbox"/>	<input type="checkbox"/>	Some of my sales staff spend more time planning to promote themselves than actually doing it.
		Add the total number of checks in “YES” boxes.

SCORE & EVALUATIONS

____ 1-2 MINOR – Indicates one of two conditions: Either your salespeople are experiencing no emotional difficulty associated with prospecting (self-promotion) at the present time or they ARE experiencing distress but are hesitant to reveal how much. Preventive steps are desirable.

____ 3-4 MANAGEABLE – The fear of self-promotion is present, but only in low, non-toxic amounts. It is not likely to be serious if it remains at this level. Sales activity improvement measures would be beneficial. It should be manageable by simply emphasizing desirable markets and prospecting techniques.

____ 5-6 TOXIC – One or more forms of the fear of self-promotion are currently limiting your sales team's prospecting to a level below their abilities. Their prospecting probably is out of sync with their market potential. Sales activity, relative to market opportunities, is sufficiently deficient to **warrant immediate corrective steps**.

____ 7-8 HIGHLY TOXIC – Your sales staff's prospecting is probably a shadow of what it could or needs to be. Get ready for some serious investigative conversations. **Corrective steps should be immediately implemented**.

____ 9+ SEVERELY TOXIC – This could be enough Sales Call Reluctance to stop an entire sales force. If your answers are truly indicative of your team's attitudes toward prospecting and self-promotion, you should consider taking **immediate corrective steps**.

Note: This Prospecting/Self-Promotion Assessment is a self-test. People are sometimes much more critical in a self-test than they are in an objective assessment. The SPQ/FSA assessment measures Sales Call Reluctance.



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