

# Coping with Call Reluctance

*The Professional Sales Excellence Series*

## *Leader Guide*

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### **Leader Instructions**

### **NOTES**

- Program Materials:* 1 Video tape and Leader Guide  
Participant Study Guide - copy for each participant  
Module Feedback Form - copy for each participant
- Tape Running Time:* Approximately 30 minutes
- Implementation Time:* 50-60 minutes

### **Let's Get Started!**

- 1) Watch the video and read over the Leader Guide instructions thoroughly prior to conducting the meeting with your participants. By doing so you will be much more comfortable with the material, and will get the participants to gain more as a result of attending. As you will see the video program is not just a studio stage, it contains live footage. This was done to keep your attendees more attentive during the session. The members of your group will laugh throughout the presentation. While this is a hoped for reaction, don't let them lose the focus of the real purpose of the meeting. Help them think about the concepts instead of listening only for the entertainment.
  
- 2) Introduction to The Professional Sales Excellence Series. (2 to 3 minutes)
  - A) Set the stage for an impactful learning experience. Keep the atmosphere casual and enjoyable. Here is a suggestion on what you can say to begin the program:

*"As we all know, today's marketplace is becoming increasingly competitive. It takes more than just product knowledge to become successful. It also takes effective sales and people skills to make it. That is why we have invested in this series. We will be receiving one of these video programs each month to play during our meetings. They will cover a different aspect of sales and marketing every month to help you increase your income.*

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*Today's program deals with Coping with Call Reluctance."*

- B) Refer to the Participant Study Guide for this module. Review the "Benefits to Participant" section with your group. Sell them on the importance of completing this program and participating in the exercises included in this segment of the series. Get them excited about the series by telling them how important ongoing training is for sales and people skills. Please also ask the participants to follow along in their study guides. Encourage them to take notes and jot down any ideas that come to mind during the session.

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### **Module Outline**

*Section One:* Do you have Call Reluctance?

*Section Two:* The 4 types of Call Reluctance.

*Section Three:* How to deal with Call Reluctance.

### **Benefits To Participant**

You will:

- Learn how you can dramatically increase your activity and income by coping with Call Reluctance.
- Find out whether you have Call Reluctance or if you are just an impostor.
- Learn how to cope with Call Reluctance and make prospecting easier and more profitable

### **Instructions For Completion**

1. Follow along in your manual.
2. Make notes in the margin.
3. Highlight or underline key areas.
4. Share with others your thoughts and ideas.

**Do you have Call Reluctance and what is it doing to your career?****Note to Leaders**

*80% of your salespeople have or will have Call Reluctance. 40% will get it severely enough to think about ending their careers.*

*It does not mean they have Call Reluctance just because they don't prospect enough. They must have a clear cut goal they are willing to achieve. They must have the motivation to gain it. And they must experience anxiety in attempting to make the prospecting calls necessary to reach that goal.*

*Go through each of the Call Reluctance types with your group in Section Two and try to get them to identify the type(s) they think they have. Getting them to admit Call Reluctance is the first step in coping with it. Also try to get them to see the difference between Call Reluctance and an unwillingness to make the prospecting calls. Then ask them to go through the therapies at the end of the tape and deal with their Call Reluctance.*

- 1) 80% of those interviewed report serious bouts with Call Reluctance. 40% will leave sales because of it. 86% of life insurance agents hired today won't last 5 years. 92% of realtors and 78% of automotive salespeople won't last because of an inability to cope with Call Reluctance.
- 2) 25% of Call Reluctance sufferers experience stomach butterflies, 35% report sweating profusely, 45% feel a pounding heart and palpitations, and 45% experience a faster voice pace and volume. About 20% of the salespeople even report stuttering and stammering.
- 3) Not everyone who fails to prospect is a Call Reluctance sufferer. It takes 3 key ingredients. Those who have a desire to prospect as well as a goal they wish to achieve, are likely to have Call Reluctance, but only if they also avoid selling and

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prospecting thereby self-sabotaging their careers. Salespeople who don't have a goal and are selling only because it's a job, can't be defined as being diseased with Call Reluctance

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## EXERCISE 1

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Take a moment now and talk to the person next to you about Call Reluctance. Do you have it? How is it affecting you? Is it decreasing your production? Try to remember a situation when you had it. What did it feel like? Please take a few minutes now and do this exercise.

### **Note to leaders**

*This is an important exercise. As mentioned before, your salespeople must fit certain criteria to be call reluctant. Just because they don't make enough calls doesn't make them call reluctant. Try to get them to see the difference.*

***The 4 types of Call Reluctance.***

There are 4 basic types of Call Reluctance. Analytic, Image Conscious, Position Acceptance, and Fear of Intrusion.

**1) *The Analytic Type***

These are the types who are more interested in being technically competent than in making sales. They over-analyze and under-act. They are the types who spend more time trying to become technically competent than they spend making prospecting calls.

**2) *The Image Conscious Type***

Image Conscious Call Reluctance sufferers are those who can't walk their big sales talk. They are the ones who try to hunt the "big game" sales which are too few and far between to make them much money. They like the trappings of success, although they don't experience much of it. They also try to show success sometimes ostentatiously with cars, clothes, and often jewelry.

**3) *The Position Acceptance Type***

The Position Acceptance type of Call Reluctance may occur in someone who thinks of sales as a lowly profession. They don't understand that sales is the one of the highest paid careers in the world and is a profession if the salesperson treats it that way. Position Acceptance types envision themselves in another career not believing that sales is prestigious enough for them. They also may be those, like physicians or lawyers, who don't believe their profession should include selling.

**4) *The Fear of Intrusion Type***

The Fear of Intrusion type feels embarrassed that they may be interrupting a prospect. They talk apologetically when making a prospecting call. They may say to a prospect, "I'm not trying to sell you anything." When they get an objection, they may give up instead of attempting to answer it.

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**E X E R C I S E 2**

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Which Call Reluctance type do you have? In what situation do you feel it? Do you suffer most when trying to make prospecting phone calls or feel it when you see prospects face to face? Does it come when you attempt to ask for a referral? Take a moment now and confide in your partner which type you have and when you feel it most.

**Note to Leaders**

*This will create a very rousing discussion. Some will think they have all the call reluctant types while others won't admit to any. Help them to see which they have by pointing out certain behaviors you have spotted in them. Then you may want to help them uncover which type they may be.*

***How to deal with Call Reluctance.***

- 1) *Observe-Pattern Interrupt-Substitute-Reward*
  - a) Observe the anxiety.
  - b) Pattern Interrupt the effects.
  - c) Substitute a success for the anxiety producing call reluctance episode.
  - d) Reward yourself for the change.
  
- 2) *NLP based call reluctance therapy technique*
  - a) See yourself in a movie experiencing call reluctance. Then see yourself watching the movie screen as if you were looking into an infinite mirror image. Continue this over and over again until you are able to detach yourself from the fear producing call reluctance anxiety.
  
- 3) *Exposing Irrational Fears*

The fears you experience during call reluctance episodes are irrational expectations of what may happen but probably never will. Talk through each of these irrational expectations until they sound and become ridiculous and irrational.

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### **Note to Leaders**

*Among the easiest to apply for overcoming Call Reluctance is the Observe-Pattern Interrupt-Substitute-Reward technique. I have included 2 other therapies on overcoming Call Reluctance. These are for your salespeople who are interested in a more involved way to deal with these problems. The Exposing Irrational Fear Technique and the NLP based call reluctance therapy are also very effective and may be used if the 4 step Observe etc. technique fails. Try to keep the solutions simple at first until your salespeople get used to the concept of Call Reluctance and start to understand what to do about it.*

*At the end of the program ask each attendee to fill out the Module Feedback Form. This is very important since from it you will learn what they liked the best and what they will apply the soonest. Pay special attention to the suggestions they list on how you can improve the company to help them become more successful. This question alone will be worth the cost of the series if you pay attention and follow up on their suggestions, if warranted.*