

Coping with Call Reluctance

The Professional Sales Excellence Series

Participant Study Guide

Kerry L. Johnson, MBA, Ph.D.

International Productivity Systems, Inc.
414 Tennessee Street, Suite N
Redlands, CA 92373
(909) 798-2321

©2003 International Productivity Systems, Inc.

Module Outline

NOTES

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?

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

E X E R C I S E 1

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.

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.

NOTES

E X E R C I S E 2

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.

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.