Overcome Sales Call Reluctance

Your Prospecting Action Plan
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Agenda

• Learn first hand how you respond to opportunity.
• What recent behavioral scientific research revealed about sales success.
• Sales Call Reluctance is not just about the cold call.
• Sales Call Reluctance can neutralize any sales professional.
• The three most expensive types of Sales Call Reluctance.
• Proven technique to Overcome Sales Call Reluctance.
• Keys to profitable prospecting.

70.8%
Solid Platform for Top Sales Performance

1. Visibility, Visibility, Visibility
2. Credibility (Worthy of confidence)
3. Laser Sharp Unique Value Proposition

How do you know if you are Call Reluctant?

What are you measuring?
Conversations!

Sales Model
- Identify Prospects (so that)
- Initiate Contact (so that)
- Introduce Yourself, Your Products and Services (so that)
- Inform (so that)
- Influence them to buy from You!

Single Best Predictor of Sales Success
- There is a high correlation between prospecting and sales success.
Prospecting

• **Proactive** steps you take to identify, qualify and get in front of prospects!

My favorite excuse for not prospecting is . . .

Successful Salespeople Experience Pain!

We are free to choose:
- Pain of Discipline
- Pain of Regret
- 27% Your Words
- 73% Your Tone
Sales Call Reluctance is an emotional hesitation to initiate contact with prospects.

Two Ways to View Initiating Contact

Opportunity

Emotional Threat?
4 Steps to Eliminating Call Reluctance

- AWARE
- ASSESS
- ADMIT
- APPLY

Yielder Behavior

Over-Preparer
Technique for Overcoming Sales Call Reluctance: Thought Realignment

Attitude
Think
Belief
Feel
Do

Negative Interpretation → Negative Emotions → Behaviors → Results

I don't want to sound scripted.
What if I mess up?
They'll say they are not interested.
They’ll think I’m trying to sell them something.

They’ll think I’m trying to sell them something.

I’ll blow the contact.
They'll be upset that I interrupted them.

When you are ready to pick up the phone and you STOP
What am I afraid of?

Why Shift Perspective?

Neutralize the Negative
It's all going to work out!
It’s all going to work out!

Practice

• Seeing Opportunities in everything!

Problems and Challenges are perspectives.
What would it be like to be at ease with prospecting?