
Ways You Can Conquer Call Reluctance



by BILL BROOKS

Unfortunately, lots of salespeople tend to be reluctant to make important calls to or on their most promising prospects. This practice can be very detrimental to your career, especially if you fail to place enough of the right calls on a consistent basis.

There are several ways that this thing called “call reluctance” can be conquered. Call reluctance is indicative of an avoidance-type mentality — so if you can learn and apply these methods of conquering call reluctance, you could be well on your way to conquering avoidance in the other, divergent areas of your life.

Do Some Homework Ahead of Time

The first step in this process is to choose prospects that you feel good about calling or calling on. Unfortunately, most of us naturally tend to avoid situations that are unpleasant or uncomfortable. Salespeople are no different. Therefore, if you are experiencing call reluctance, be sure to follow this first step in your attempt to improve your calling behavior. Try to learn a little something about your prospect before calling him or her, and then hit on this knowledge when you make your sales call. This is only one of countless ways in which to help you feel better about calling a prospect.

Convince Yourself

The second step in this process is being 110% sold on what you are selling. You need to be very, very sure of your product’s quality, value and performance before you begin to call your prospects. When you call or call on a prospect, he or she can immediately sense your level of confidence in yourself and your product or service. Trust is extremely essential in this step. You cannot expect others to trust you if you do not feel trustworthy. If you have a problem with a lack of pride in your product or service, try and build pride using product or business knowledge. You may even have to use your creative imagination to develop new, innovative ways to deliver value.

Rely on Past Success

The third step involves recalling past accomplishments. When you visualize your past successes, it

possibly helps you to feel more confident about making sales calls that you might dread making. If you replay these successes inside your mind a sufficient number of times, you are sure to start feeling confident and successful. This sense of confidence will most certainly help you overcome call reluctance, as well as avoidance in other areas of your life.

The Value of Rehearsing

The fourth step is, in a sense, reflective of the previous step in that it involves the concept that we call "Mental Rehearsal". With this technique, you are to go inside your mind to rehearse the perfect call before you actually make any calls. It is helpful to mentally rehearse any and all questions that the prospect may ask, so that when these questions arise, you will be prepared. If you perform this step often and well enough, when you actually make the call, you will feel like you've already done it.

Relaxing Body and Mind

The final step should be obvious to anyone who is trying to conquer call reluctance. This final step is to relax. It is far easier to relax the body than it is to relax the mind. However, if you do, in fact, relax the body, then the mind will automatically be relaxed. Any method that you feel is effective in helping you relax will work in this step. If you can, indeed, relax yourself, then you will surely find yourself more able to conquer call reluctance.

We have used these five steps to help thousands of salespeople who suffer from a tendency to put off



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calling their prospects in favor of standing at the coffee machine or driving around the block! Whatever the reasoning is behind why you are putting off these important prospecting calls, if and when you apply these solid steps, you will surely increase the number of sales you make. Remember that call reluctance indicates an avoidance personality, so the implementation of these steps to appropriate situations in other areas of one's life may prove invaluable in the enrichment of personal relationships, as well as an improvement in your self-image. Once you can stop avoiding unpleasant or stressful situations, then you can start feeling and being a lot more successful. □