

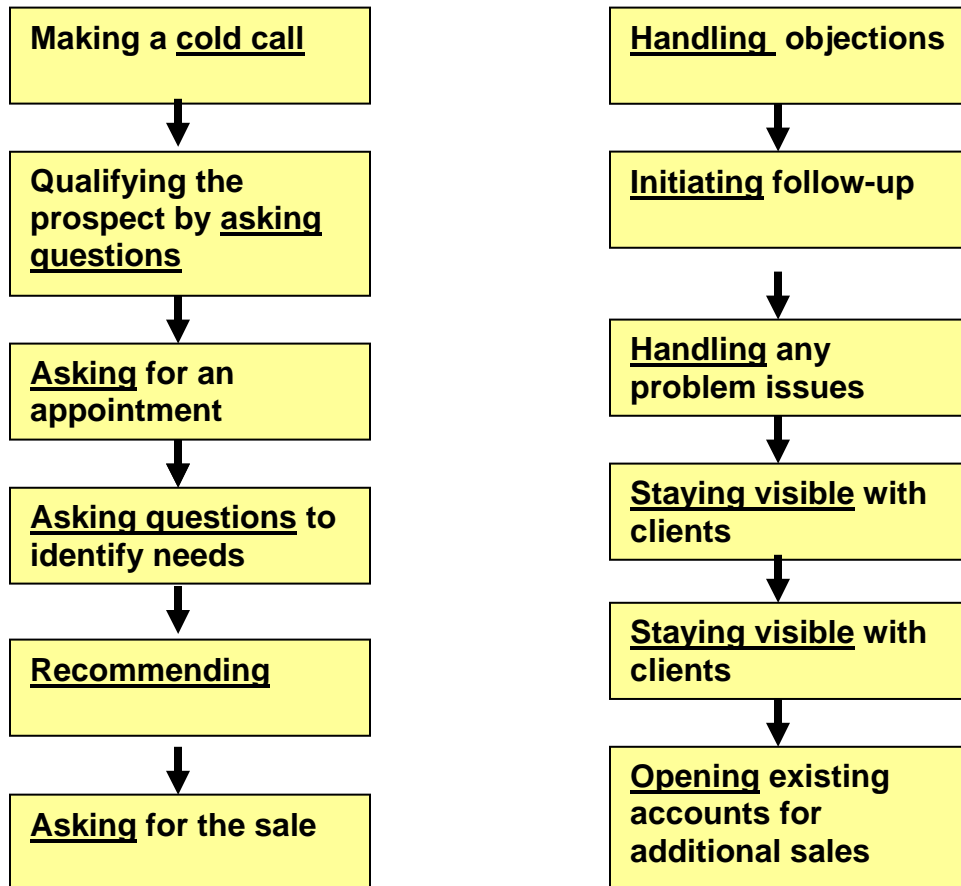
Contact Initiation – It’s More Than You Think

By Jeffrie Story,
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When I talk with people about contact initiation, and about Sales Call Reluctance®, which is defined as “the hesitation to initiate contact,” they frequently think I’m referring to cold calling.

But initiating contact is much bigger and broader than cold calling. It is pervasive in every part of every salesperson’s job, regardless of what that job is.

Let’s follow a typical sales process and identify all the contact initiation. Think of “contact” as “connection.” We connect in many different ways. The words underlined in each box below indicate ways we initiate and connect.



Now that you see all the ways we initiate and connect, you can probably think of even more.

The question to ask yourself is: where are you hesitant in initiating contact? What areas do you non-consciously avoid?

Most salespeople I know avoid, in particular, asking questions to identify needs. Although I'm generalizing here, we plop ourselves down and start talking about our product. Or we yak with small talk.

Others avoid qualifying on the phone. They'd rather rush out and spend time with someone who isn't a good prospect, just to avoid those phone questions.

Still others avoid prospecting for new clients, which is the key way to add opportunities into the sales funnel. (Another way is selling more to existing clients, of course.)

We all have different ways of avoiding contact initiation. Some of us avoid more than others. Regardless, it's costly and keeps our sales potential hidden.

As you charge through your day, observe yourself and where your hidden sales potential lies. It's the first step to Unleash Your Sales DNA™!

May you earn what you deserve!

Jeffrie Story

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Jeffrie Story helps organizations and individuals achieve the earnings they deserve, and the money they want. A summa cum laude graduate of the University of Iowa, Jeffrie spent 25 years in sales leadership at a Fortune 1000 corporation, where she was known for getting results. Combining scientific tools with experience and a passion for transformation, Jeffrie helps create behaviors that are consistent, sufficient and effective.