



The Fear Detours Sales Poison in your Department

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Move out of the way, folks! Here comes one of your reps speeding toward a Fear Detour! Oh, wait... it's not just one rep, there are more! Wait again... there's a manager there, too!

As a licensee for a Sales Call Reluctance® assessment, and after testing hundreds of salespeople and managers within newspapers, I can guarantee that part of your sales organization is using escape routes in their selling. I call them Fear Detours because they suck up valuable time and they lower sales. They're toxic.

Call reluctance is not based on personality. It's a behavior, thank goodness, which means it's changeable.

It's also not "fear of rejection," which is much too vague. We might as well talk about world peace.

Well, what is it? It is a hesitation to initiate contact, or conversation, caused by specific fears. George Dudley, Chairman of Behavioral Sciences Research Press, Inc. and co-founding scientist/discoverer of Sales Call Reluctance®, says this:

"The hesitation to initiate contact with prospective buyers on a consistent daily basis is responsible for the failure of more competent, motivated, capable salespeople than any other factor. *Nothing else even comes close.*"

Here are two examples of call reluctance:

- 1. Prospect:** "Thanks for the proposal. I'd like to think about it."
Rep (smiling sweetly): "OK!"
- 2. Manager:** "Kim, you revenue per sale is too low. Let's figure out how to raise it."
Rep: "The market must have changed. I'm selling what customers need and I know what they're willing to spend!"

Call reluctance also attacks managers. In this example, both the manager and the rep are using Fear Detours:

Manager: "Terry, do you think you could make more prospecting calls? It would help

you meet quota.”

Rep: “But my customers drag me into long personal discussions and there’s no time left!”

Manager: “I understand. You’ve really bonded with your customers.”

The examples above reflect one of the 12 types of Sales Call Reluctance®, called the Yielder.

What is the Yielder? It’s a fear of appearing pushy or intrusive. Basically, it’s a lack of assertiveness. If you promote a rep with Yielder behavior, you get a manager with Yielder behavior.

Without call reluctance, here’s what we might observe:

1. **Prospect:** “Thanks for the proposal. I’d like to think about it.”

Rep (with an interested look): “Which specific parts do you want to consider more thoroughly?”

2. **Manager:** “Kim, your revenue per sale is too low. Let’s figure out how to raise it.”

Rep: “Gee, I didn’t know that. I’d appreciate your help.”

In the following example, the rep still has Yielder call reluctance, but the manager does not:

Manager: “Terry, I need you to make more contacts. That’s how you’ll meet quota.”

Rep: “But my customers drag me into long personal discussions and there’s no time left!”

Manager: “Bonding personally is different than bonding professionally. You can control the contact. I’ll show you how.”

In upcoming issues, we’ll explore various types of Sales Call Reluctance®: how they affect reps, how they affect managers and what to do about them. We’ll begin with the Yielder since it’s the most common and the most costly.

The bottom line is you *can* avoid the avalanche of folks charging down the Fear Detour, because there’s an antidote for the poison of Sales Call Reluctance®.

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