

E-LESSON #26: How to Overcome Call Reluctance



MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE

For salespeople who are struggling with making calls, this lesson will help get them off their rear-ends and back out on the street where they belong.

Here is a little something to ponder. In the U.S. the typical radio or television station will average fewer than one hundred active local direct accounts on the air in a given month. In many cases the number comes closer to fifty active local direct accounts per month. How many local direct accounts does your station average in a normal month? I know of instances in Australia where stations average in excess of three hundred local direct accounts on the air in a month. The average salesperson with two years experience at those stations is EXPECTED to average thirty two. It's happening there. Is it happening at your station? Since we know that it's already happening in another market, shouldn't thirty two to thirty six active accounts per salesperson be a benchmark instead of an anomaly. The anomaly should be when someone manages over forty accounts on the air in a given month. Now, that's a triumph. And of course at that point it becomes very difficult for the salesperson to service all of that business.

The purpose of this lesson

This E-Lesson describes ten ways to overcome call reluctance and get your salespeople back on track with their local direct clients and prospects.

Reasons for call reluctance

- Burn-out
- Personality
- Fear of rejection
- Dirty Little Secret
- Poor work habits

How to effectively deliver this lesson

1. Begin the session by giving each salesperson a copy of the General Agenda for E-LESSON #26: **HOW TO OVERCOME CALL RELUCTANCE**. This lesson contains a very poignant look at a typical "slacker" seller. It is designed to embarrass that kind of person into action of some kind, hopefully positively. If you have sellers like this though, maybe it's time to get rid of them.

2. Download the video and make preparations to show it to your staff.
3. Cover all ten points in your meeting. Distribute the Worksheet for Salespeople for E-LESSON #26: **HOW TO OVERCOME CALL RELUCTANCE**.
4. Give salespeople ten minutes to fill out the worksheet.
5. Collect and examine all worksheets. Triage the most immediate problems while working with the salespeople one-on-one to develop strategies for overcoming call reluctance problems including any specific issues relating to “Dirty Little Secrets” (i.e., lack of confidence, poor follow-through, problems staying focused).
6. Do a daily follow up with salespeople for signs of progress in contacting their clients and prospects. If you’re not already doing it, make client contact a top priority in your meetings with your sales staff.
7. Have you managed to increase the number of long-term contracts on your station this year? Compare progress against previous years. If you have substantially increased your numbers, CONGRATULATIONS. Make plans to increase long-term local direct billing for next year.
8. Begin preparing local direct “Wish Lists” for next year. Ask all salespeople to repeat the local direct exercise in E-Lesson #1, **Prospecting**. Give salespeople two weeks to turn in the names of two local direct accounts in each of relevant product or service category. Ask for names of accounts that have not been on your station for a year. Examine all lists and look for duplication. Begin assigning these new accounts.

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