

SALESPeOPLE

E-LESSON #26

How to Overcome Call Reluctance

Name: _____ Date: _____



1. All salespeople experience call reluctance at one time or another. Identify your reason(s) for not making calls by circling them below or by filling in the blank.
 - **Poor Work Habits.** You're getting a little lazy. It's time to change bad habits and get back in gear.
 - **Burn-out.** You feel over-worked and you feel you need a break.
 - **Personality.** You just don't enjoy meeting new people.
 - **Fear of rejection.** You hate hearing "NO."
 - **Dirty Little Secret.** You are intimidated by a client because you are afraid you don't know what you're doing. Perhaps you made a promise to a client you never kept.
 - Other Reasons _____
2. What steps will you take immediately to overcome call reluctance?
3. How many accounts do you average on the air in a given month? If that number is under thirty, what is the reason?

4. Identify two new prospects you have meant to call for some time, but haven't.
 - A.
 - B.
5. Discuss any progress you've made over the past two weeks selling local direct long-term contracts. Remember, if you don't ask for a long-term contract, you won't get one.

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