

Overcoming Call Reluctance® in Salespeople **Training as an Intervention to Increase Sales Production**

Executive Briefing

by

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Sales Development Resources

The Core Competency of Selling

Selling revenue comes from three sources: Renewal sales from current customers, new sales from current customers, and new sales from new customers. Experience shows that, in virtually every situation, today's salespeople must sell new business to achieve their budgets, and, in almost every case, they must sell new customers.

The core competency of sales is developing new business.
- Mike Stewart, CSP

When A Salesperson Is Not Initiating Enough Contacts To Be Successful

George Dudley, a behavioral scientist who has conducted extensive empirical research for more than twenty years into the barriers to sales success says, "The single characteristic shared by the most successful salespeople is simply this. They initiate contact with prospective buyers in greater numbers than those who are not as successful."

His work, in collaboration with that of his partner, Shannon Goodson, has shown that the major reason salespeople do not initiate contact with prospective buyers in sufficient numbers to be successful is the presence and severity of Sales Call Reluctance®.

"Sales is a contact-dependent activity."
- Mike Stewart, CSP

Call Reluctance is the fear that causes highly motivated, clearly goal-directed salespeople who are well trained and well compensated to hesitate to initiate contact with prospective buyers or to pursue the sales process to conclusion and close enough sales to realize their potential.

Call reluctant salespeople usually want desperately to do what they have been trained to do, but they just can't do it. Instead, they tend to make excuses instead of making calls, and substitute comfortable non-sales producing behaviors and activities for more stressful behaviors and activities that result in new customers and new sales.

*Highly qualified salespeople who are not performing will make excuses.
This should not be a mystery.
- Mike Stewart, CSP*

Training Interventions To Overcome Call Reluctance®

Fortunately, Call Reluctance in salespeople can be overcome, in many cases, through participation in the Fear-Free Prospecting and Self-Promotion Workshop®, especially when this training of salespeople is followed up with a program that includes management and Human Resource training, consulting, and coaching.

Program Objectives

The objectives of this one-of-a-kind cutting-edge program are to:

- Benchmark and evaluate current levels of prospecting activities
- Establish goals for prospecting activities required to produce success
- Educate participants about Call Reluctance and its impact on sales production
- Assess each participant's levels of Call Reluctance
- Train participants in countermeasures proven to overcome Call Reluctance
- Provide each participant with prescriptions that address his specific situation
- Help each participant develop a plan for increasing prospecting activities
- Create accountability through joint commitments with others

Plus –

- Concurrently train appropriate managers and HR professionals in these processes, plus hiring techniques, and to implement a four to eight week follow up program to reinforce the learning and see that it is applied.
- On a longer-term basis create accountability, generate behavior change, secure sustainable improvement, and realize significant ROI.
- Train and develop qualified trainers from within Client's organization to provide training and champion successful implementation to achieve the objectives stated above. This will:
 - o Reduce Client's investment in outside trainers and consultants
 - o Provide ongoing, continuous performance development
 - o Insure that leadership comes from within

Expected Outcomes

It is expected that Client will enjoy some, if not all, of the following outcomes as the result of this initiative:

- Increase sales
- Reduce turnover of salespeople
- Increase the bottom line
- Grow market share
- Improve the leadership skills of Client's sales management team
- Create a more Pro-Sales Culture™ within Client's organization
- Improve morale and self-esteem of Client's salespeople
- Increase respect for the sales team throughout Client's organization
- Upgrade the quality of Client's sales force by:

- Improving the production of existing salespeople
- Identifying and eliminating salespeople who cannot be developed
- Hiring salespeople who not only can do the job, but who will do the job

*“All the sales training and development in the world is of little value
if salespeople don’t make the calls.”*
-Mike Stewart, CSP

Note: See sample Fear-Free Prospecting and Self-Promotion Workshop® results attached

To learn more about increasing sales results by Overcoming Call Reluctance® and hiring high-performance blue-chip sales producers please contact

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770-512-0022

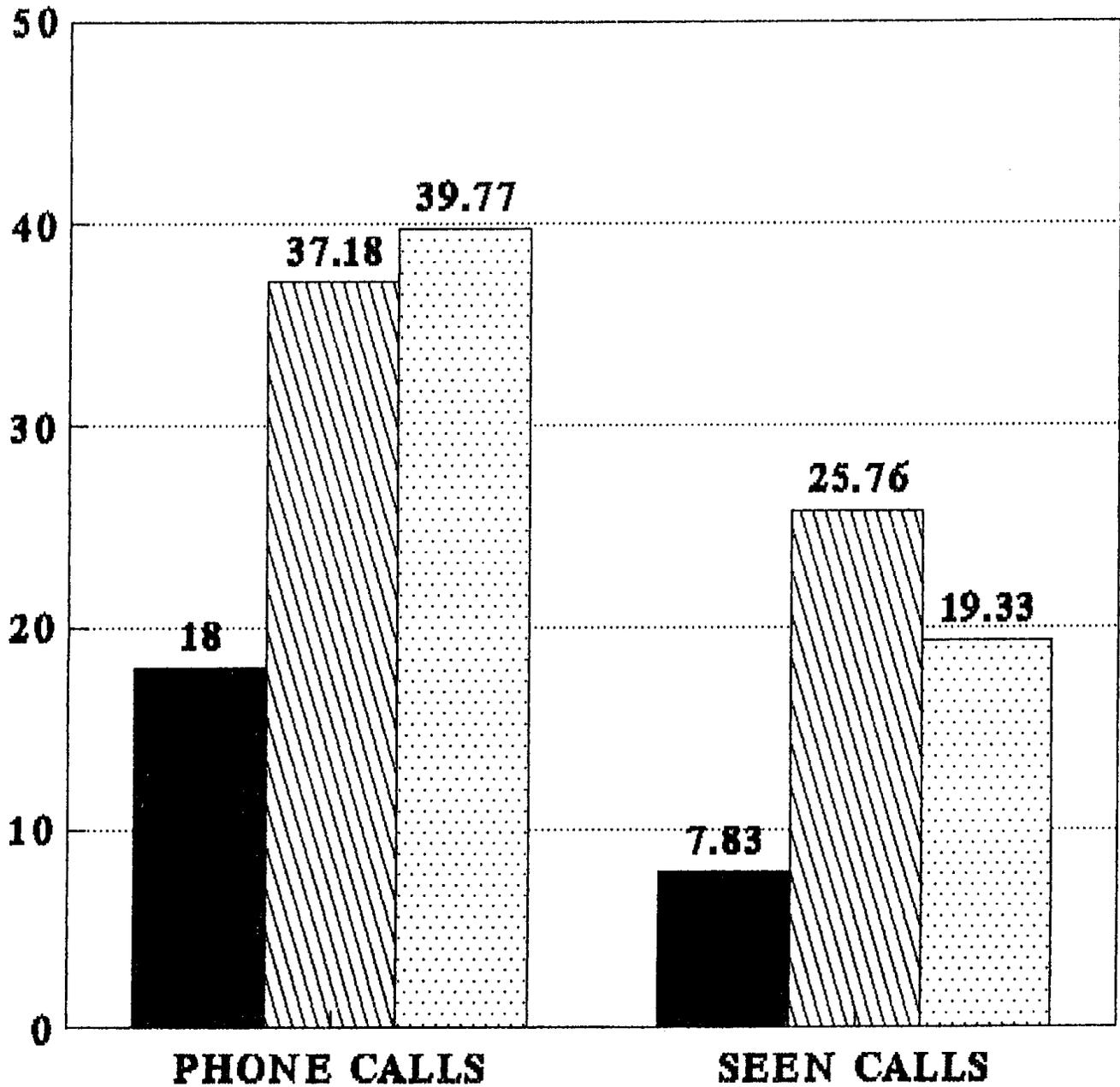
To schedule this unique, powerful Sales Performance Development program, or for more information, please contact

Barbara@MikeStewartSeminars.com

770-512-0022

Visit us at www.Sales-Assessments.com

PRE/POST WORKSHOP PROSPECTING ACTIVITY FOR A SALES STA

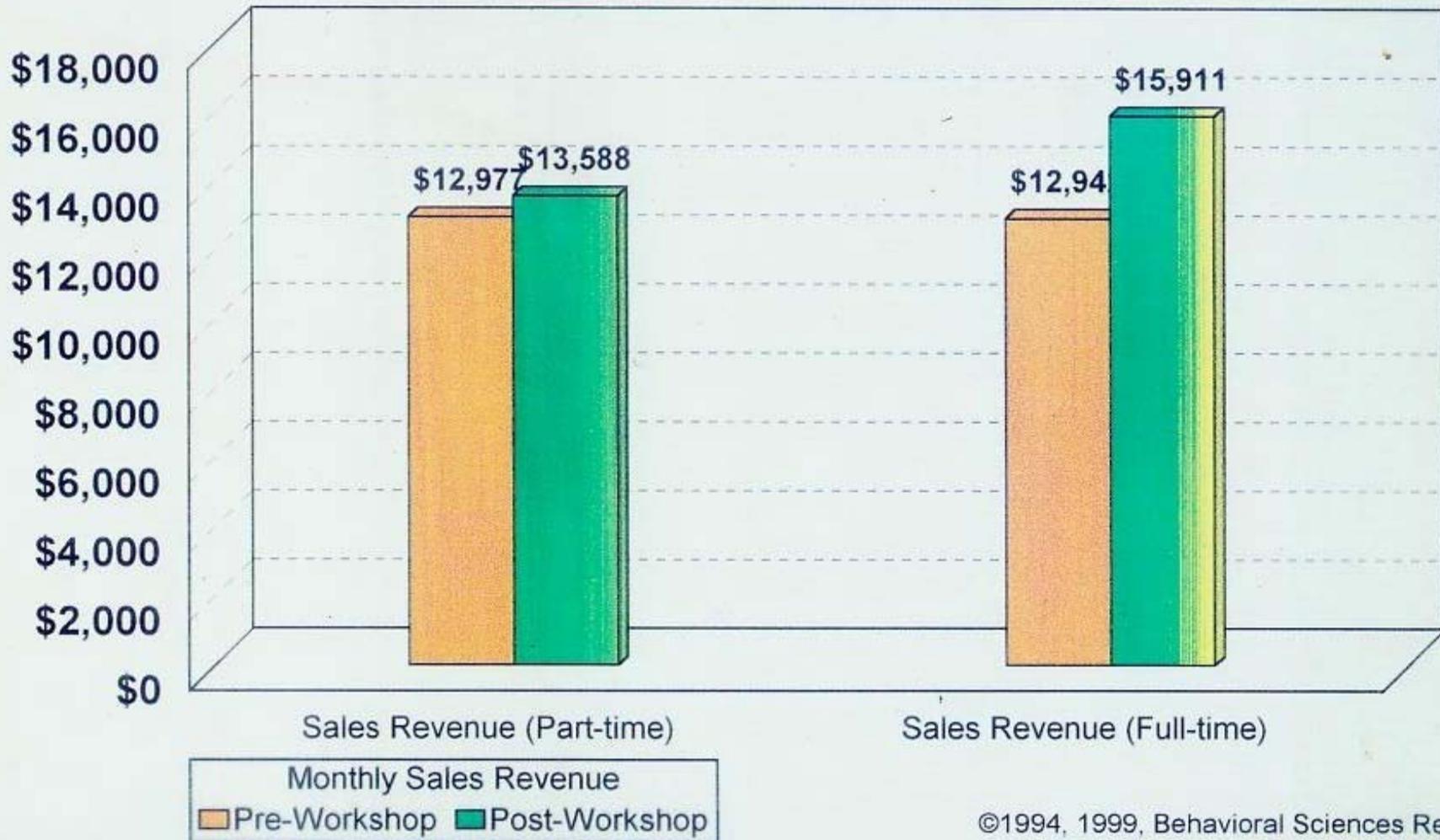


■ 7 DAYS PRIOR
▨ 14 DAYS AFTER

▧ 7 DAYS AFTER

Values are averages for the class.

Effectiveness of a Workshop Format to Alleviate ISCIS: A Replication



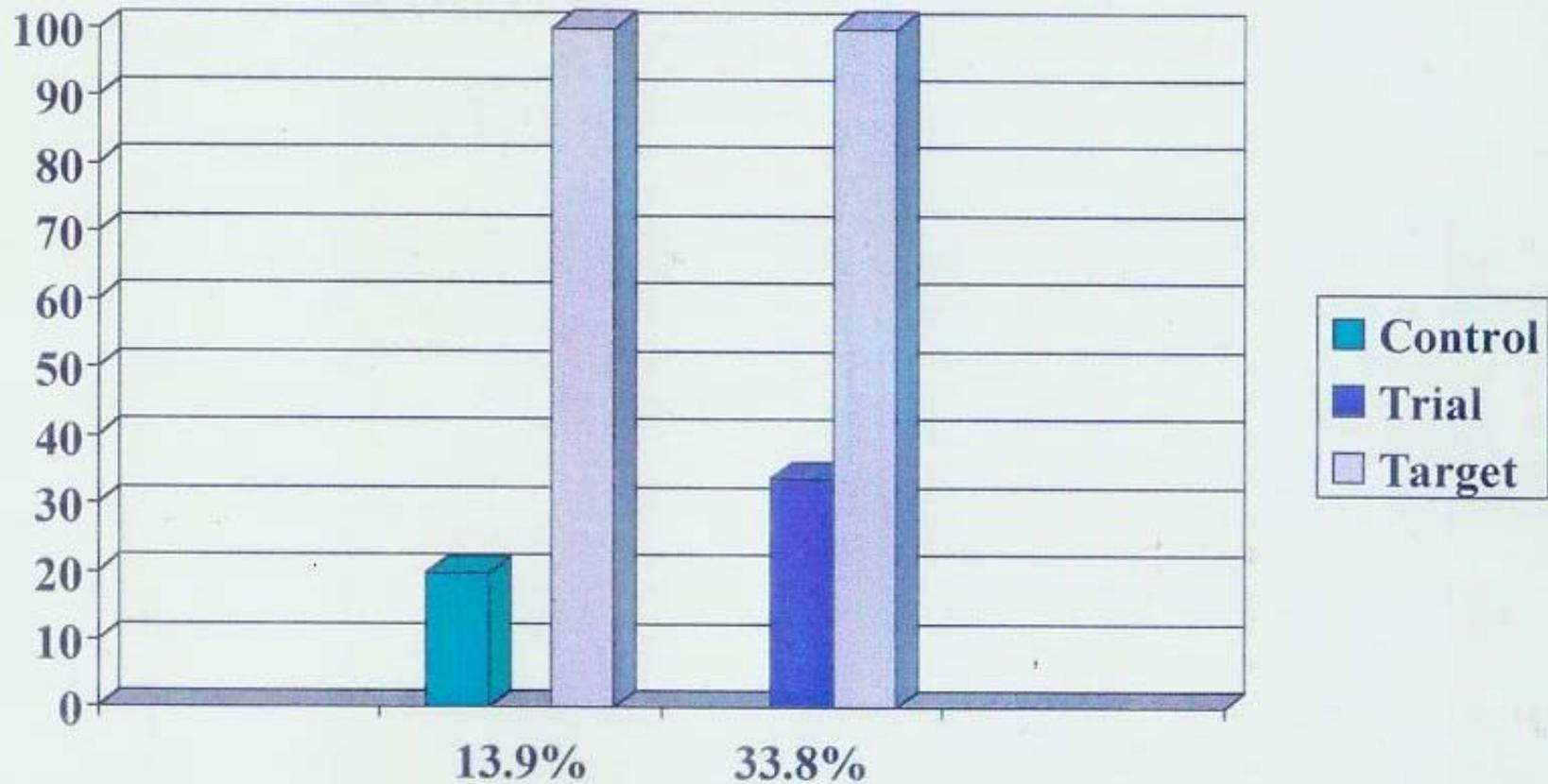
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UK Telecommunications Company

Post Workshop Production

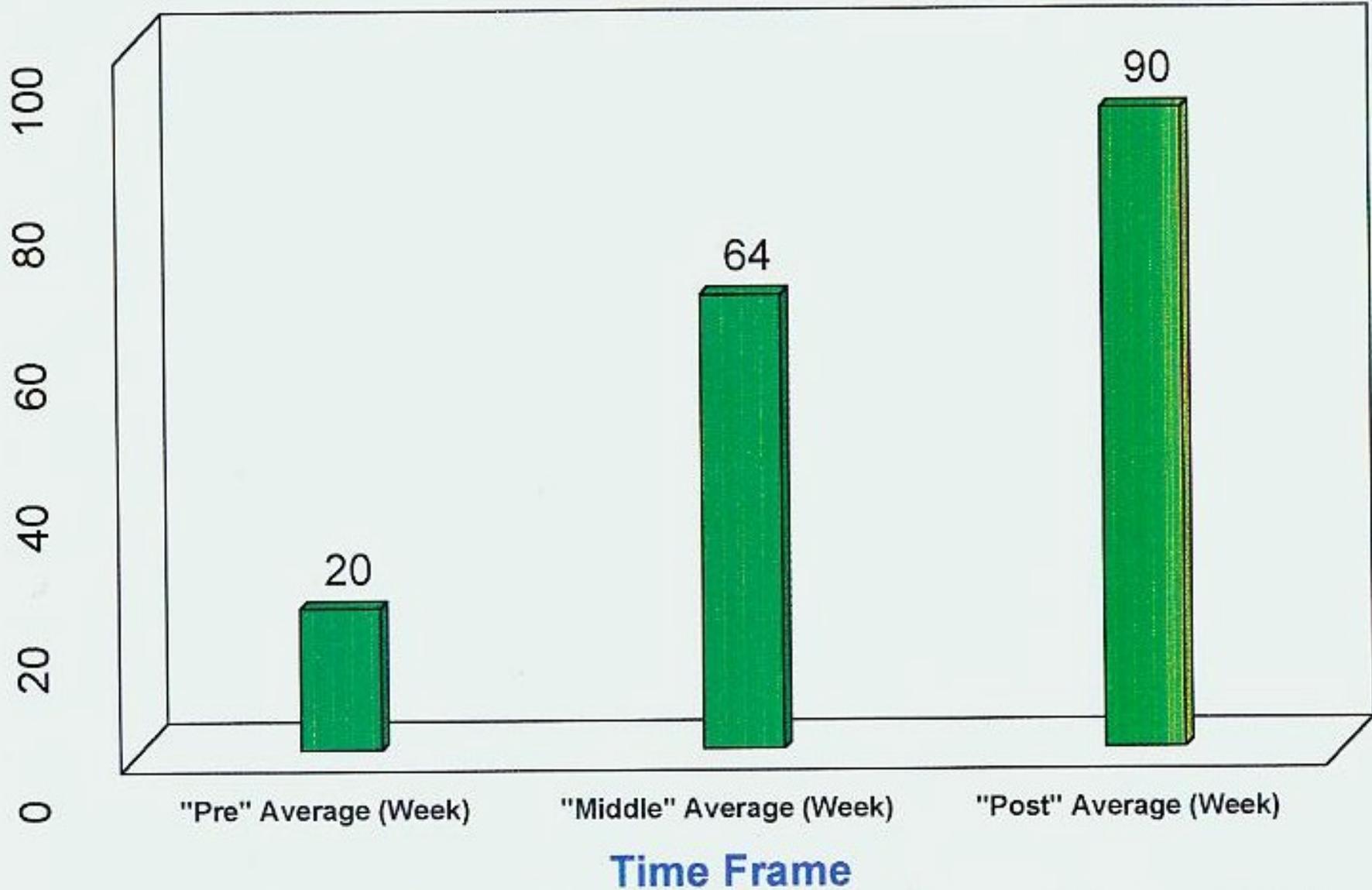
Three Month's Production Vs Annual Target
Workshop Graduates = 143% of Control Group



Sales Prospecting Increase

PersonalBest™

Average Sales Prospecting Calls



Computer Hardware Sales (Retail); 1997

PersonalBest is a specialized, multi-week training intervention using standard countermeasures from the Fear-Free Prospecting & Self-Promotion Workshop® and directed by professionally trained psychologists with appropriate advanced degrees.