Overcoming Call Reluctance

Self Promotion and Personal Call Evaluation

Please take a few minutes to answer each of the following questions as honestly as you can. Each requires a simple yes or no response.
Circle your answers.

Yes	No	1	I probably spend more time planning to promote myself than I spend actually doing it.
Yes	No	2	I am probably not really trying to promote myself, or my products or services, as much as I could or should because I am not sure it is worth the hassle anymore.
Yes	No	3	I probably don't try as much as I could or should to initiate contact with influential people in my community who could be prospects for my products or services.
Yes	No	4	I tend to get really uncomfortable when I have to call someone on the telephone that I don't know and is not expecting the call, to ask them to do something they may not want to do.
Yes	No	5	Personally, I think that having to call people who I don't know and who are not expecting the call to promote my product/services, is demeaning.
Yes	No	6	Personally, self promotion does not really bother me. I just do not apply myself to it very purposefully or consistently.
Yes	No	7	I would avoid giving a presentation to a group if I could.
Yes	No	8	Actually, prospecting does not really bother me. I could initiate more contacts if I were not involved in so many other activities.
Yes	No	9	I often find myself hesitating when it is time to ask for a referral from an existing client.
Yes	No	10	I seem to need some time to 'psyche myself up' before I can prospect.
Yes	No	11	I tend to spend a great deal of time shuffling, planning, prioritizing and organizing the names on my prospecting list before I actually put them to use.
Yes	No	12	Making cold calls (calling on people I don't know, who are not expecting me and may not want to talk to me) would really be difficult for me.
Yes	No	13	I tend to feel somewhat uneasy when I self promote because deep down I probably think that promoting yourself is not really respectable or proper.
Yes	No	14	To me, making sales presentations to my friends is unacceptable because it would look like I was trying to exploit their friendship.
Yes	No	15	I often feel like I am intruding on people when I prospect.
Yes	No	16	To me, making sales presentations to members of my own family is out of bounds because I might look like I was trying to exploit my own relatives.
Yes	No	17	It is very important to me to find innovative and alternative ways to prospect and self promote that are more dignified than the methods used by other salespeople.
Yes	No	18	I think that prospecting probably takes more out of me emotionally than other salespeople.
Yes	No	19	I would probably do all right one on one, however I would get pretty nervous if I found out that I had to give a presentation to a large group of people.
Yes	No	20	Highly educated professional people like lawyers and doctors tend to bother me so I don't try to initiate promotional contact with them even though I probably could if I wanted to.

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How do you rate?

Number of "YES" answers:

1 – 2	Work consistently, be teachable and you are well on your way to Vice President
3 – 4	Manageable call reluctance
5 – 6	Moderate – *Must recognize and do something!*
7 – 8	Definite call reluctance
9 or more	Enough call reluctance to stop a small sales force!!!

If your belief is strong enough and your desire for your goals and dreams is real enough, call reluctance can and will be conquered!

10 Phases of Call Reluctance:

Phase	Traits
DOOMSAYER	Constant worrier, needs motivation
OVER PREPARER	Professional meeting attendee
HYPER PRO	Must have everything down perfect
SEPARATIONIST	Will not call on friends/family
YIELDERS	#1 Problem – avoid confrontations
SOCIAL SELF CONSCIOUS	Will not recruit UP!
UNEMANCIPATED	Will not mix business and family
PHONE PHOBIA	In reality it is the best tool we have
REFERRAL AVERSION	Scared to ask for rerrals
PROBLEM SOLVERS	Majors in the Minors!

5 Ways to overcome Call Reluctance

1. Identify your main problem area(s).
2. Focus on your goals.
3. Don't worry about them saying 'no' to you, worry about them saying 'yes' to someone else.
4. Don't get emotionally involved, it's a numbers game.
5. Place card on your phone.

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Cut This Out and Tape on Your Phone

If you have nothing to lose by trying and a great deal to gain if successful, by all means try!
DO IT NOW!

The FIVE (5) Main Reasons I Am Making These Phone Calls:

1.

2.

3.

4.

5.

Don't worry about someone saying 'NO' to you, worry about them saying 'YES' to someone else!

I realize that if I continue making myself do the uncomfortable it will, in time, become comfortable.

My Personal Commitment

Instead of working for 30-40 years and doing what I want for only 3-5 years, I commit to working very hard for the next 2-3 years and doing what I want to do for the rest of my life!

Signed: _____

Witnessed: _____

Date: _____