

# Cashin & Company

Delivering peak performance. Sales — Service — Leadership

## *Call Reluctance and How to Beat It*

It's not surprising that sales professionals face call reluctance in today's challenging economy. Companies have less money to spend. Their workforces are diminished and the employees who remain have more work and less time available to take outside sales calls.

In difficult economic times, people who advocate for themselves and their products face and experience rejection more than ever. Many salespeople have a fear of self-promotion. This fear can limit the progress of anyone in a contact-dependant career such as sales. As sales professionals, we know prospecting for new business is critical to our success. But that realization often is not enough to enable us to overcome our fears and make the next sales call.



One top challenge for sales teams is maintaining an effective level of prospecting week in and week out. This includes both calling on non-client prospects and working to further penetrate existing accounts. Call reluctance stymies this effort, allowing leads to wither on the vine and missed opportunities to abound.

### **WHAT IS CALL RELUCTANCE?**

Call reluctance is really fear of rejection. We all recognize it in ourselves. We feel relief when we reach a prospect's voicemail or when an appointment is cancelled. However, this ambivalence can tank a sales career. But don't despair. Call reluctance can be overcome with a few simple, but effective steps.

### **OVERCOMING CALL RELUCTANCE**

Sales professionals must remember that successful people have to take risks. When you face rejection, it is not indicative of the entire market. It comes from one individual at one moment in time. The best way to overcome the fear of rejection is to improve and hone your skills. Become proficient at the basics and then move a step beyond. Establish a plan for success, set personal goals — including the number of calls per day or week or a minimum number of appointments per month. Then stick to those goals.

If you feel good about your skills and you know how to meet your customer's needs, you will have the confidence to make the next call. Remember, business people want to hear from you if you have something to offer that helps their business. This approach will give you the confidence to make the next sales call and overcome call reluctance.

Contact Duane to discuss how he can help your company or organization achieve more.  
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