

Fear Free Prospecting

This presentation is based on the work of
George W Dudley and Shannon L Goodson

THE PSYCHOLOGY OF SALES CALL RELUCTANCE: Earning What You're Worth in Sales

George W Dudley and Shannon L Goodson
Behavioral Science research Press, 2007

Presented by Laird Wynn
Cleveland Property Management Group, LLC

Who can benefit from this class?

This class, and other material about Sales Call Reluctance will be most useful for

- Owner operators who are frustrated by the growth of their company
- Company leaders who are frustrated by the performance of their sales staff
- Owner operators or company leaders who know that they should prospect more but consistently can't find the time to do so
- Owner operators and company leaders who are not committed to growth

Objectives

- To understand the fundamentals of sales and sales leadership
- To Understand a Property Management Leader's Role and the ways in which it is similar to a different from a sales person's
- To understand the mechanics of Sales Call Reluctance
- To identify the types of Sales Call Reluctance
- To identify resources and tools for permanent improvement in sales results
- To identify three questions that can help immediately overcome Sales Call Reluctance

Limitations

- Time
 - With only 90 minutes we will have to move fast!
- Me
 - I am not a professional trainer. There are better presenters at this conference and there are probably better presenters in this room. I will do my best.
 - I am not a Psychologist. I can't defend the science behind this material. I can only tell you that it has made a huge difference for me and the people I have coached.
 - I have call reluctance. As I talk with you about this material, I am also talking with myself.
 - I hope that everyone will get enough value out of the presentation to feel that their time and energy was well spent.

Introduction

Who am I?

Laird Wynn

- 27 years as a real estate investor
- 12 years Realtor
- 6 Years Keller Williams Team Leader
- 2 Years President of Cleveland Property Management
- lairdwynn@cpm.email

Labels and Content

Labels

Provide an agreed upon **name** for an object, idea or experience

Contents

Define an experience, sensation or perception related to a label

Labels and Content

DOG

What is the Content of DOG?

FEAR

What is the Content of FEAR?

Prospecting

Prospecting in sales is the
INITIATION of SOCIAL CONTACT
for the **PURPOSE** of
GAINING BUSINESS



Growth

Who in the room is committed to growth?

Growth

What problems does growth create?



Growth

What problems does growth solve?

Growth – The Truth!

One is either Growing,
Or Shrinking!

There is no staying the same – not ever, not anywhere and there never will be!

If you did not **help your company grow today**, what did you help it do?

Shrink!

Is that what you meant to do?

Growth

Do you wake up with a passion to grow your company?

Do you get to work fired up to make it happen?

Do you find that at the end of the day you worked hard but not on the tasks that are directly related to growth?

Are you frustrated by your results?

If you answered yes to these questions, you may have sales call reluctance.

Sales Call Reluctance

Is NOT

- Fear of Failure
- Fear of Rejection
- Shyness
- Burnout
- Lack of Commitment
- Weak Goals

Sales Call Reluctance

Is NOT due to a lack of

- Ability
- Skill
- Resources
- Talent

Sales Call Reluctance

Is

EMOTIONAL INTERFERENCE

That **DIVERTS YOUR ENERGY** from the activities that lead to your success and shifts it **toward** activities that lead to **EXCUSES, FRUSTRATION, FATIGUE, BURNOUT.**

Sales Call Reluctance

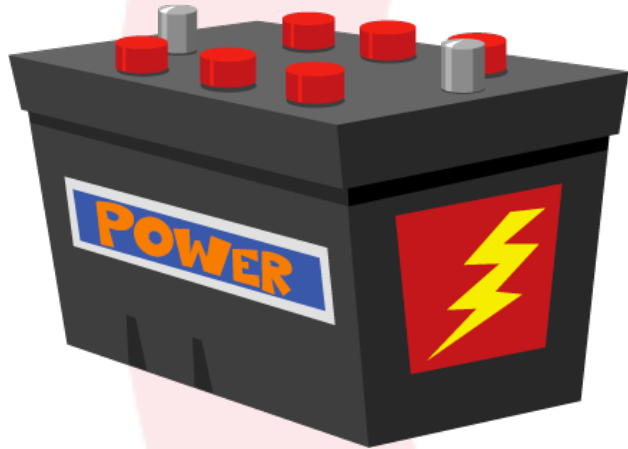
In order to suffer from Sales Call Reluctance you have to want to grow.

Sales Call Reluctance is present when a sales professional has

Strong Motivation, Strong Goals and Weak Results.

No Call Reluctance

Strong Battery (Motivation)

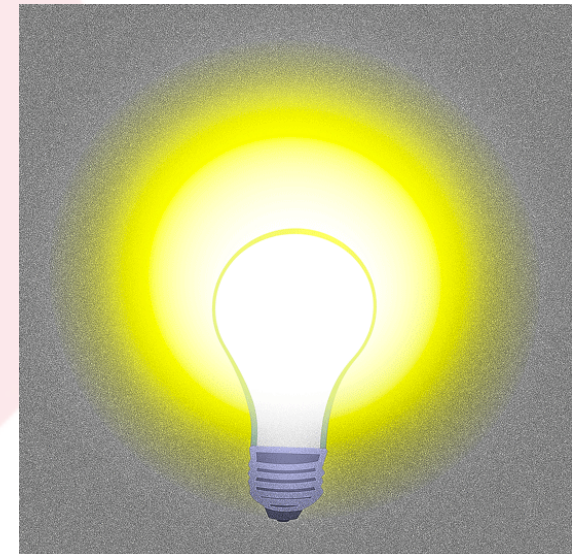


No Call Reluctance

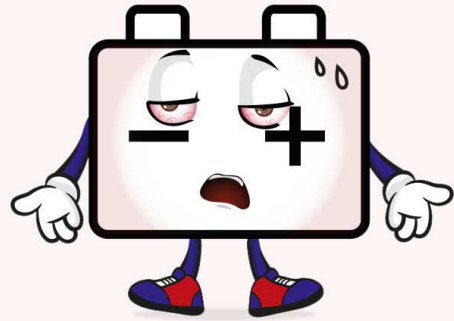


Strong Results

Bright Bulb



Call Reluctance – Imposter



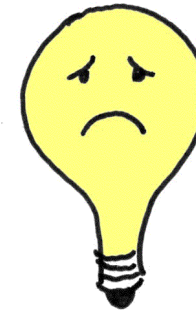
Weak battery

Imposter



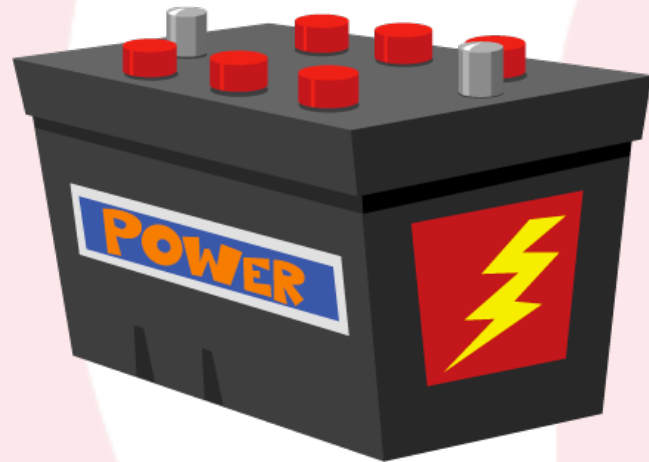
Low Motivation – Low Goal

Weak Results



Dim Bulb

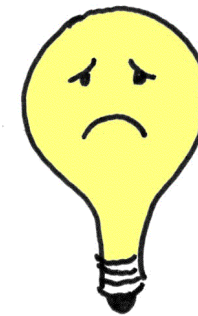
Call Reluctance - Imposter



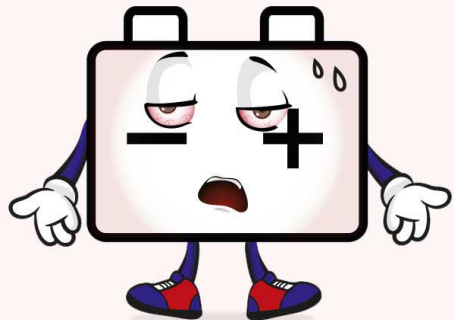
Imposter



High Motivation – Low Goal

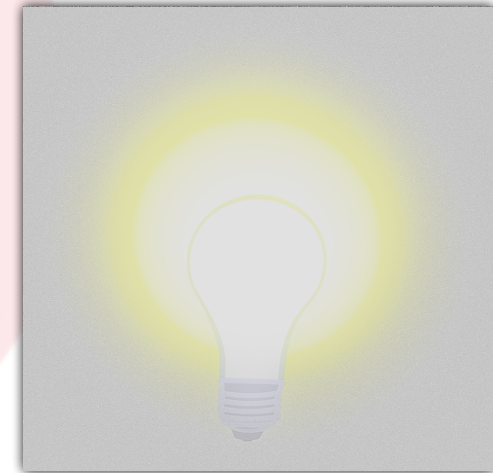
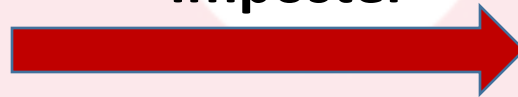


Call Reluctance - Imposter

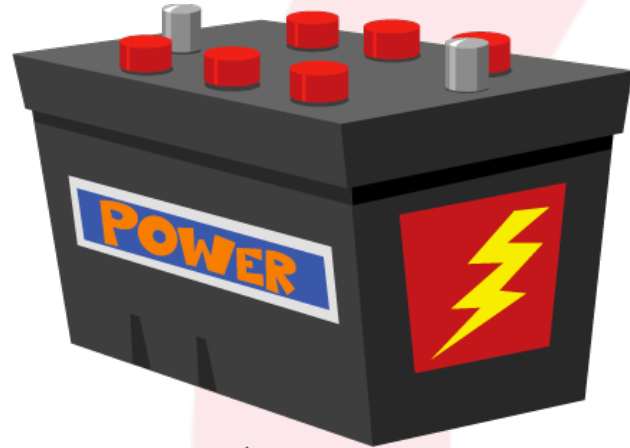


Low Motivation – High Goal

Imposter



Call Reluctance



High Motivation



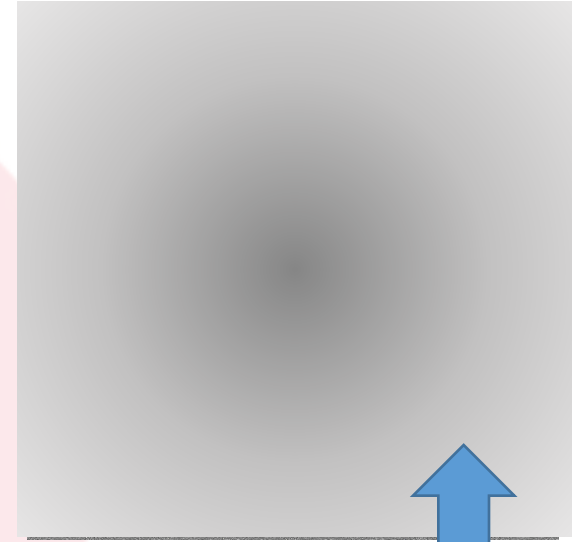
Sales Call Reluctance!!!



Emotional
Short
Circuit



Energy Is Diverted To:
Behaviors and and emotional states that drain
energy, suck time, damage results and in some
cases end careers

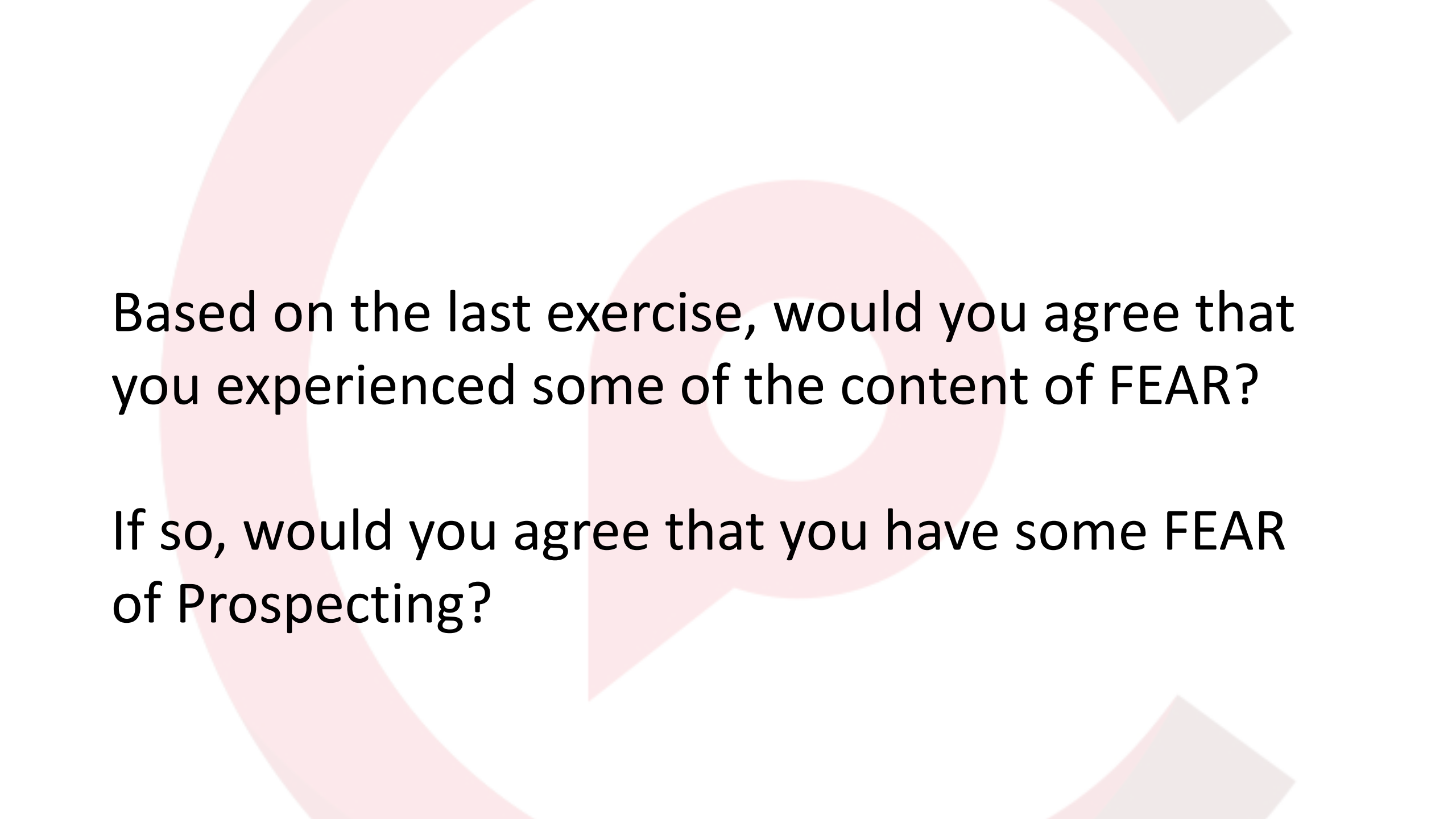


High Goals but
Achievement is
not what it
could be.



The background features a large, stylized pink graphic. It consists of a thick, curved line on the left side that forms a partial circle. In the center, there is a white circle with the word "Exercise" written inside it in a bold, black, sans-serif font. To the right of this central circle is a teardrop-shaped pink area. The overall design is clean and modern, with a soft pink color palette.

Exercise



Based on the last exercise, would you agree that you experienced some of the content of FEAR?

If so, would you agree that you have some FEAR of Prospecting?

Call Reluctance Types

There are 12 distinct types of call reluctance.

Each person may have tendencies toward many of these types

Types are presented in the order they were discovered

Call Reluctance Types

Doomsayer

- Doomsayers worry about everything
- Energy is spent imagining infinite worst case scenarios for every potential action
- Tend to be very rigid. Often unable to take advantage of easy opportunities they did not have time to prepare for

Call Reluctance Types

Over-Preparer

- Always getting prepared to do something- very slow to take action
- Avoids actions by attending to detail
- Avoids calls by studying lead's business and personnel

Call Reluctance Types

Hyper-Pro

- More concerned with **LOOKING** successful than **BEING** successful
- Energy is diverted into appearance, image and accessories (cars, clothes, jewelry etc.)
- Too busy for easy, unexciting, opportunities

Call Reluctance Types

Stage Fright

- Fears group presentations
- Trends to be uncomfortable at networking type events
- Not a huge factor in industries where formal presentations are not common

Call Reluctance Types

Role Rejection

- Secretly ashamed of being in sales
- Energy diverted to finding ways to mask their profession
- No able to commit to the activities that lead to success

Call Reluctance Types

Yielder

- Fears being seen as rude, pushy or intrusive
- Reluctance to be assertive
- Energy is diverted to worry about be intrusive with calls
- Also tends to be reluctance to close
- Create viscous excuse cycle in an office

Call Reluctance Types

Social Self Conscious

- Intimidated by those seen as having higher social status
- Tends to target non-decision makers
- Energy diverted to prospecting with lower value opportunities

Call Reluctance Types

Separationist

- Reluctant to prospect with Friends and acquaintances
- Avoids selling to friends for emotional reasons
- Reluctance to ask for or give referrals to/from friends

Call Reluctance Types

Emotionally Unemancipated

- Similar to Separationist
- Resists Selling to Family

Call Reluctance Types

Referral Aversion

- Fears Jeopardizing relationship with existing clients
- More comfortable with cold calls than prospecting with clients
- May be very successful with new contacts but does not maximize opportunity of potentially significant database

Call Reluctance Types

Telephobia

- Just like it sounds
- May be very effective in person but incapable of making a phone call
- Energy spent overcoming fear drains energy for effective sales

Call Reluctance Types

Oppositional Reflex

- Uses opposition to instructions, scripts, technology client lists or any other available piece of information to avoid prospecting
- Energy diverted to endless questions or criticism or suggestions
- Self perception is often helpful (others perceptions are usually different)



Which of these traits have you identified in yourself?

Overcoming Call Reluctance

- Read the book
- Invest in SPQ Gold for you and your team
- Take a seminar
- Pay attention to the Call Reluctance Types you have identified
- Learn to use GOAL SUPPORTING self talk
- Use the THREE CLARIFYING QUESTIONS

Overcoming Call Reluctance

Goal Supportive Self Talk Checklist

Is it Verifiable?

Is it Uplifting?

Is it Objective?

Is it Releasing?

Is it Enlightening?

Overcoming Call Reluctance

Three Clearing Questions

Overcoming Call Reluctance

Three Clearing Questions

Admit your fear and then ask...

Where is the Proof that I have to feel this fear?

Overcoming Call Reluctance

Three Clearing Questions

Do I have to feel this **FEAR RIGHT NOW?**

Overcoming Call Reluctance

Three Clearing Questions

If there is proof, do I have to **FEEL** the fear this **INTENSLY?**

Overcoming Call Reluctance

Three Clearing Questions

Do I have to feel this **FEAR RIGHT NOW?**

Conclusions

- We've discussed the fundamentals of sales and sales leadership
- We talked about a Property Management Leader's Role and the ways in which it is similar to a different from a sales person's
- We studied the types of Sales Call Reluctance
- We identified resources and tools for permanent improvement in sales results
- We learned three questions that can help immediately overcome Sales Call Reluctance and improve results

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