

What is the most effective technique for overcoming telephone call reluctance?

Every time I receive a call from a telemarketer I ask them three questions: How many calls do you make in a day? How many people talk to you? How many people buy? Here is the average answer: 300 / 60 / 20

My next question: How do you get over call reluctance? Answer: After a while you just do it. Don't take it personal. This lesson will give you a few ideas to help you get over this road block that nearly everyone has.

Overcoming telephone call reluctance is something we all must learn to do. You must use the telephone as a tool to become more cost effective.

It was not long ago a gallon of gas sold for 1.75 cents and for \$50 a person could find a pretty good motel room for the night. It only cost \$15 to buy three meals out on the road. Today, in some of the larger cities, breakfast alone is more than \$15 and hotel rooms are as much as \$250. To fly from New York to LA was \$400 in 1976 and today it is over \$1,000 and still going up. The average cost of a personal visit by a sales rep has more than doubled in the past ten years. Time management, carefully prepared sales presentations and making firm appointments for new account calls now have a new meaning.

Working without a schedule, making unprepared calls, spending too much time on marginal or unprofitable accounts, taking too many small orders and not making good use of the telephone are just a few of the old habits that do not work any more.

Efficiency is the ability to do the greatest amount of work with the least possible amount of effort, in the shortest period of time. It is estimated that the average sales person spends only about one to two hours of their working time each day actually

selling the prospect or customer. One of the largest percentages of time is wasted by calling on customers who are not available at the particular time when the sales person calls.

Use the telephone to call customers and prospects for definite appointments. A few minutes on the phone in the afternoon confirming tomorrow's appointments can be the most productive time spent. The best way to overcome telephone call reluctance is to have all the calls grouped together and make them all at once. That way if someone turns you down for an appointment or doesn't give you the business this week you can move right on to the next call before you have a chance to think about it.

A recent study conducted on the failure of sales people found that out of 2,347 sales people employed by leading concerns in twenty-seven lines of business during a recent year, 1,482 of them failed before the year ended. The fact that 63 per cent of the total number failed means that nearly two sales people failed for every one who was successful. The reasons for failure, and the percentage of the total number failing on account of each reason were lack of industry 97% and discouragement 37%.

The sales research division of an insurance company made a study of the difference between good sales people and excellent sales people, rather than of the difference between sales people who fail and sales people who succeed. A line was arbitrarily drawn between those who sold over \$5,000,000 a year and those who were admittedly good but sold less. The studies show indisputably that the differences between individual sales totals were almost entirely due to hard work. Making calls is hard work and discouraging. Don't let it get the best of you.