



Workshop 2025

Picking the Blue Chip in Sales

Behavioral Sciences Research Press



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Contact



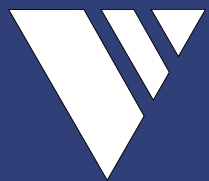
What is the difference between successful and unsuccessful people?



40+ years of scientific research worldwide



**The number of contacts initiated
with prospective buyers on a
consistent basis.**



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Common Factor: **Call Reluctance**

01



What they actually
DID do . . .

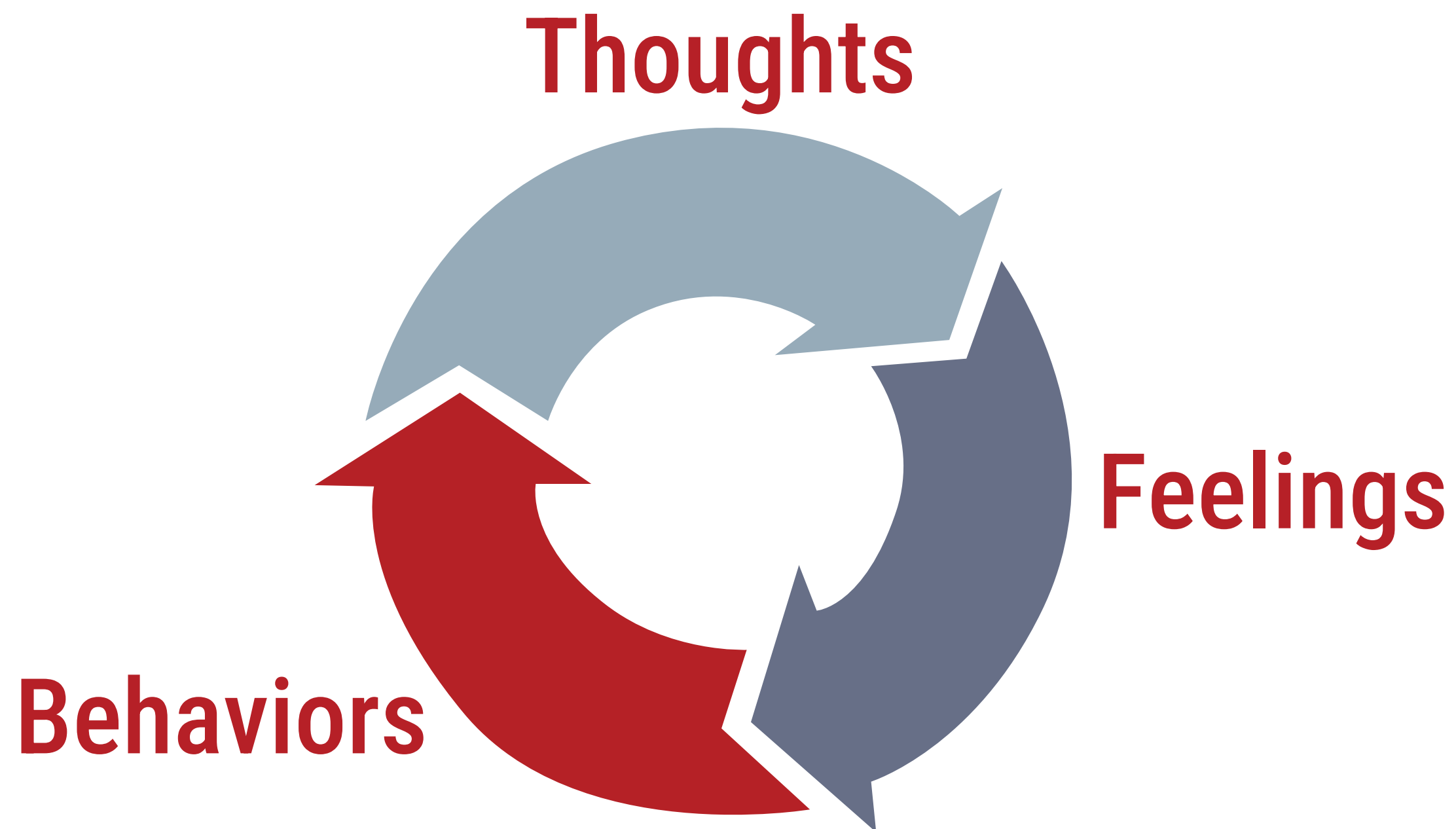


02

16 Behavioral Patterns

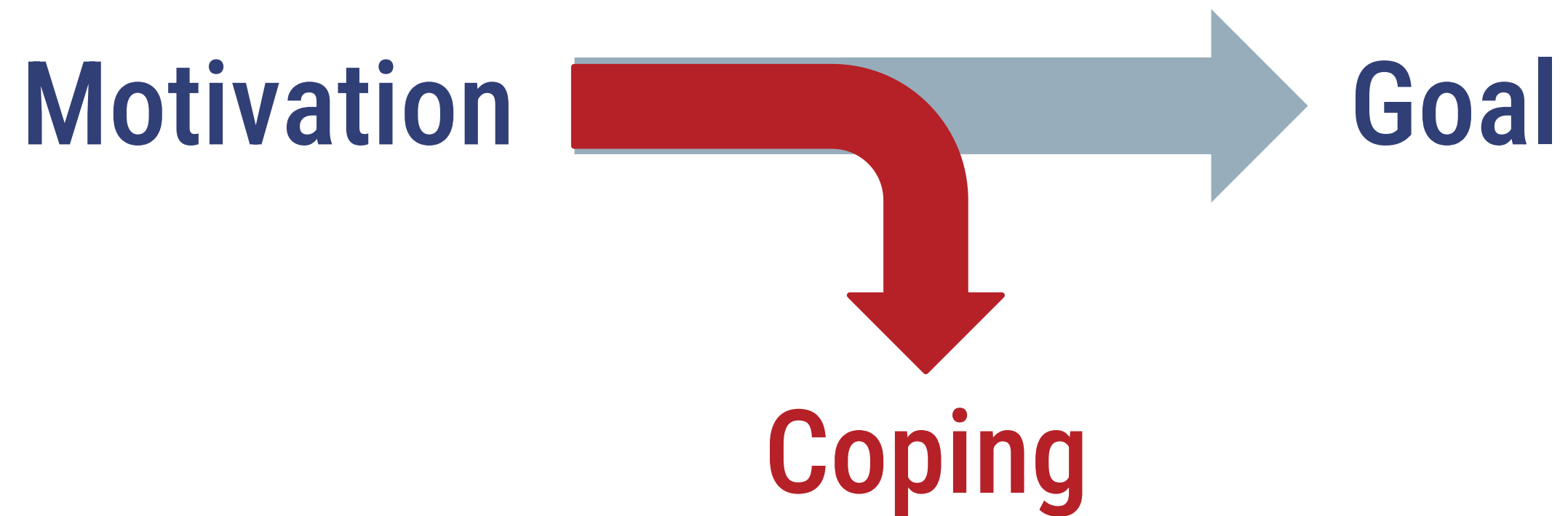
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Sales Call Reluctance



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Motivation & Goal Model



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Sales Process



Initiate



Introduce



Inform



Influence



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Sales Process



Initiate



Introduce



Inform



Influence



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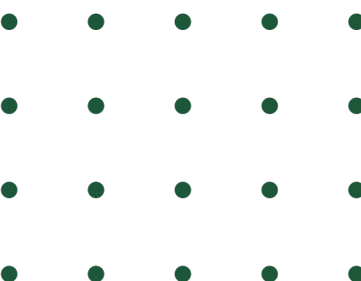
Technical Name for Call Reluctance

Inhibited Social Contact Initiation Syndrome

Affects anyone who wants to make their competence or cause visible



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Prospecting

“Prospecting . . . is critical whether you are a new or seasoned sales professional. In fact, many experts note that prospecting is the most important activity a salesperson does.”

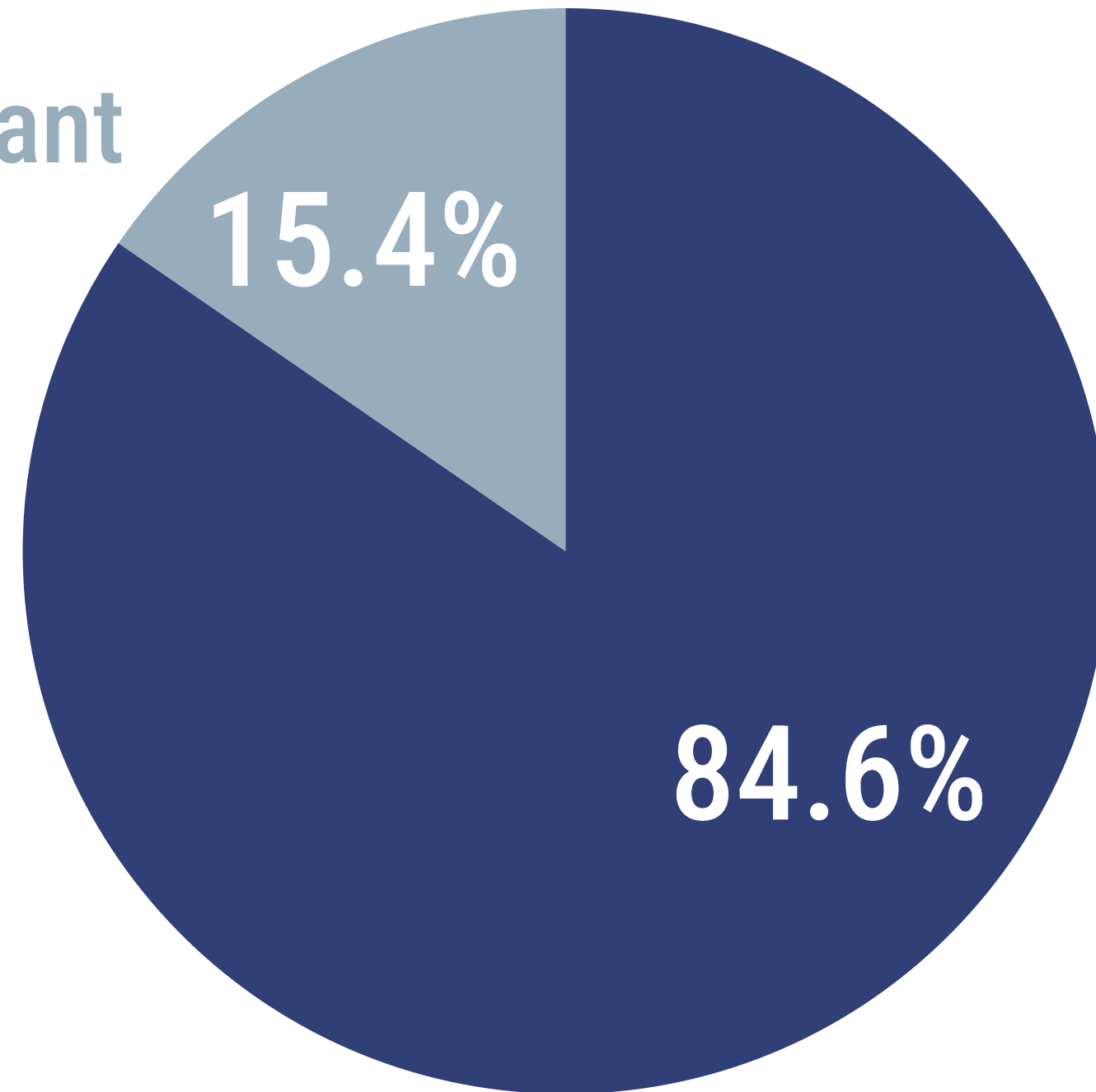
Weitz, Castleberry & Tanner
Selling: Building Partnerships



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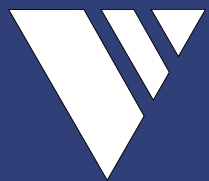
Call Reluctance Prevalence

Not Call Reluctant



Call Reluctant
Average: 5 Types

Sample size: 1117



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Common Sales Training

- Handling objectives
- Presentation skills
- Listening skills
- Negotiation skills



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Grow Your Business » Sales & Marketing

14 Important Traits Successful Salespeople Share

By Paula Fernandes, Business News Daily Contributor | October 13, 2016 01:10 pm EST

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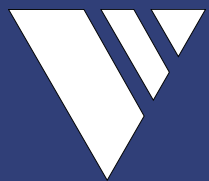
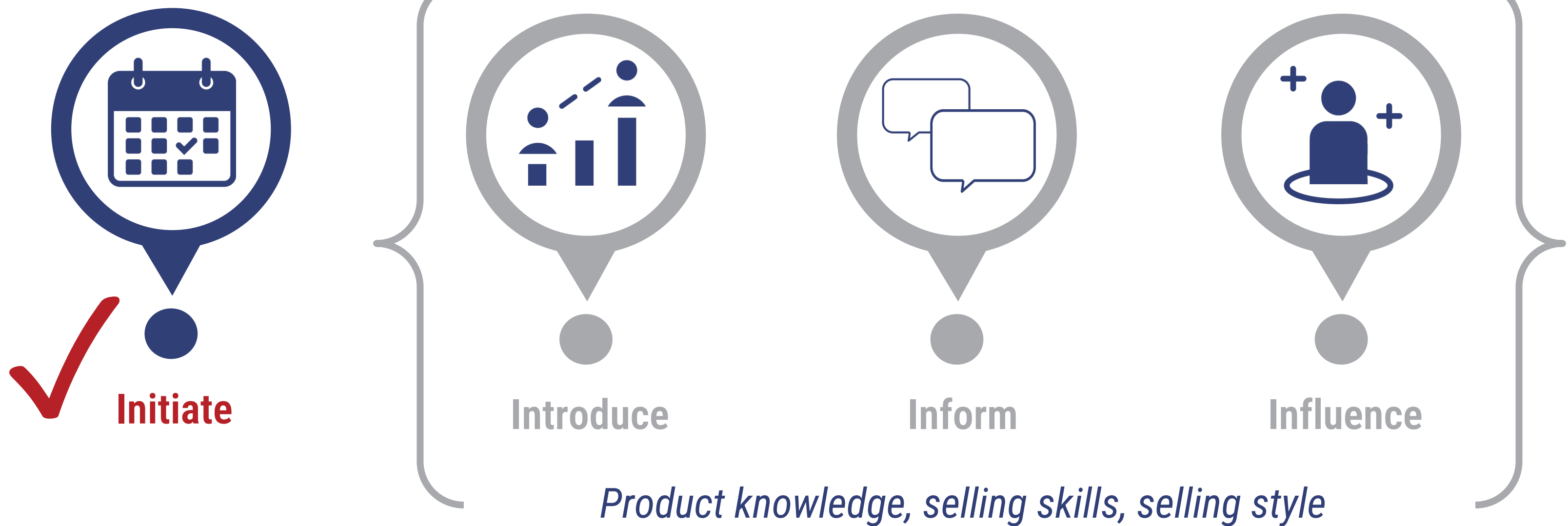
- They care about customer's interests.
- They're multitaskers.
- They're good listeners.
- They're extroverted.
- They're good listeners.
- They're resilient.
- They're focused.
- They're optimistic and upbeat.
- They have a broad worldview and cultural understanding.

**These all assume the salesperson has
INITIATED CONTACT**



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Sales Process



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Sales Process



Initiate



Introduce



Inform



Influence



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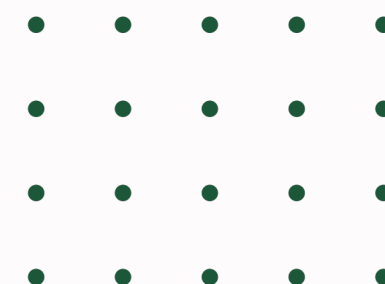
Measure What Matters™



Prospecting Discipline



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Measure What Matters™

Prospecting Discipline



Measures all 16 types of Call Reluctance



40+ years of scientific research worldwide

Questions?





Behavioral Sciences
Research Press

THANK YOU

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