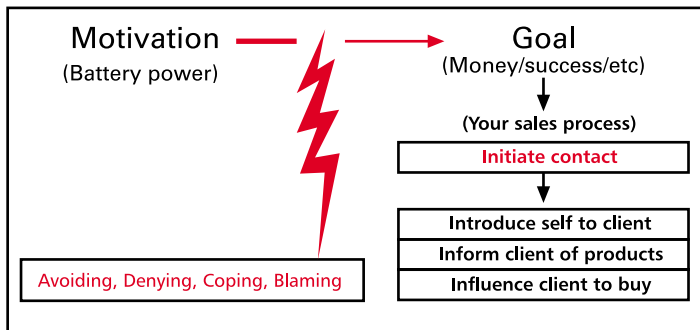


THE 12 TYPES of Sales Call Reluctance . . .

IN JULY'S EDITORIAL we looked at 4 of the 12 types of Sales Call Reluctance (SCR) – the condition that can dramatically inhibit the potential of salespeople – that's you and /or your medical representatives!

As you will recall, the first basic principle in sales is very simple - we must initiate contact with clients in order to sell to them! A simple sales theory, yet all too often ignored as we continue to ask our training departments to concentrate on improving our technical or interpersonal skills. Yet initiating contact is an area that we all struggle with as we waste our energy avoiding some of the less comfortable tasks that we know we should be doing to get in front of more GP's and Consultants. Our battery power short circuits and stops us achieving our full potential.



There ARE solutions for each of the 12 types of SCR, and these have provided substantial improvements in sales achievement throughout many industries worldwide during the last 20 years. Here are a few statistics for you to consider:

- Sales Revenue - UK Telecoms - up by 40%* (42 salespeople / 6 month period)
- 2nd Interviews / commissions - US Financial Services - up by 22%* (18 Salespeople / 2 month period)
- Sales Revenue - Australian Insurance - up by 23%* (60 Salespeople / 2 month period)

* Figures provided by Behavioural Science Research Press

The 4 SCR's covered in July's edition looked at the salespeople who tend to:

- Avoid approaching difficult access / high ranking Consultants
- Over prepare rather than 'do the job'
- Spend their time on their own image
- Organise the meal, but ignore making the presentation!

... the final 8 are described below.

SCR Type 5: Yielder	
Career clues	Overview
<ul style="list-style-type: none"> • Generally avoids the 'close' • Very self critical for allowing others to walk over them • Easy to persuade • Too quick to accept clients objections as "real" • May use deception to avoid conflict • Has difficulty expressing anger, and so it builds up inside • Engages in gossip about office politics • Considers assertive sales people and managers as unprofessional 	<ul style="list-style-type: none"> • They have difficulty in asserting themselves - particularly when it comes to making sales contact with customers • They don't want to incite conflict or risk losing their customers approval • They see contacting clients as an assertive act, which concerns them • Most are cooperative, willing to follow instructions and are easy to work with

SCR Type 6: Oppositional Reflex	
Career clues	Overview
<ul style="list-style-type: none"> • Intensely dislikes accompanied sales visits by Managers or Trainers • Says "no" more frequently than "yes" • Copes with their own shortcomings by blaming others and denying responsibility • Defensive and argumentative • Tends to show physical clues when offended or in disagreement • Hold grudges for a long time • Very difficult to impress • Refuses to be considered as average 	<ul style="list-style-type: none"> • Automatically rejects help in the form of coaching, advice, instruction, management support or training • Usually do the exact opposite of what they are asked to do • They claim to be psychologically stronger, more resourceful and better informed • They reflexively speak when they should listen; instruct when they should be learning; criticise when they should be commending, and reject when they should be accepting

SCR Type 7: Doomsayer	
Career clues	Overview
<ul style="list-style-type: none"> • Preoccupied with worst case scenarios that may expose them • May suffer from panic attacks • Appears friendly but only really enjoys limited social involvement • Low social or emotional risk taking • Highly self controlled and may appear rigid • May measure success by the absence of failure 	<ul style="list-style-type: none"> • Build up imaginary disasters - their fear is so great that it paralyses them • Not going and seeing a customer is a much easier and acceptable option • They not only see the glass is half full, they worry about the glass breaking and whether the glass is the right type and what will happen if it is stolen!!



SCR Type 8: Separationist (Friends)	
Career clues	Overview
<ul style="list-style-type: none"> • Will find it difficult to ask a doctor 'friend of many years' for more business • Tries to persuade other salespeople that mixing business and friendships is unethical and unprofessional - will be nodding as they read this!! • May get belligerent when management requests a rational justification for this position when there are suitable opportunities to explore • Does not refer to business when friends are around 	<ul style="list-style-type: none"> • It is an emotional reaction to doubts that some salespeople have about the depth, quality and durability of their 'friendships' • They presume their 'friends' would be offended, or feel exploited, if they made a sales presentation or asked for referrals • In many cases their 'friends' are either puzzled or disappointed that these natural opportunities are ignored

SCR Type 9: Role Rejection	
Career clues	Overview
<ul style="list-style-type: none"> • Doesn't like the idea of being a 'sales person' • May try to reduce the amount of their time in 'sales' by volunteering for special projects, or trying for promotion into management / training. • Feel more comfortable being called a Medical Representative, Key Account Manager rather than a "Salesperson" • Rarely feels genuine pride for any career achievements 	<ul style="list-style-type: none"> • Intellectually willing to be "in sales" but emotionally finds their career choice hard to accept • Although understands benefits in a sales career, will find the title "salesperson" unpalatable • Will hide behind a convincing "curtain" of positive comments and declarations about sales

SCR Type 10: Emotionally Unemancipated (Family)	
Career clues	Overview
<p>N.B: Isn't it amazing how many people working within Pharmaceuticals also have family members in the business?</p> <ul style="list-style-type: none"> • Considers family members totally off limits • Hesitates to ask relatives for advice or referrals • Maintains that seeking help from family members is always unprofessional, exploitative and ethical - will be nodding as they read this sentence! 	<ul style="list-style-type: none"> • Within Pharma this prevents people from using their family to network successfully to gain referrals where there are opportunities • Will claim that "It would never work" - they firmly believe that their family members would be offended or feel exploited

SCR Type 11: Referral Aversion	
Career clues	Overview
<ul style="list-style-type: none"> • Considers asking GP's and Consultants for referrals to be exploitative, tasteless and unnecessary in business • May also be uncomfortable letting other people ask for them - even managers / trainers out with them • Distress increases as the time to ask for referrals draws nearer • Thinks that extraordinary after sales service will bring the personal recommendations in - so they need not bother asking 	<ul style="list-style-type: none"> • Although most people in sales agree that referrals are the fastest, most direct route to increased sales and earnings, for people with this SCR it is simply not a consideration - they believe that this will threaten a 'just closed' sale; damage delicate rapport with their current customers or appear pushy or exploitative • Some may ask - but in a non-productive way such as "You don't know anyone else I could talk to about this product do you?" • The resulting "No!" helps them to feel safe whilst enabling them to also truthfully explain that they always ask for them!

SCR Type 12: Telephobia	
Career clues	Overview
<ul style="list-style-type: none"> • Will argue "It's irrelevant - we don't use the telephone to make appointments" - then sends in the monthly expense claim for the business mobile! • Dislikes using the telephone to make appointments - even with 'Gatekeepers'. • Will drive miles 'en spec' rather than ring for that appointment • Over emphasises the benefits of alternative methods of contacting clients for sales discussions. • The presence of a manager or trainer will increase their stress as it means they will actually have to use the phone • May have some undiagnosed hearing difficulties which could cause discomfort on the phone 	<ul style="list-style-type: none"> • Generally created by a long forgotten unsuccessful sales call, which caused huge embarrassment or disappointment • This affects people when they use the telephone for securing business - not whenever they use the phone. They can be quite comfortable chatting to friends for hours! • They will cut the grass, tidy the garage, do their expenses or even drive miles in the hope that a client is in, rather than phone to make appointments • Will claim that body language and face to face contact is vital to make effective appointments

In our final feature next month we will explain how the assessment of Sales Call Reluctance can help to:

- Recruit the right salespeople
- Retain existing good performers
- Improve sales figures

In the meantime, why not start to consider how SCR might be affecting you and your performance.....? Remap will be speaking at the HR and Sales Forum on 23rd October 2002. See page 39 for information.

Remap specialises in Managing Business Performance, and is run by Directors Martin Perry, Tim Tolman and Ian Saunders. To discover more information about overcoming Sales Call Reluctance and to find out what else they have to offer your business, you can contact them using the information in the adjacent box



Martin Perry

Office: 01604 639631 E-mail: info@remap.co.uk Web: www.remap.co.uk