



# The Leaky Sales Pipe - A Description of Types of Sales Call Reluctance®

By Jeffrie Story

The types of Sales Call Reluctance® shown below are all costly. Those underlined are the most costly, because they affect every single sales situation.

**Doomsayer**: Slow to take risks, invests considerable energy in anticipating and worrying about low probability catastrophes. Sales is usually a stressful occupation because it involves a lot of risk. Hereditary; can be managed but not eliminated.

**Over-preparer**: Always busy preparing, organizing and getting ready to prospect. Tends to over-analyze and underact. Over-talks with customers.

**Hyper-Pro**: Places great importance on image and prestige. Likely to remove self from any situation considered beneath him/her or that does not serve to promote image... such as prospecting. (Caricature: Frasier)

**Stage Fright**: Fears making group presentations, but may perform well in initiating one-on-one contacts. Affects inside sales because others can hear them.

**Role rejection**: Secret shame of being in sales; they sometimes don't know it themselves. May have accepted some negative stereotypes of salespeople and assume that everyone else has them as well. Highly stressful, and easy to cure.

**Yielder**: Fears doing anything which might be considered pushy or intrusive. Always waiting for the 'right time' to call or follow up; hesitates to close. Good at developing relationships but slow to make sales from them.

**Social Self-Consciousness**: Intimidated by prospects with wealth, power, prestige or education, such as decision-makers. HIGHLY CONTAGIOUS. Avoids these markets.

**Separationist, Emotionally Unemancipated**: Fears selling to friends and family. (We ignore these if they don't apply to your market.)

**Referral Aversion**: Hesitates to ask for referrals. Fears it will threaten just-closed sales, damage rapport, or appear grasping and exploitative.

**Telephobia**: Uncomfortable using the phone to prospect or sell WHEN IT IS APPROPRIATE or when it could multiply one's resources. Calling to qualify or make appts is prospecting.

**Oppositional Reflex**: highly critical of self and others. Difficult to allow self to be coached, advised, instructed, managed or trained. Reflexive need for conflict or criticism. May be highly skilled otherwise. **Code name**: Teenager.