



Fear-Free Prospecting Workshop™

A One-Day Workshop that is specifically engineered to help overcome career-limiting emotions due to Sales Call Reluctance®.

This highly respected workshop is used by sales-driven organizations worldwide to manage Call Reluctance® in new hires and veteran sales people alike.

It combines accurate diagnosis with field-tested corrective techniques.

Learning Objectives

Participants will learn to:

- Define Sales Call Reluctance®.
- Describe the Call Reluctance Impostors.
- Identify the 12 Types of Call Reluctance.
- Describe the “marker” behaviors associated with each Call Reluctance Type.

Performance Competencies

The Learning Objectives outlined above are designed to enable participants to perform the Competencies listed below:

- Interpret their Sales Preference Questionnaire (SPQ*GOLD) results.
- Recognize the 12 Types of Call Reluctance.
- Apply prescribed countermeasures designed to minimize call reluctant behavior.
- Increase and sustain sales prospecting activity and sales results.

Payoff

The Fear-Free Prospecting Workshop® is designed to produce measurable, verifiable increases in sales prospecting behavior.

“WE HELP COMPANIES INCREASE NEW BUSINESS SALES”