



The Psychology of Sales Call Reluctance: Earning What You're Worth in Sales

George W. Dudley, Shannon L. Goodson

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Overcoming the Fear of Self-Promotion

Performance alone no longer determines success. Pioneering researchers George W. Dudley and Shannon L. Goodson discovered something more important: self-promotion. Some of the most highly-paid and powerful people did not attain their positions by being the most technically competent. They did it through purposeful self-promotion.

Some people are natural promoters. They are born with the instinct to self-promote. For others often the most loyal, motivated and deserving self-promotion is emotionally difficult. They are rendered invisible by a spirit-crushing condition the authors call the *fear of self-promotion*.

When the fear of self-promotion victimizes salespeople, emotionally limiting their ability to initiate contact with prospective buyers, it is tagged sales call reluctance. Far more than the fear of making cold calls or using the telephone, sales call reluctance obstructs all forms of prospecting for new business. And it costs. Each year, sales call reluctance single-handedly accounts for over half of all failures in one of the largest professions in the world.

Although written primarily for salespeople, anyone who has to practice visibility management to get ahead can benefit from reading this book. Through anecdotes, examples, and step-by-step directions, you will discover what sales call reluctance really is, how it cripples careers, and how to keep it from limiting your career.

Exchanging white lab coats for blue jeans practicality, the authors, top international authorities on sales call reluctance, guide you through the treacherous myths and subtle misunderstandings which make sales call reluctance the social disease of the direct sales profession. You ll discover key concepts and proven techniques for evicting fear from your career.

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Margie Rodriguez:

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Phillip Vargas:

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