



## Overcoming Call Reluctance

**Honestly Rate Yourself**

**5 = Always Agree**

**4 = Mostly Agree**

**3 = Sometimes Agree**

**2 = Seldom Agree**

**1 = Never Agree**

	<b>Overcoming Fear of Rejection</b>	<b>Score (1-5)</b>
1.	If I cold-call a prospect and they hang up on me, I say to myself “so what – who’s next” and immediately make the next dial without hesitation.	
2.	If a prospect that I call for the first time begins venting on me claiming all sales reps are alike, I don’t take it personally and immediately work to level shift the conversation and try to ascertain their needs.	
3.	When a prospect replies up on my initial contact, “I’m not interested” I immediately respond by attempting to overcome the objection.	
4.	After finding out that a prospect I have worked with for a long time, ends up working with a competitor, although disappointed or upset, I use it as a motivating opportunity to get on the phone and find my next sale.	
5.	When I receive an objection, I don’t take it personally or respond emotionally and always keep my focus on the end result.	
<b>Rank _____</b>		<b>Total</b>

<b>Fear of Rejection Ranking</b>	
<b>Score</b>	<b>Rank</b>
21 - 25	Master
16 - 20	Pro
11 - 15	Novice
6 - 10	Rookie
1 - 5	Little League

**Overcoming Fear of Rejection**      **Your Score** \_\_\_\_\_  
**Your Rank** \_\_\_\_\_

	<b>Overcoming Fear of Failure</b>	<b>Score (1-5)</b>
1.	I understand failure is part of success and necessary to grow my business.	
2.	I don't fear failure.	
3.	I understand that to get a "yes" I have to receive 20-50 or more "no's" first and I am okay with that.	
4.	I have no fear of receiving an objection even if I can't overcome it effectively.	
5.	The phone is my most effective sales tool and I utilize it consistently to get me in front of new prospects.	
<b>Rank _____</b>		<b>Total</b>

<b>Fear of Failure Ranking</b>	
<u>Score</u>	<u>Rank</u>
21 - 25	Master
16 - 20	Pro
11 - 15	Novice
6 - 10	Rookie
1 - 5	Little League

**Overcoming Fear of Failure**                      **Your Score** \_\_\_\_\_  
**Your Rank** \_\_\_\_\_

	<b>Overcoming Complacency</b>	<b>Score (1-5)</b>
1.	Even during good and prosperous times I don't rely on incoming business only and consistently prospect my key lead sources.	
2.	Even on a day when it seems like I have more business than I can handle, I will make at least one or two outbound calls to keep my prospect discipline intact.	
3.	I never let a strong market give me a false sense of security and know that complacent performers are the first casualties when a market corrects.	
4.	Because of complacency, more fail in strong markets than weak ones and one way I defeat complacency is to prospect consistently.	
5.	More of my business is from my prospecting efforts than what is coming to me.	
<b>Rank _____</b>		<b>Total</b>

<b>Complacency Ranking</b>	
<u>Score</u>	<u>Rank</u>
21 - 25	Master
16 - 20	Pro
11 - 15	Novice
6 - 10	Rookie
1 - 5	Little League

**Overcoming Complacency**                      **Your Score** \_\_\_\_\_  
**Your Rank** \_\_\_\_\_

	<b>Overcoming Laziness (Requires too much effort)</b>	<b>Score (1-5)</b>
1.	I understand, to grow my business right requires discipline and focus and one discipline I do daily no matter what, is prospecting.	
2.	Though prospecting requires some time and effort, it is the most effective growth discipline for my business.	
3.	I realize the principle of delayed gratification and the importance of working every day for 3 - 6 - 12 months from now.	
4.	I spend 5% or less of my gross income on lead generation because I prospect daily on the leads that are all around me.	
5.	I experience the pain of discipline rather than the pain of regret. For that reason, I prospect daily so I know I am getting all the business around me that I can.	
	<b>Rank</b> _____	<b>Total</b>

<b>Laziness Ranking</b>	
<u>Score</u>	<u>Rank</u>
21 - 25	Master
16 - 20	Pro
11 - 15	Novice
6 - 10	Rookie
1 - 5	Little League

**Overcoming Laziness**                      **Your Score** \_\_\_\_\_  
**Your Rank** \_\_\_\_\_

<b>Overcoming No Time Barrier</b>		<b>Score (1-5)</b>
1.	I make time to prospect every day even if I am maxed out.	
2.	Prospecting and business development are my most important growth accounts and block time daily.	
3.	When I prospect, I remove all distractions and allow no interruptions that would otherwise get me off my game.	
4.	Because prospecting has grown my business, I am working on adding additional systems and support layers to help me process my volume.	
5.	To maximize my prospecting time and efficiency, I prospect through a CRM. All leads I get or developed are placed into a CRM for to follow up on.	
<b>Rank _____</b>		<b>Total</b>

<b>No Time Barrier Ranking</b>	
<b>Score</b>	<b>Rank</b>
21 - 25	Master
16 - 20	Pro
11 - 15	Novice
6 - 10	Rookie
1 - 5	Little League

**Overcoming  
No Time Barrier**

**Your Score** \_\_\_\_\_  
**Your Rank** \_\_\_\_\_

## Overcoming Call Reluctance –Overall Rank:

<u>Score</u>	<u>Rank</u>
105 - 125	Master Prospector – Stay the Course
80 - 104	Pro Prospector – Only Minor Adjustments Needed
55 - 79	Novice Prospector – Slay Call Reluctance Now
30 - 74	Rookie Prospector – Call Reluctance is Costing You
5 - 29	Little League Prospector – You Are a Casualty

## Overcoming Call Reluctance Summary:

<b>Your Overall Score / Rank</b>		
	<u>Score</u>	<u>Rank</u>
Fear of Rejection		
Fear of Failure		
Complacency		
Laziness		
No Time		
<b>Grand Total</b>		

My two lowest scores are:

- \_\_\_\_\_ Fear of Rejection
- \_\_\_\_\_ Fear of Failure
- \_\_\_\_\_ Complacency
- \_\_\_\_\_ Laziness
- \_\_\_\_\_ Time

My game plan to overcome these areas are: \_\_\_\_\_

\_\_\_\_\_

I will have the following hold me accountable and help me overcome my call reluctance.

- \_\_\_\_\_ Broker / Manager
- \_\_\_\_\_ Coach / Mentor
- \_\_\_\_\_ Friend / Accountability Partner
- \_\_\_\_\_ Significant Other

My commitment level to overcome my reluctance is \_\_\_\_\_.

(Scale 1-10, 10 being high)