

# Call Reluctance Checklist

## How to Get You and Your Downline Over It!

Call reluctance is a term used in sales and in network marketing to describe when a salesperson or a network marketer hesitates or procrastinates making calls to their prospects. To help you and your distributors in your downline get past this you need to figure out what causes this "reluctance."

The dictionary definition of reluctance is: unwillingness, offering resistance or opposing.

It's like this — as network marketers, we know calls have to be made in order to build our business but there is often unwillingness or resistance to making the calls . So instead of *making calls* people will bury themselves in a guilt ridden corner and mentally beat themselves up.

Sound familiar?

So just what might cause a person to be *unwilling* to make calls? I've written a list of items that "cause" a person to be unwilling, resistant or opposed to making the calls.

**This will be a good checklist to help a person in your downline find out why they're not being successful.**

It's written from that perspective. . .however. . .if you'd like a nice jolt of reality, hand this list to someone in your downline and ask them to check and make sure you do all these things too.

1. Have they decided exactly what they want to achieve with their business? Ask them what it is.
2. Have they written a plan of how to achieve it? Ask them if you can see it.
3. Are they working that plan? Ask them to show you where they currently are on the plan.
4. Do they know all the "parts" that make up building their business?
5. Do they have a lead source? Ask them to show it to you.
6. Do they know how to get customers? Ask them to get one while you watch.
7. Do they know how to service customers? Ask them to show you how they go about doing this.
8. Do they know how to get distributors? Ask them to show you how they go about getting one.

9. Do they know how to train distributors to go and get customers? Ask them to introduce you to someone they have trained and then ask that person to demonstrate getting a customer.
10. Do they know how to train distributors to go and get distributors? Ask them to train one while you watch, or introduce you to someone they have trained and then ask that person to demonstrate how they get a distributor.

## **Whatever a person can't show you is the reason for their Call Reluctance**

I'll be blunt with you — "afraid of rejection" is garbage.

Here's proof — when anyone says that this is the reason for their call reluctance you can easily call their bluff. Simply set a tape recorder on a table and ask them, "Invite me to come to your business meeting." They can't do it. Why? It's not fear of rejection... tape recorders don't reject you.

Being afraid of rejection, out of one's comfort zone, call reluctance, and any other fancy phrase a person can come up with is only a mask to cover up what they don't know how to do. I don't care if the person has been in sales for 20 years — if they don't make calls, it's because there is something about the business they don't know how to do.

Fear, or specifically fear of rejection, and/or call reluctance is the same animal — not being able to predict an outcome. That's the basis of all fear. The person just simply can't predict what will happen if they do something. If you go bungee jumping — it's the inability to predict the outcome that causes fear.

When you defuse bombs (like I did in my past profession with the Navy) — it's the inability to predict the outcome that causes fear.

**So don't buy your downline's excuses — run your distributors through the check sheet above and train them on whatever they can't do.**

Don't you buy your own excuses either. The solution is simple — get trained, get your distributors trained and start making those calls. Your business will grow by leaps and bounds when you do.