

# Fear-Free Prospecting & Self-Promotion Workshop

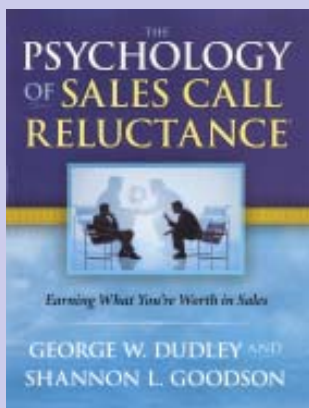
## Accreditation

**Advanced Accreditation  
Training Workshop**  
**April 20 - 23, 2010**  
**Dallas, Texas**

The hesitation to initiate first contact with prospective buyers on a consistent daily basis is responsible for the failure of more competent, motivated, capable salespeople than any other single factor. Nothing else even comes close.



If Sales Call Reluctance® has infected your sales force, you can stop wasting money on new product rollouts, expensive brochures, and high-dollar sales training. After all, what good are they if your salespeople don't have enough prospects to sell to?



The only management-level workshop based on the international bestseller by George W. Dudley and Shannon L. Goodson!

- **Seating is limited! Register today!**
- **Become an Accredited Trainer**
- **All-new additions to the Behavioral Sciences testing array!**

Contact your authorized representative or Behavioral Sciences Research Press, Inc. | 800.323.4659

# The Psychology of Sales Call Reluctance®

## Advanced Accreditation Workshop

**A**dvanced Accreditation Training is an intensive four-day counter-offensive on the emotional barriers that keep talented, motivated professionals from earning what they're worth. There's no psychological pixie dust, mental makeovers or pseudo-spiritual sermons. This course is about changing unproductive behavior patterns to achieve measurable, bottom-line results.

### Does it Work?

The Fear-Free Prospecting and Self-Promotion Workshop® has been fully validated by pre-post and other research designs. It is the only program of its type and consistently has been rated by psychologists, consultants, corporate executives and sales professionals in many countries as among the best workshops they have ever attended. If you're weary of baseless claims and shams posing as science, this program could be for you.

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## In Depth Research

Day 2 of the Advanced Management Training Workshop also features an afternoon session with Senior VP of Field Testing and Research Trelitha Bryant, considered by experts a top authority on sales call reluctance®. She will explain the science behind the system and demonstrate why the Call Reluctance® program is used by sales-driven organizations worldwide to help increase productivity and reduce sales turnover.

*"...thoroughly absorbing, practical and powerful...the skills and applications you'll learn will add to your own value and to the value you can create for others."*

**Bob Ashford**  
Natl. Mgr., Sales Development  
Morgan & Banks, Australia

## Is Sales Call Reluctance® Lurking in Your Organization?

*Just a few of the tell-tale signs...*

- Too many meetings
- Too much focus on having the right corporate "look"
- Too busy "putting out fires"
- Repeated restructurings to try to boost profits
- Effective sales training looks ineffective
- Good sales trainers look bad
- Expensive selection procedures yield so-so results

# Workshop Agenda

- Three critical behaviors of natural self-promoters
- Four steps to success most salespeople can't (or won't) take
- What sales call reluctance® really is—and isn't
- Waste your time, waste your money: The Four Call Reluctance® Impostors
- The twelve faces of sales call reluctance®
- SPQ\*GOLD®: What it is, how it works, what it tells you
- Field-tested techniques to unclog sales prospecting activity

- Beyond the fear of rejection: How to predict, prevent, diagnose and correct sales call reluctance®
- Training salespeople—when ice-breakers aren't enough (aka the “Stun Gun” approach)
- Call Reluctance®: How experts get it wrong and make it worse
- Name games companies play to cope with sales call reluctance®
- Who's spreading call reluctance® in your organization?
- The Call Reluctance® Program: Validity, reliability, utility and more

## The Psychology of Sales Call Reluctance®

### Advanced Accreditation Workshop

- Practical applications and supervised, real-world case studies
- How to spot unethical self-promoters before they spot you
- Get ready, get set, get scammed? Evaluating “psychological” tests on the World Wide Web

### Plus...



#### New diagnostic innovations:

**The Recruiting Power Measure™, Meeting People Questionnaire™, CareerStyles Inventory™, Selling Styles Profile Analysis™**

#### And...

Latest research results from Behavioral Sciences Research Press: Self-Promotion and Gender Studies, Where in the World Can You Find an Honest Salesperson, “Faking” Psychological Tests, and more!

## No Platitudes. No Tricks. No Gimmicks.

*“One of the best presentations I've heard in the years I've been director of this organization.”*

Lane Kramer, President, The CEO Institute

### The Twelve Faces of Sales Call Reluctance®

#### *Coping strategies of the prospecting-allergic*

Doomsayer SalesCR™: Worries about everything  
Over-Preparer SalesCR™: Over-analyzes, underacts  
Hyper-Pro SalesCR™: Over-invests in image  
Stage Fright SalesCR™: Avoids group selling  
Role Rejection SalesCR™: Denies being in sales  
Yelder SalesCR™: Avoids conflict, won't close

Social Self-Consciousness SalesCR™: Aims for wrong targets  
Separationist SalesCR™: Won't call on friends  
Unemancipated SalesCR™: Won't call on family  
Referral Aversion SalesCR™: Wastes referral opportunities  
Telephobia SalesCR™: Avoids phone selling  
Oppositional Reflex SalesCR™: Argues, blames, criticizes

## Workshop Agenda Continued

## The Psychology of Sales Call Reluctance®

### Advanced Accreditation Workshop

### Accreditation Agenda

The fourth day provides participants with the capacity to deliver the Fear-Free Prospecting & Self-Promotion Workshop®. The workshop is a behavioral change (CBT-based) program that can quickly and effectively eliminate sales call reluctance problems once they have been properly diagnosed. This day 'peels back the stage curtains' to explain why the workshop is as successful as it is in real business applications around the world and across cultures and industries.

#### Agenda:

- Platform Resource Guide review
- Principles of Teaching the workshop
  - Preparation Requirements
  - Self-Disclosure Parameters
  - Bonding Techniques
  - Unplugging
  - Principle of Revelation
  - Spontaneous Recovery
  - ROI on the workshop in the real world
  - Designing your program evaluation
- Practice Teaching (Mandatory for accreditation)
- Skill Building Exercise: Unplugging
- Skill Building Exercise: Workshop Matrix
- Skill Building Exercise: Visibility Management
- Knowledge Review (Mandatory for accreditation)



*"The bottom-line in measuring the effectiveness of any sales training tool is simple. Are you initiating more prospecting activity and closing more business as a result? We are! ..... our staff have shown... a 275% in-crease in prospecting calls per week.....our sales are up by more than 16% over last year"*

Jenifer Lambert, VP, Business Development, TR Group

## Who should attend?

Managers, trainers and professional consultants who are responsible or have a genuine interest in teaching and supporting salespeople to get to higher levels of productivity.



Print this page and fax to 972.243.6349.

# The Fear-Free Prospecting & Self-Promotion Workshop®

When: April 20-23, 2010

Where: Hotel Inter-Continental Dallas  
15201 Dallas Parkway

Times: 9:00 - 6:00 (20th)

8:30 - 5:30 (21st)

8:30 - 5:30 (22nd)

8:30 - 5:00 (23rd)

Addison, Texas 75001

Phone: 972-386-6000

Be sure to ask for our special room rates

## Registration Form

Please reserve \_\_\_\_\_ seat(s) for the 4-day workshop at US\$2395.00 each.

Total: \$ \_\_\_\_\_

Paying by:  Check  Visa  MasterCard  American Express  
(Note: Seats are not reserved until payment is received)

Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_ Verification #: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_ Industry: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Today's Date: \_\_\_\_\_

E-mail address: \_\_\_\_\_

### Registration Policy

Seating is limited to help optimize value for each participant. Early registration is extremely important. *Absolutely no walk-ins are allowed.*

### Hotel Accommodations

Accommodations are not included in the registration fee and are the Responsibility of the participant. We recommend you stay at the hotel in which the workshop is held.

### Cancellations

Registration fees are refundable, minus a \$100 service fee, if cancellations are made more than seven days before the workshop start date, OR the entire fee may be transferred to another scheduled workshop. If you do not attend a workshop within one year of the original workshop start date, the entire fee is forfeited.