

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



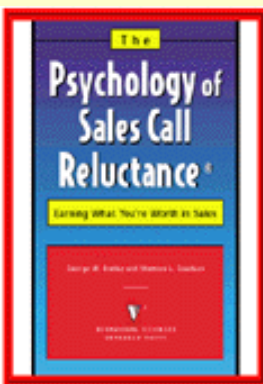
1 1/2-day program for front-line sellers

## 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 changed the way you approach prospecting for the worse, you can stop wasting money on new sales tracking systems, flashy business cards, better computer software, trendier brochures, and louder motivational tapes. After all, what good are they if you don't have enough prospects to sell to?



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

- **Unique, credible and effective**
- **A day and a half investment that can untangle years of unproductive habits**
- **Based entirely on mainstream psychological research, not hype**

## Are You Looking at the Face of Sales Call Reluctance®? *Just a few of the tell-tale signs...*

- You spend more time making excuses than making contacts
- You're always "putting out fires" instead of prospecting for new business
- You perennially lack new clients "in the pipeline"
- You put all your energy into direct mail pieces or other forms of indirect contact
- You repeatedly invest in training and self-help materials that don't produce results
- Your production always seems to lag behind the level you feel you're capable of

**For more information, contact your authorized representative or:**  
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# The Fear-Free Prospecting & Self-Promotion Workshop®

## 1 1/2 Day Program for Salespeople

**T**he Fear-Free Prospecting & Self-Promotion Workshop® is an intensive 1 1/2 day counteroffensive on the emotional barriers that keep talented, motivated professionals from earning what they're worth.

There's no psychological pixie dust, mental make-overs or pseudo-spiritual sermons. This course is about changing unproductive behaviour patterns to achieve measurable, bottom-line results.

### Does it Work?

The Fear-Free Prospecting & 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 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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### Workshop includes:

- Comprehensive pre-workshop diagnostic assessment with SPQ\*GOLD®
- Active learning workbook
- Extensive handouts and support materials
- Your own copy of Dudley & Goodson's *The Psychology of Sales Call Reluctance*®
- Personalised Personal Prescription Profile™ of simple yet powerful corrective techniques
- Post-workshop progress monitoring

*"...(The SPQ\*GOLD assessment experience) was a non-threatening approach to help me discover ... my (prospecting) weaknesses ... and opportunities. The Fear-Free Prospecting seminar ... taught me the whys of (my) behavior and how to correct it."*

Chris Hatton, New York Life

## 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  
Yielder 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