



Call Reluctance Calling Cards by Industry

Fear is personal. Patterns of escape and avoidance can be as individual as fingerprints. Yours may differ from others. That's why we developed assessment tools to help pinpoint your most costly prospecting habits.

Still, it can be helpful to compare the types of Call Reluctance that are most prevalent in various settings. Here is the most financially limiting Call Reluctance variant in 17 types of sales based on our research.

Advertising	Over Preparer
Agriculture Equipment Sales	Close Reluctance
Banking	Yielder
Constuction	Yielder
Education	Over Preparer
Financial Services	Yielder
Food & Beverage	Over Preparer
Healthcare/Medical	Yielder
Hospitality/Leisure	Yielder
HR/Recruiting	Close Reluctance
Industrial Services & Supplies	Close Reluctance
Insurance Agents & Brokers	Telephobia
Real Estate	Stage Fright
Renewable Energy	Oppositional Reflex
Retail Sales	Yielder
Software/Tech Sales	Over Preparer
Training/Consulting	Yielder

www.barrierbustingsales.com

Excerpt from "Relentless: The Science of Barrier-Busting Sales" by Suzanne C. Dudley and Trelitha R. Bryant.

©2020 by Behavioral Sciences Research Press, Inc. ALL RIGHTS RESERVED.

Call Reluctance® is a registered trademark of Behavioral Sciences Research Press, Inc., Dallas, Texas, USA. ALL RIGHTS RESERVED.