



BARRIER BUSTING S A L E S

Mindbender	Your Monologue
Mind-reading: Believing you know what people are "really" thinking.	"This guy thinks I'm wasting his time, I can see it in his eyes. No point trying to sell him anything."
Blaming: Holding people, places and situations responsible for your behavior.	"The economy is tanking. How am I supposed to sell anything in this market?"
Ruling: Imposing rigid standards or rules on yourself and others.	"I can't start making calls until I know I can answer every conceivable question I might be asked."
Weighing: Believing you can impose balance and fairness on your relationships with others.	"I buy her kid's band candy every year, but she won't come to one of my seminars? That's so wrong!"
Deferring: Putting off enjoyment for some future time when everything is perfect.	"I can't feel proud of myself until I've outsold everyone else in the company. Until then, every day is a bitter struggle."
Selecting: Seeing only one aspect of a person or situation and ignoring all others.	"Oh great, this guy has a PhD? There goes any chance I have of making a deal with him."
Dooming: Seeing only terrible, worst-case scenarios	"This audience is going to tear me apart. I'm going to be a total bust."
Affecting: Judging a person or situation based solely on how you feel at the moment.	"I'm so angry over how that meeting went. I'll never call on anyone in that company again!"
Informing: Insisting you're always right, even in the face of contradictory evidence.	"I know in my gut that this is the best way to close a deal. Why should I listen to a bunch of eggheads with statistics?"
Relying: Believing that the only person you can ever depend on is yourself.	"My manager only cares about her own numbers. I'll do things my way or not at all."

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Charming: Believing that others will never act in your interest unless you charm and manipulate them.	"I'll send my client another bottle of that fancy wine before my next call. Then they'll be putty in my hands."
Name-Calling: Labeling or stereotyping people based on a single observation or incident.	"Looks like I need to call on old Snobby Joe with his fancy suits. Time to listen to some more boring fraternity stories."
Defaulting: Feeling helpless because you believe others control what you can and can't do.	"My boss is just going to shoot down this idea, like he shoots down everything else. No wonder I can't get anything done."
Overgeneralizing: Forcing big conclusions from small observations.	"Trying to grow a business through social media is futile. Last week three people told me they don't even have a Twitter!"
Personalizing: Believing everything that happens is related significantly to you.	"My client just told me they're not accepting new bids. I must have really offended them with the last one I sent."
Controlling: Assuming you have power and control and are responsible for everything and everyone.	"ABC Co. just signed a new contract with a different supplier? Good luck with that. They'll come crawling back when they see they can't grow without me."
Polarizing: Seeing everything that happens in either/or extremes.	"If I don't hit my numbers this month, I'm done. I may as well move into a homeless shelter."

www.barrierbustingsales.com

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

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