



**BARRIER BUSTING  
S A L E S**

<b>Call Reluctance Type</b>	<b>&lt; 5 Years</b>	<b>&gt; % Years</b>	<b>"F"</b>	<b>p</b>	<b>Effect Size</b>
Total Call Reluctance	38	31	212.882	0	0.076
Doomsayer	20	10	111.197	0	0.041
Over-Preparation	49	41	108.993	0	0.041
Hyper-Pro	38	32	48.075	0	0.018
Role Rejection	38	30	136.621	0	0.05
Yielder	52	42	191.44	0	0.069
Oppositional Reflex	16	15	2.599	0.107	0.001
Stage Fright	47	37	183.853	0	0.067
Social Self-Consciousness	35	26	136.986	0	0.051
Friendshield	35	30	49.333	0	0.019
Famshield	35	31	27.895	0	0.011
Referral Aversion	36	30	77.893	0	0.029
Telephobia	38	30	88.812	0	0.033
Online Prospecting Discomfort	33	28	25.393	0	0.01
Complex Sales	46	36	132.495	0	0.049
Sales Extensions	33	25	138.837	0	0.051
Arranging Payment	49	39	192.835	0	0.07
Motivation	63	67	18.994	0	0.007
Goal Level	62	67	50.414	0	0.019
Goal Diffusion	50	47	7.318	0.007	0.003
Goal Allergic	43	32	111.85	0	0.042
Information Bridge	39	26	291.789	0	0.102
Sales Role Support Requirements	53	44	54.991	0	0.021
Principles Based Exoneration	67	65	3.159	0.076	0.001

*N = 2574; < 5 Years = 777; > 5 Years = 1797; General Sales; United States*

[www.barrierbustingsales.com](http://www.barrierbustingsales.com)

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