

How to Beat Call Reluctance of the Dreaded Telephone

Many people have the fear of using the phone to drum up business; however, it's something that **must** be done to succeed in the network marketing industry.

Why do we have call reluctance?

- * **Fear of rejection**
- * **Fear of failure**
- * **Fear of the unknown**

Why do we have these fears? They are rooted in insecurity, because calling strangers is out of the ordinary and out of our comfort zone.

The good news is, it's a natural fear to have! It's nothing to get depressed over. What can you do about call reluctance?

- * First, **admit** that you have it.
- * Second, determine how to **overcome** it.

How can you overcome call reluctance? Let your desire for your needs and wants overpower the fear and anxiety, which is holding you back from attaining those needs and wants. You can transfer the strength of the fear to the other side and use it to your advantage by:

- * **Specifically defining** what you want to achieve out of your network marketing business
- * **Facing the fear!** You'll usually find that the fear itself was nothing more than a false perception, and you'll get a feeling of accomplishment as well!
- * **Continuously making the calls.** Repetition can go a long way toward making you feel comfortable about making the calls, and will ultimately make you better.
- * Realizing that, if someone *does* hang up on you, **the world won't stop turning!**

When you do make that first call, you'll find that it wasn't so bad after all. In some cases, you may even find it to be an extremely exhilarating experience!