

# Overcoming Call Reluctance

*Chill with Bill • February 6, 2026*

This “Chill” is based on a Sales Vault Zoom workshop done late in 2025 and includes comments from various Sales Vault members. This document is a summary of that Zoom call discussion, run through AI. Note: All Zoom workshops are recorded and post a video replay and transcript afterward for members to review. Need sales? New to sales? Need a sales community?

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## 1. Everyone Feels It—But in Varying Degrees

Participants rated their cold call anxiety from 0 to 10. Most fell between 4 and 8, with common concerns being:

- The *first call of the day* is the hardest.
- Cold calling on the phone is scary
- The fear is less about rejection and more about the unknown, interruption, or sounding unprepared.

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## Underlying Causes of Call Reluctance

- Fear of Rejection – Vault member Jason Brown: “Don’t want to be told no.”
- Fear of Not Knowing What to Say – Anxiety stems from being caught off-guard by a question or objection.
- Fear of Being an Interruption – Vault member Mark Bruckbauer: “I feel like I’m bothering someone during their day.”
- Imposter Syndrome – Especially common in newer salespeople.

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## Advice and Strategies Shared

### *Before the Call*

- Prep Talking Points – Write them down, use scripts, or ask AI (like ChatGPT) to help generate custom approaches.
- Use “Greasing the Skids” Approach – Warm up the contact via LinkedIn, email, or mail before calling.
- Psych Yourself Up – Stand up, smile, do a “Superman pose,” or watch a short motivational video (e.g., Grant Cardone, Jeremy Miner).

- Define the Goal of the Call – Whether it's setting a meeting, qualifying the lead, or simply introducing yourself.

### Mindset Reframes

- “I’m offering value—not begging for attention.”
- “They’re not rejecting me as a person, they’re declining the *timing or opportunity*.”
- “This is just one step in the process, not the make-or-break moment.”
- “A voicemail is an audition.”

### Practical Tactics

- Make 2 Calls at a Time – Reduces the mental barrier of “the big call block.”
  - Use Voicemail Strategically – Demonstrate tone, personality, and professionalism.
  - Have a Script and Customize It – Especially helpful for newer reps.
  - Create a Framework or System – Knowing what to say next reduces hesitation.
  - Use AI Tools – To analyze target websites and create tailored call scripts
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### Additional Takeaways

- Cold call = audition: You’re presenting tone, value, and credibility.
  - Don’t underestimate voicemail: It may be the only interaction.
  - Cold calling is a skill—and like all skills, it improves with practice and consistency.
  - Gamify it or frame it like a treasure hunt: Keeps it light and optimistic.
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### Final Words of Encouragement

- The call is never as bad as you think it’s going to be.
- When sales are slow, fear tends to disappear—survival mode kicks in.
- Be human, authentic, and focused on helping, not selling.

Other Vault member comments emailed to me upon request:

"I practice cold calling like playing a sport. If you don't score, go on to the next. It is NOT personal and if you don't take the risk, you can't win." —*Tamara Rice Ehrman*

"I have known for nearly all of my business career, that I am an imposing figure, and I use that in trying to win business. I feel like I'm quite good at landing new business, starting with my 6' 6" frame; to the pace of my speech; to my sincere interest in others. That's why I elected to do more face2face cold calling, than prospecting by telephone." —*Mike Retherford*

"Before I get started, I sometimes get some reluctance, and its less about fear of the outcome but more that its going to be ineffective. I am going to leave voicemails, and no one is going to call back, no matter how many times I leave them." —*Aaron Nudelman*

"For me, the first call is not the issue. It's the 2nd, 3rd and 4th. What do I say differently? How much time has passed since I sent an email or LinkedIn message? Statistics show it can take seven or more touch points before connecting with someone. It's a balance between not enough and too much." —*Jayson Wold*

"I practice cold calling like playing a sport. If you don't score, go on to the next. It is NOT personal and if you don't take the risk, you can't win." —*Tamara Rice Ehrman*