

White paper: Christer B Jansson



Four Decades of Helping Organizations Unlock Human Performance

A White Paper on Experience, Research and Behavioral Sales Excellence

Executive Summary

Many sales consultants teach sales techniques.

Some train negotiation skills.

Others focus on CRM processes, sales methodologies, leadership development or motivation.

Few have spent more than four decades studying one of the most overlooked drivers of commercial performance:

Why people do — or do not do — the behaviors that create business opportunities.

Christer B Jansson has dedicated much of his professional life to understanding the human side of performance.

His work spans:

- sales development
- leadership development
- team effectiveness
- behavioral assessment
- Sales Call Reluctance®
- Belbin Team Roles®
- recruitment
- coaching
- and organizational performance.

Today he serves as the European representative for the Sales Call Reluctance® methodology and is one of the few people globally accredited to train and certify other consultants in the methodology.

Understanding the Human Side of Performance

Most organizations focus on:

- strategy
- systems
- processes
- technology
- training

Christer's work focuses on something different.

Human behavior.

Specifically:

What causes capable people to hesitate, avoid, delay or underperform despite possessing the necessary knowledge and skills?

This question has shaped his work for decades.

Because experience repeatedly shows that performance problems are rarely caused by lack of knowledge alone.

People often know:

- what they should do
- who they should contact
- how they should proceed

Yet behavior does not always follow knowledge.

Understanding this gap has become a central theme throughout his career.

Pioneer in Sales Call Reluctance®

One of Christer's most unique contributions is his work with Sales Call Reluctance®.

Sales Call Reluctance® is one of the most extensively researched behavioral concepts within professional selling.

The research identifies predictable behavioral patterns that influence whether salespeople consistently:

- prospect
- follow up
- initiate customer contact
- ask for referrals
- develop business opportunities

Christer represents this methodology throughout Europe through Confident Approach.

He has worked with organizations seeking to improve:

- prospecting activity
- sales effectiveness
- customer engagement
- leadership effectiveness
- and commercial execution.

Unlike traditional sales training, the methodology focuses on behaviors that occur before sales conversations take place.

This distinction makes the work particularly valuable for organizations seeking sustainable performance improvement.

Belbin Team Roles® and Team Effectiveness

Christer is also one of Scandinavia's most experienced practitioners of Belbin Team Roles®.

For decades he has helped organizations improve:

- teamwork
- leadership
- collaboration
- communication
- organizational effectiveness

through the practical application of Belbin's research.

His work helps leaders understand how behavioral diversity influences:

- decision making
- innovation
- trust
- execution
- and team performance.

Recognized Sales Coach

Christer has been recognized as one of Sweden's leading sales coaches.

His reputation has been built not only through training programs, but through practical work with leaders, sales organizations and consultants over many years.

Clients value his ability to combine:

- research
- practical experience
- business understanding
- and behavioral insight.

International Perspective

Throughout his career, Christer has worked with organizations across multiple industries and countries.

Today he actively develops partnerships throughout Europe, helping consultants and organizations implement research-based methodologies in local markets.

His international work includes collaboration with partners in:

- Sweden
- Finland
- Spain
- Poland
- and other European countries.

His current focus is expanding access to research-based behavioral methodologies across Europe.

Beyond Sales Training

Perhaps the most important distinction is this:

Christer does not primarily focus on teaching people how to sell.

He focuses on helping people perform.

This includes understanding:

- behavioral barriers
- confidence
- customer contact
- trust-building
- team dynamics
- leadership behavior
- and human motivation.

His work sits at the intersection of:

- commercial performance
- psychology
- leadership
- and organizational behavior.

Why Organizations Engage Christer B Jansson

Organizations typically engage Christer when they want to:

- Improve sales effectiveness
- Increase customer contact
- Develop leaders
- Strengthen teams
- Improve recruitment decisions
- Reduce behavioral barriers to performance
- Create sustainable behavior change

His work combines research with practical implementation and measurable business outcomes.

Final Thought

Technology continues to evolve.

Sales methodologies continue to evolve.

Markets continue to evolve.

But business still happens between people.

Organizations that understand the human side of performance gain a significant advantage.

For more than forty years, helping organizations understand and improve that human dimension has been the focus of Christer B Jansson's work.

About Christer B Jansson

Founder, Confident Approach

European Representative for Sales Call Reluctance®

Belbin Team Roles® Specialist

Executive Coach

Leadership and Team Development Consultant

International Speaker and Trainer

One of Sweden's recognized sales coaches

Selected Clients and Assignments

- DHL – sales development and behavioral performance initiatives
- Bosch Rexroth – team and sales effectiveness development
- Clavister – sales organization development
- Securdia – from 12-80 million SKR in 4 years
- KPMG Malta – double the turnover in one year
- International sales organizations across Europe
- Leadership teams and management groups in multiple industries
- Recruitment and assessment projects using Sales Call Reluctance®, Belbin Team Roles® and behavioral methodologies

Professional Recognition

- Recognized as one of Sweden's leading sales coaches
- Author and frequent contributor to sales and leadership publications
- European representative for Sales Call Reluctance® methodologies
- Accredited trainer of trainers within Sales Call Reluctance®
- International speaker and consultant

What Clients and suppliers Say



JAVIER MORENO OTO

Director en DEKER Consultores

I have been linked to the commercial area all my life both nationally and internationally: in the part of sales, buying & distribution selling, marketing and commercial consulting, as well as market research. I am a professor and director of graduate programs and also in company training programs for different universities, chambers of commerce, government agencies and private companies. In my professional career I have trained and accompanied more than 60,000 managers and executives in the sales area, and therefore I believe I have sufficient criteria to state that: 1. Christer B. Jansson is without a doubt the person of the most I have learned in less time. Something that I continue to do and hope to continue for a long time. 2. Together with his partner Inger Melkersson, they form an extraordinary tandem on a professional and personal level. 3. Christer is a brilliant and exceptional lecturer and sales expert who is a pleasure to listen to and with whom I have the pleasure of working and being a partner. Thanks Christer. A hug Christer! Javier Moreno Oto Director of DEKER Consultores de Marketing - Spain



Alan. Marsden

Now totally retired and enjoying life

I have known Christer for many years having been a colleague within the 'Belbin Family', and a Non Exec Board Member when he was operating out of Malta, and with Call Reluctance. Without any doubt at all one would describe him as passionate and enthusiastic about what he does and this enthusiasm is somewhat contagious when in his company. A natural exponent of high level customer service it is obvious, when dealing with him, that whatever he is doing he throws his whole self into the task.



George Dudley

Board Chairman at Behavioral Sciences Research Press

All LinkedIn members

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I have had the opportunity to personally observe Christer teaching and training consultants, sales and sales management professionals for a number of years. He has genuine depth, understanding, practical experience and caring that stands in stark contrast to the shallow platitudes and shopworn cliches that have come to characterise the training and development industry. More than that, perhaps, Christer is a truly nice person. He really cares about the individuals and organizations he works with. I wish there were more like him.

www.confidentapproach.com

www.belbin.se