

Title:

3 Cold Calling Mistakes that Trigger Rejection

Word Count:

663

Summary:

In the old cold calling mindset, you're taught to focus on the sale and be completely confident

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cold call, cold calling, sales training, phone selling, phone prospecting, sales prospecting,

Article Body:

<p>Here are 3 common cold calling techniques that you should probably avoid:</p>

<p>Mistake #1: Center the conversation around yourself and what you have to offer</p>

<p>In the old approach, you introduce yourself, explain what you do, and suggest a benefit or

<p>Unfortunately, the moment you stop talking you usually hear, "Sorry, I'm busy," or "Sorry,

<p>You see, you've started your cold call by talking about your world and what you have to offer

<p>Prospects are much more interested in themselves and what's important to them. So if you stop

<p>So instead, talk about an issue or problem they may need solving. Focus on them rather than

<p>Mistake #2: Be confident they should buy your product or service</p>

<p>In the old cold calling mindset, you're taught to focus on the sale and be completely confident

<p>The problem with this approach is that you haven't asked them to determine this along with

<p>So rather than being full of confidence and enthusiasm, stop for a minute and think about the

<p>Others really can distinguish the difference. You're inviting them to see if you might be a

<p>Mistake #3: When someone brings up an objection, try to overcome it</p>

<p>You know, one of the reasons cold calling is so difficult is that sometimes you may not be

<p>Chances are, not everyone is going to benefit by your product or service.</p>

<p>So realistically, your company or product isn't going to be a match for everyone. And yet,

<p>But when you do that, you put the other person on the defensive. Something they've said is

<p>So it's much better to listen to their concerns and continue to explore whether what you're

<p>So now you've discovered the 3 major cold calling mistakes people often make. See if you can

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