

Title:

4 Classic Cold Calling Mistakes

Word Count:

755

Summary:

Most traditional sales programs spend a lot of time focusing on overcoming objections. But the

Keywords:

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

Article Body:

<p>Have you noticed that the old "tried and true" cold calling techniques which were once successful

<p>But many salespeople are still use them because that's all they know. They're working from

<p>I'd like to talk about 4 classic cold calling mistakes from the old traditional approach that

<p>1. Deliver a strong, enthusiastic sales pitch</p>

<p>People almost always feel "pushed" by sales enthusiasm, especially when it's coming from someone

<p>You see, a strong sales pitch includes the unspoken assumption that your product or service is

<p>So to them, you're just another salesperson who wants them to buy something. And so the walls

<p>It's much better to modestly assume you know very little about your prospect. Invite them to

<p>2. Your goal is to always make the sale</p>

<p>When your target in cold calling is to always make the sale, prospects are aware of your agenda

<p>In the old traditional mindset, you forge ahead with the hope of getting a sale. You're coasting

<p>But most cold calls break down the moment the other person feels this sales pressure.</p>

<p>Why? Because they don't know you, and they don't trust you.</p>

<p>So the sales momentum you're trying to create actually triggers a backlash of suspicion and

<p>Instead, you can approach cold calling with a different goal. Your focus can be on discovering

<p>When you become a problem-solver, this feels vastly different to the person you're talking

<p>3. Focus on the end of the conversation ~ that's when sales are lost</p>

<p>If you believe that you lose sales because you've made a mistake at the end of the process,

<p>You see, it's at the beginning that you convey whether you're honest and trustworthy. If you

<p>When you follow a sales script, strategy, or presentation, then you're not allowing a natural

<p>4. Overcome and counter all objections</p>

<p>Most traditional sales programs spend a lot of time focusing on overcoming objections. But

<p>When you hear, "We don't have the budget," or, "Call me in a few months," you can uncover the

<p>And then using gentle, dignified language, you can invite them to reveal the truth about th

<p>So move away from the old sales mindset and try this new way of approaching your cold calli

This is a demo version of txt2pdf v.10.1

Developed by SANFACE Software <http://www.sanface.com/>

Available at <http://www.sanface.com/txt2pdf.html>