

Title:

7 Cold Calling Secrets Even The Sales Gurus Don't Know

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Summary:

Cold calling the old way is a painful struggle. Change Your Mental Objective Before You Make t

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Article Body:

<p>Cold calling the old way is a painful struggle.</p>

<p>But you can make it a productive and positive experience by changing your mindset and cold

<p>To show you what I mean, here are 7 cold calling ideas that even the sales gurus don't know

<p>1. Change Your Mental Objective Before You Make the Call</p>

<p>If you're like most people who make cold calls, you're hoping to make a sale -- or at least

<p>The problem is, the people you call somehow always pick up on your mindset immediately.</p>

<p>They sense that you're focused on your goals and interests, rather than on finding out what

<p>This short-circuits the whole process of communication and trust-building.</p>

<p>Here's the benefit of changing your mental objective before you make the call: it takes awa

<p>All the feelings of rejection and fear come from us getting wrapped up in our expectations

<p>So try this. Practice shifting your mental focus to thinking, "When I make this call, I'm g

<p>2. Understand the Mindset of the Person You're Calling</p>

<p>Let's say you're at your office and you're working away.</p>

<p>Your phone rings and someone says, "Hello, my name's Mark. I'm with Financial Solutions Int

<p>What would go through your mind?</p>

<p>Probably something like this: "Uh-oh, another salesperson. I'm about to be sold something.

<p>In other words, it's basically over at "Hello," and you end up rejected.</p>

<p>The moment you use the old cold calling approach -- the traditional pitch about who you are

<p>I call it "The Wall."</p>

<p>The problem is with how you're selling, not what you're selling.</p>

<p>This is an area that's been ignored in the world of selling.</p>

<p>We've all been trained to try to push prospects into a "yes" response on the first call. Bu

<p>But, if you learn to really understand and put yourself in the mindset of the person you ca

<p>It's that fear of rejection that makes cold calling so frightening.</p>

<p>Instead, start thinking about language that will engage people and not language that will trigger rejection.</p>

<p>3. Identify a Core Problem That You Can Solve</p>

<p>We've all learned that when we begin a conversation with a prospect, we should talk about o

<p>But when you offer your pitch or your solution without first involving your prospect by tal

<p>And that's a problem.</p>

<p>Prospects connect when they feel that you understand their issues before you start to talk

<p>When people feel understood, they don't put up The Wall. They remain open to talking with y

<p>Here's an example based on my own experience. I offer Unlock The Game as a new approach in

<p>Instead, I wouldn't even pick up the phone without first identifying one or more problems t

<p>For example, one common problem is when sales teams and salespeople spend time chasing pros

<p>So I would start by asking, "Are you grappling with issues around your sales team chasing p

<p>So, come up with two or three specific core problems that your product or service solves. (

<p>4. Start With a Dialogue, Not a Presentation</p>

<p>Let's return to the goal of a cold call, which is to create a two-way dialogue engaging pro

<p>We're not trying to set the person up for a yes or no. That's the old way of cold calling.</p>

<p>This new cold calling approach is designed to engage people in a natural conversation. The

<p>The key here is never to assume beforehand that your prospect should buy what you have to o

<p>If you go into the call with that assumption, prospects will pick up on it and The Wall will

<p>Avoid assuming anything about making a sale before you make a call.</p>

<p>For one thing, you have no idea whether prospects can buy what you have because you know no

<p>If you assume that you're going to sell them something on that first call, you're setting y

<p>Stay focused on opening a dialogue and determining if it makes sense to continue the conver

<p>5. Start With Your Core Problem Question</p>

<p>Once you know what problems you solve, you also know exactly what to say when you make a ca

<p>How would you respond if someone said that to you?</p>

<p>Probably, "Sure, how can I help you?" or "Sure, what do you need?" That's how most people w

<p>The thing is, when you ask for help, you're also telling the truth because you don't have a

<p>That's why this new approach is based on honesty and truthfulness. That's why you're in a w

<p>When they reply, "Sure, how can I help you?," you don't respond by launching into a pitch a

<p>So you say, "I'm just giving you a call to see if you folks are grappling (and the key word

<p>No pitch, no introduction, nothing about me. I just step directly into their world.</p>

<p>The purpose of my question is to open the conversation and develop enough trust so they'll

<p>The old way of cold calling advises asking lots of questions to learn about the prospect's

<p>These ideas may be hard for you to apply to your own situation at first because trying to l

<p>If you stay with it, though, you can learn to step out of your own solution and convert it

<p>And that's the secret of building trust on calls. It's the missing link in the whole proces

<p>6. Recognize and Diffuse Hidden Pressures</p>

<p>Hidden sales pressures that makes The Wall go up can take a lot of forms.</p>

<p>For example, "enthusiasm" can send the message that you're assuming that what you have is t

<p>You must be able to engage people in a natural conversation. Think of it as calling a friend

<p>Another element of hidden pressure is trying to control the call and move it to a "next ste

<p>The moment you begin trying to direct your prospect into your "sales process", there is a w

<p>It's important to allow the conversation to evolve naturally and to have milestones or che

<p>7. Determine a Fit</p>

<p>Now, suppose that you're on a call and it's going well, with good dialogue going back and f

<p>In the old way of cold calling, we panic. We feel we're going to lose the opportunity, so w

<p>Here's a step that most people miss when they cold call. As soon as they realize that prosp

<p>What they don't ask is, "Is this need a top priority for you or your organization to solve,

<p>In other words, even if you both determine that there ia a problem you can solve, you have

<p>Putting the Pieces Together</p>

<p>Have you ever wondered where the "numbers game" concept came from?</p>

<p>It came from someone making a call, getting rejected, and the boss saying, "Call someone el

<p>But with the new way of cold calling, it's not about how many people you call. It's about w

<p>Do you remember the definition of insanity'continuing to do the same thing but expecting di

<p>If you go on using the same old cold calling methods, you'll go on experiencing the ever-in

<p>But if you adopt a new approach and learn how to remove pressure from your initial cold cal

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