

Title:

7 Ways to Get to the Truth : When the Sale "Disappears"

Word Count:

717

Summary:

Your potential client is in the market for your product or service and you've had a couple of

Keywords:

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

Article Body:

<p>You're close, really close, to making a sale. Your potential client is in the market for y

<p>Have you been in this situation before?</p>

<p>Of course you have--we all have, and it's painful. So, can you keep from getting dropped? Y

<p>These suggestions will help:</p>

<p>* Don't assume the sale. Potential clients are used to the traditional buyer-seller relatio

<p>* Keep making it easy for potential clients to tell you their truth. Toward the end of your

<p>* Call back to get the truth, not close the sale. Most potential clients who suddenly "disa

<p>* Reassure potential clients that you can handle a "no." Of course we'd rather not hear a "

<p>* Ask for feedback. Whenever potential clients "disappear," call them back (e-mail them if

<p>* Don't try to "close" a sale. If your intuition tells you that the sales process isn't goi

<p>* Give yourself the last word. Eliminate the anxiety of waiting for the final calls that wi

<p>You'll find that these suggestions make selling much less painful because, with Unlock The

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