

Title:

7 Ways to Sell and Retain Your Integrity

Word Count:

344

Summary:

Stop "chasing" potential clients who have no intention of buying. Avoid calling people "prospects"

Keywords:

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

Article Body:

<p>Making more sales while retaining your integrity -- is it possible to do both?</p>

<p>Here are seven suggestions:</p>

<p>1. Focus on the getting to the "truth" of your potential client's situation. You may or may

<p>2. Eliminate rejection once and for all by setting realistic expectations and avoiding trad

<p>3. Stop "chasing" potential clients who have no intention of buying. How can you do this? S

<p>4. Avoid calling people "prospects" or even thinking about them that way. People are people

<p>5. Take the "cold" out of your cold calling. Don't start with "Hi, my name is... I'm with..

<p>6. Don't try to "overcome" objections. Instead, determine whether the objection is the clie

<p>7. Avoid using "I" or "We" in your e-mail communications to potential clients. These words

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