

Title:

Aikido and The Art of Selling

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Summary:

What's your first instinct? Unlock The Game and the philosophy behind Aikido have many similarities.

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Article Body:

<p>What's your first instinct? Most of us will do one of two things. We'll either try to step

<p>But if you were trained in Aikido, the Japanese martial art that focuses on diverting an at

<p>In essence, you're diffusing the energy that he's using to try and attack you in a way that

<p>Unlock The Game and the philosophy behind Aikido have many similarities.</p>

<p>Traditional cold calling and selling are designed to focus only on the "close" by presentin

<p>But if you focus only on your goal of making the sale before having a discussion about the

<p>They start feeling that you're "attacking" them. After all, you're a stranger to them, and

<p>This pushback is the resistance or energy that Unlock The Game teaches you to diffuse. Then

<p>Let's look at two real selling scenarios -- cold calling and "get-you-off-the-phone" object

<p>Scenario 1: Cold Calling</p>

<p>Suppose you're at your desk and you receive a call from someone who says "Hi, my name is Ja

<p>Probably the latter, especially if you sense that the caller is focused on his interests an

<p>That's why this old-school cold calling approach triggers the resistance and negative energ

<p>The Unlock The Game way to make a successful cold call -- "successful" being defined as not

<p>But you can't just read this word for word, like a script. It won't work. That would be lik

<p>The same applies here. First you need to integrate a new Mindset that changes the goal of y

<p>To do this, your voice has to be low-key. You have to avoid communicating any hint of typic

<p>So, if you want to succeed in prospecting and cold calling, become aware of how you might b

<p>Scenario 2: "Get-you-off-the-phone" objections</p>

<p>Here's another example. Forget the idea of "overcoming objections." Doing that only trigger

<p>Think about it for a moment. When prospects give a reason why they don't want to proceed --

<p>By applying the Unlock The Game Mindset and skills, you diffuse that resistance and remove

<p>Here's the Unlock The Game process for dealing with objections:</p>

<p>1. Diffuse the objection with "That's not a problem... (Pause)"</p>

<p>2. Acknowledge the truth of their objection (see the sample language below).</p>

<p>3. Reopen the conversation with "Would you be open to..."</p>

<p>For example, suppose a prospect says, "We already have a vendor." The path of diffusing and

<p>1. "That's not a problem...(Pause)"</p>

<p>2. "I wasn't calling to replace the vendor you're currently using." Here, you're addressing

<p>3. "Would you be open to some different ideas that you might not be using now?" After the t

<p>Keep in mind that this process will work only if you fully integrate the Mindset so it feel

<p>In short, if you're using any form of traditional selling, you could be triggering a resist

<p>But if you learn this new Mindset, along with words and phrases that remove any conflict or

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