

Title:

Cold Calls - A New Way to Open - Cold Calling Tips to Create Openings for Real Conversation!

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Summary:

Most of us design our cold calling around scripts and strategies. Isn't that how we've been ta

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Article Body:

<p>Most of us design our cold calling around scripts and strategies. Isn't that how we've been

<p>That's why as soon as we make a cold call, the other person knows right away that our agend

<p>I call this "The Wall." It goes something like this: "Uh-oh, another salesperson. I'm about

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

<p>On top of that, we've all been trained to try to push prospects into a "yes" response somew

<p>The first step to overcoming this is to let go of your script or sales strategy as a crutch

<p>These old approaches create a "box" that doesn't allow a conversation to flow. You're think

<p>Instead, start thinking about language that will engage people rather than language that wi

<p>Developing a problem statement makes this whole process much easier. Find out what issue or

<p>Here are three basic steps to opening up a dialogue and having a real conversation with you

<p>1. Begin with the question, "Maybe you can help me out for a moment?" The reply is almost a

<p>2. Continue with something like, "I'm just calling to see if your company is still having i

<p>3. You can then respond in a very relaxed tone, "This is John. I'm with XYZ Collection Agen

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