

Title:

Confident at Cold Calling? A Reality Check on Postive Thinking

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630

Summary:

The old cold calling approach encourages you to be confident that the person you're calling sh

Keywords:

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

Article Body:

<p>Before you make a cold call, do you "gear up" first? Do you get excited about your product

<p>Well, if you're following the old traditional cold calling mindset, that's probably what yo

<p>Why? Because you're talking with someone who doesn't know you. Think about how you'd feel i

<p>You'll probably take a step back. You're a little suspicious and somewhat on the defensive

<p>It's the same when you make cold calls. People don't like the feeling of being pressured, a

<p>Here are two things for you to consider the next time you start to dial the phone:</p>

<p>1. Artificial sales enthusiasm is ~ artificial</p>

<p>When I'm coaching someone, many times I like to ask them to role-play with me. And often, j

<p>Their natural voice tone shifts, and they sound like a totally different person from the on

<p>You see, sometimes just the idea of making a cold call causes you to talk more loudly, and

<p>But most cold calls break down the moment the other person feels all that enthusiasm.</p>

<p>Why? Because with high enthusiasm, prospects feel sort of boxed in. They feel the pressure

<p>So it's much better to talk in a natural, conversational way, just as if you were talking w

<p>2. Assumptions feel like presumptions</p>

<p>The old cold calling approach encourages you to be confident that the person you're calling

<p>But really, how much sense does it make to have assumptions about someone you've never spok

<p>Can you imagine how it feels to the person on the other end of the phone when you presume t

<p>So people naturally move into a defensive place.</p>

<p>So it's best to move away from making any assumptions when you make your cold calls.</p>

<p>Approach your prospects from a modest, humble position. Avoid coming to the conversation al

<p>Completely eliminating assumptions and high enthusiasm in your cold calling will help peopl

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