

Title:

Do You Have to Be Aggressive to Make Sales?

Word Count:

411

Summary:

Can prospects sense when you're assuming too much?

Learn to start conversations by focusing 100 percent on generating discussions around prospect

Keywords:

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

Article Body:

<p>We could say that Unlock The Game actually takes the "middle ground" between passive and a

<p>What do I mean?</p>

<p>I mean that you have to shift away from assuming that every prospect is a fit for your solu

<p>It's sort of like the legal concept of "being innocent until proven guilty."</p>

<p>We can't afford to make any assumptions about "fit" until our conversation with the prospec

<p>The aggressiveness that turns off prospects sets in when you assume, every time you pick up

<p>Your tone of voice and language gives them that message long before they've even had a chan

<p>But if you can manage to find that middle ground of not assuming anything while also commun

<p>Can prospects sense when you're assuming too much?</p>

<p>Sure they can -- because most of us have been conditioned to present or talk about our solu

<p>But that logic is completely flawed, because when you launch into your solution to someone

<p>So how do you make this concept of being unassuming but effective a reality?</p>

<p>First, learn to start conversations by focusing 100 percent on generating discussions aroun

<p>Second, learn to begin those conversations by converting the benefits of your solution into

<p>Third, after you and your prospects have identified a problem or problems, you can then eng

<p>It's only at that point that prospects have finally given you implicit permission to share

<p>Jumping in with solutions prematurely will only land you back in the trap of being perceiv

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