

Title:

Four Keys to Making Your Cold Call Stress-Free

Word Count:

790

Summary:

Most cold calls break down the moment potential clients feel a lot of "forward energy momentum"

Keywords:

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

Article Body:

<p>From the traditional point of view, cold calling conversations should constantly lead toward a sale.

<p>This is why our language and energy feels stilted. We aren't being genuine, and we aren't interested in the other person.

<p>Here are four powerful reasons to relax and stop trying to force cold calls into sales:</p>

<p>1. When we're carrying "forward energy momentum," others feel pressured </p>

<p>Most cold calls break down the moment potential clients feel a lot of "forward energy momentum"

<p>Sales pressure is a mighty saboteur that comes in all shapes, sizes, and flavors. Making an assumption that you can sell to anyone is a recipe for disaster.

<p>2. Anticipation of a sale blocks the flow of normal conversation</p>

<p>Most of us truly believe that our product or service can help others, so we assume that anyone we call will be interested.

<p>But this is a recipe for disaster when it comes to cold calling. When we make a cold call, we often assume that the other person will be interested.

<p>Move away from making any assumptions when making cold calls. After all, how much sense is it to assume that anyone we call will be interested?

<p>If you approach your cold calls from a place of genuine interest rather than expectations, you'll be able to have a more meaningful conversation.

<p>3. When you explore whether you're a "fit," then you stop chasing invisible sales</p>

<p>If you're always focused just on making the sale, then you'll miss the signals that a prospect is interested.

<p>When our honest objective is not to make a sale but rather discover the truth of the situation, we can have a more meaningful conversation.

<p>4. When we're always trying to close the sale, sincere interest doesn't have the chance to shine</p>

<p>Whenever our aim is to "get the sale," we can't relax and let the other person move things forward.

<p>This means our potential client is always responding or reacting, rather than initiating and leading the conversation.

<p>You're trying to have a sincere conversation while still controlling the outcome. Your potential client is always reacting to you.

<p>When you release any hidden agenda with moving your conversation toward a close, people feel more relaxed and more open.

<p>When you're not focused exclusively on making the sale, then you can close with the phrase, "Would you like to schedule a time to talk further?"

<p>You'll be amazed at how often your prospect is the one who sets the appointment.</p>

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