

Title:

How To Throw Out Your Cold Calling Scripts - Five Ways to Be Yourself Again in Cold Calling!

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885

Summary:

Recently you may have received a cold call from someone using an old-style linear sales script

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Article Body:

<p>Recently you may have received a cold call from someone using an old-style linear sales script

<p>If you've been selling for a while, chances are you've been asked to use sales scripts your

<p>Here are some questions you need to ask yourself:</p>

<p>- How do you really feel when you use a script?</p>

<p>- How do your potential clients feel when they know you're using a script? (And they do know)

<p>- How many sales are you losing because you're using a script?</p>

<p>When people call me and ask how they can throw out their scripts and cold call the natural

<p>After a few moments of listening, I gently stop them and tell them they're sounding like a

<p>Here are five ways to throw out your linear selling script and be yourself again:</p>

<p>1. Admit that Scripts Make You Sound "Scripted"</p>

<p>When you begin your sales script, potential clients detect the very subtle change from your

<p>"Fine," you might say, "I'll just work on making myself sound natural." However, that in it

<p>2. Start your Cold Call as a Conversation, not a One-Way Pitch</p>

<p>If you're used to scripts, you're probably wondering, "How the heck will I know what to say

<p>You might want to ask yourself why you think you won't know what to say, because the reason

<p>Pitching your solution as soon as you begin a cold call is one of the biggest problems with

<p>3. Create Openings Rather than Forcing a "Yes"</p>

<p>Selling scripts are designed to be linear and step-by-step so you can move cold calls in th

<p>If you can start a conversation that triggers a "What do you mean?" response from your pote

<p>4. Tape-Record yourself talking with someone you know. Then Record yourself Reading your Sc

<p>Have you ever heard yourself calling a potential client and reading your script? The answer

<p>In our day-to-day relationships, we simply want to get to know and communicate with others.

<p>5. Set a New Goal for your Cold Calls</p>

<p>Focus on simply opening the conversation rather than trying to control it, so that potentia

<p>Surrendering your use of a script probably seems scary. Nevertheless, when you are able do

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