

Title:

How to Build Great Relationships through Cold Calling

Word Count:

838

Summary:

Focusing on relationships when making cold calls is one of them. It keeps us genuine, and elim

Keywords:

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

Article Body:

<p>Sometimes the finest solutions are the simplest. Focusing on relationships when making cold

<p>Most of us dislike putting on our "salesperson persona" when we make cold calls. We think i

<p>This artificial role puts a great stress on us, and sabotages our cold calling conversation

<p>Have you ever noticed that most cold calls break down the moment we try to "move" things al

<p>But the person we've called doesn't know us. The momentum we're trying to impose puts him o

<p>So how can we to shift into something more positive? We begin by focusing on the relationsh

<p>Building relationships humanize our cold calling conversations -- and our selves. We are l

<p>The point is not to use the "technique of building relationship" to improve sales. That's h

<p>When we're being real people treating others as real people, the difference is amazing. Bot

<p>When others feel this relaxed mindset from you, they are much more likely to welcome you in

<p>Here are 8 keys to building relationships in cold calling:</p>

<p>1. Focus on the other person's needs rather than on securing a sale</p>

<p>2. Surrender to the outcome of your cold call so you can connect with your potential client

<p>3. View the human connection as an exciting journey in which you encounter new and interest

<p>4. Speak graciously and naturally as you would with any new acquaintance</p>

<p>5. Remember it's about how you come across, not about how many people you call</p>

<p>6. Allow the conversation to evolve naturally</p>

<p>7. Invite both of you to decide together whether it's worth your time to pursue the convers

<p>8. Use phrases that are non-aggressive yet very effective</p>

<p>So try this. Practice shifting your mental focus from salesmanship into a place of relation

<p>One of the best ways to build relationship is by using phrases that carry the human element

<p>Your next question might be to ask whether they are open to the idea of looking at differen

<p>Now you are able to open the conversation between the two of you and build an initial relat

<p>When you do this, you'll experience so much success and satisfaction that it will really ch

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