

Title:

How to Cold Call Using Your Right Brain -- So You Can Make Cold Calling Enjoyable and Productive

Word Count:

1499

Summary:

Bob is a composer, performer, and producer of original music in a New Age fusion of solo piano.

Keywords:

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

Article Body:

<p>They totally "get it." They both studied the Unlock The Game Mastery Program carefully and

<p>A little about their business... Bob is a composer, performer, and producer of original music.

<p>This is their story told by Bob.</p>

<p>Gwen and Bob's Story</p>

<p>Gwen's and my discovery of your selling approach has had a remarkable affect on us personally.

<p>What had become a grueling ordeal has become an exciting journey -- a relaxing 'walk' in which

<p>Let me just ask those of you who are reading this, "When was the last time you woke up excited?

<p>I've been selling -- successfully for more than 30 years. I started out selling the Encyclopedia

<p>So, how did I become afraid of cold calling?</p>

<p>It happened after I decided to live out my dream of putting my music out into the world. So

<p>Then I had to face promoting and distributing them.</p>

<p>I found myself sitting at the telephone physically unable to make a call because fear had

<p>I finally came to a frightening and painful realization. The creative process of making music

<p>I couldn't bring myself to make the cold calls needed to successfully distribute my music,

<p>I made Gwen do it!</p>

<p>She had no experience in selling, but she was a natural salesperson with a fantastic personality.

<p>The inevitable happened. Two or three days went by with her attitude and activity sinking lower

<p>You see, I had a mental block. I associated cold calling with the worst of what selling was

<p>But I couldn't be that person anymore. I didn't want to even attempt to be that person. But

<p>But we found your website and began looking deeply into what you had to say.</p>

<p>Frankly, yours was the third or fourth sales training website we looked at, but something was

<p>You were proposing a mind shift that turns all the old-style ideas of manipulating, turning

<p>It was the testimonials on your site that convinced me to order your Mastery Program. I heard

<p>As soon as your program arrived, we stopped making calls and immersed ourselves in it for t

<p>The following week, Gwen's sales exceeded all the sales of the previous 6 weeks put togethe

<p>We're both convinced it's because we stopped being "salespeople". We started to have fun, a

<p>Just as I had to learn how to let go and surrender to the creative part of myself as a comp

<p>Your friend,</p>

<p>Bob Baran</p>

<p>And here's a note from Gwen:</p>

<p>Hi Ari,</p>

<p>I'm getting much more comfortable using your mindset and languaging. I can't believe how mu

<p>My sales have increased dramatically and I'm making a lot fewer calls. I'm on the phone lon

<p>Something else I found with your "right-brain" approach is "what you say, you believe." If

<p>Thanks, Ari, for your intuitive "right-brain" approach to selling!</p>

<p>Your friend,</p>

<p>Gwen Baran</p>

<p>6 Strategies You'll Learn from the Mastery Program</p>

<p>Here are 6 key take-aways from the Mastery Program, based on Bob's and Gwen's experiences t

<p>Because the right brain is...</p>

<p>1. Involved in process (not outcome)</p>

<p>Before you make a cold call, think to yourself, "My goal is not to make the sale but to cre

<p>2. Intuitive (not calculating or manipulative)</p>

<p>Avoid changing who you are when you make your call. There's no need to be on "stage" or to

<p>3. Flexible (not linear)</p>

<p>Avoid changing who you are when you make your call. There's no need to be on "stage" or to

<p>4. Concrete (not abstract)</p>

<p>Develop two or three specific problems that you know your product or service solves.</p>

<p>5. Holistic (not compartmentalized)</p>

<p>Let go of thinking "buyer-seller," and view the person you're calling as another person, no

<p>6. Open-ended (not rigid)</p>

<p>Let go of worrying about driving the conversation "forward." Instead, open your call with a