

Title:

How to Cold Call with Integrity - The way we've always wanted to do cold calling!

Word Count:

835

Summary:

In the old traditional training, we learned the latest techniques for making a sale. We talk t

Keywords:

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

Article Body:

<p>You probably never tell potential clients your real goal in calling them, but you don't need

<p>In the old traditional training, we learned the latest techniques for making a sale. We tal

<p>The way we do this sometimes might even be called a bit manipulative. After all, we're rela

<p>Where does honesty and integrity fit into this scenario? Well, most of us honestly believe

<p>Doesn't this make you feel uneasy at times? It does to me. </p>

<p>So let's discuss some ways we've been trained in the traditional sales mindset that feel ar

1. <p>We intrude upon another person uninvited, with the goal of making a sale</p>

<p>It's against our nature as human beings to create uncomfortable situations. We have a natur

<p>We can change that by changing our goal. What if our goal is not to make the sale, but to f

2. <p>We project ourselves as personable and friendly, while also holding an ulterior motive f

<p>There's an inner conflict with integrity when we find ourselves using our connections with

<p>We do this by focusing on whether we can provide something that will benefit another person

<p>By being honest and not playing a role, we find ourselves really liking what we do. And whe

3. <p>When we meet someone new, we immediately talk about ourselves and what we have to offer<

<p>It's actually not normal for us to start an interaction by launching into a self-focused mo

<p>In normal conversations we would feel self-absorbed if we primarily talked about ourselves

<p>This really isn't the way we'd like to relate to people, but it's the way we've been taught

<p>We can break out of this artificial game of sorts by just being ourselves. Integrity and tr

4. <p>We "rev up" in an artificial way, hoping to carry the potential client along with us int

<p>When we "pump ourselves up" with enthusiasm, it feels somewhat fake. It's not our normal wa

<p>And we also appear artificial to potential clients. They become wary of possibly being mane

<p>If we can navigate a cold calling conversation without such games, people will sense we're

<p>So how do we approach cold calling in the most truthful way? We stop being "salespeople" an

<p>This is what I mean by bringing integrity back into selling. It's unbelievable just how rew

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