

Title:

How to Cold Call without a Script

Word Count:

717

Summary:

Linear step-by-step sales scripts have done a lot to give selling a bad name. Not because they

Keywords:

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

Article Body:

<p>Linear step-by-step sales scripts have done a lot to give selling a bad name. Not because they

<p>The first step to cold calling in this new, natural way is to let go of your script as a cr

<p>The idea may sound scary at first because you've been programmed to think you have to have

<p>Last week I was sitting at my desk and the phone rang. I picked it up and said, "Hello, thi

<p>Then I gently said, "Hi, Steve." He was so startled that he completely stopped speaking.</p>

<p>He had no idea how to react to my simple, normal greeting. Why? It was because he was total

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

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

<p>Yes, there is a way to be yourself and still make successful cold calls. The way to be your

<p>We begin by focusing on relationship rather than salesmanship. We call with the anticipatio

<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're much more likely to welcome you int

This is a demo version of txt2pdf v.10.1

Developed by SANFACE Software <http://www.sanface.com/>

Available at <http://www.sanface.com/txt2pdf.html>