

Title:

How to Cold Calling Without a "Pitch" - Make your cold calling about them, not about you!

Word Count:

813

Summary:

It's the same in cold calling. Don't talk about your solution for a while. Talk instead about

Keywords:

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

Article Body:

<p>In the old way of making cold calls, we offer a sales pitch to a perfect stranger, cross ou

<p>This really doesn't work very well in building a business relationship (or any other relati

<p>That's how we begin a conversation with another person - talking about them rather than tal

<p>It's the same in cold calling. Don't talk about your solution for a while. </p>

<p>Talk instead about their problems for a bit. </p>

<p>It's a movement of dialogue. This dialogue is around talking about their world and not abou

<p>You see, this new cold calling approach has to be tied to a specific, real problem that the

<p>So remove yourself for a moment from what you have to sell, and think about what problem yo

<p>For example, if you're in the coaching industry, think about what problem you're solving fo

<p>When you use the word "open," people respond positively. Who would say "no" to being open?

<p>This also invites a question back to you. Potential clients will often ask at this point wh

<p>Here's an example of how salespeople focus their cold calling around something that appears

<p>Let's look at financial services. In this case, people who sell financial services start co

<p>The better approach here would be to problem solve. For example, "I'm just calling to see i

<p>It's about problem solving and closing gaps, as opposed to promoting a beautiful future. "H

<p>You see, there's no push here. There's no sales pitch. There's no presentation. The convers

<p>After the first few phrases, you have a natural conversation back and forth. They may say,

<p>If you don't talk about your solution for a while and instead talk about their problems, yo

<p>So be careful not to immediately go into a presentation and spend the conversation talking

<p>You won't believe how this simple technique can make such a difference in the way potential

