

Title:

How to Diffuse Cold Calling Pressure Points

Word Count:

796

Summary:

Sales pressure is a mighty saboteur. Beginning any conversation with the anticipation of a sale

Keywords:

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

Article Body:

<p>Stop your expectations from sabotaging cold calls.</p>

<p>Sales pressure is a mighty saboteur. And it comes in all shapes, sizes, and flavors. Beginning

<p>People have received so many calls with such a strong focus on sales that they respond in a

<p>Most of us truly believe that our product or service can help others, so we assume that any

<p>But this is a recipe for disaster when it comes to cold calling. When we make a call assumi

<p>So move away from making any assumptions when making cold calls. After all, how much sense

<p>If you approach your calls from a place of genuine interest rather than expectations, you'l

<p>However, if you're already convinced in your own mind that they should be a fit, certain pr

<p>You can diffuse underlying sales pressure within any conversation by focusing first on whet

<p>When our honest objective is not to make a sale but rather discover the truth of the situat

<p>Overcome the temptation to immediately discuss what you have to offer. Instead, help the ot

<p>So allow the conversation to have a natural sense of rhythm. Define mutual interest before

<p>If you're still caught up in the traditional mindset of making the sale, your voice and dem

<p>It's perfectly fine to describe your product or service. However, you must introduce this a

<p>So be relaxed and low-key. Otherwise you risk introducing sales pressure immediately. </p>

<p>Rather than a presentation, you might begin with the question, "Hi, maybe you can help me o

<p>The person will almost always respond by saying "Sure. How can I help you?" You've now dif

<p>When your expectations are released, others won't feel you're trying to lead them down the

<p>So there you have it. Release your expectations to avoid conveying a sense of sales pressur

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