

### **3 Cold Calling Techniques**

#### **Have an Objective**

The salesperson must have an objective for the call. Without an objective, the call is generally a waste of time and you will never know if the call was a success. There can be various levels of success for each call. Approach in a way that separates you from the competition. Discover how being prepared with well designed objectives – including steps within these objectives – can determine your level of success.

#### **Rapport**

Learn how to build rapport with your prospects and clients. Learn how important personality styles are during the selling process. Discover how to read your prospect through observation and conversation. Why is it you can build a relationship with some prospects and clients while with others it never seems to happen? The type of relationship you have can often determine the size of the sale and frequency of the repeat sales.

#### **The First Step**

The value of a cold calling script is immense. A script will ensure that you are prepared. Your script allows you to establish the flow and direction of the conversation, putting you in a position where you can be much more at ease. Discover the core elements of a script and the best way to present it.

#### **Probing**

“Probing” is asking questions in such a manner that you obtain the maximum information about your prospect’s situation, attitudes, circumstances, position and anything else that will help your chance of success in your sales project. Learn about the two types of questions required to obtain the necessary information about your prospect.

#### **Listening**

As a sales professional you have to be a good listener. During probing, you have to listen carefully to extract relevant information from what which you really don’t need at the moment. If you don’t listen you won’t know what question you should ask next to ensure that you get the information that’s crucial to your sales effort. Learn how very little talking and a lot of listening provides and opportunity to identify a prospect’s needs.

#### **Cold Calling System**

You have exactly two minutes to convince a complete stranger to make an appointment with you. A cold call and business development process or strategy, will ensure you get sufficient appointments to satisfy your sales goals and increase your market penetration. You need a Cold Calling System to find out what you should never do and how to increase your cold calling confidence. Learn the system and put it to work for you.