

SMART Cold calling tips

to help you relax build rapport and gain that all important appointment.

1. Relax take a deep breath and ask yourself, "What's the worst thing that could happen?" They hang up or reject your call, is that so bad? The skill is in not taking rejection personally; instead, remember the words of billionaire Donald Trump, "It's not personal, it's business."

2. Knowledge is "Power" find out all that you can about the market you will be operating in.

Knowledge reduces fear and knowledge empowers you to be confident, relaxed and effective. Learn all you can about the prospect before making the call. A "Google" search or their company web site may give you clues to their present needs. Business associates may also help you with information.

3. Find out beforehand who the person with the money, need and authority is, (MAN for short). The decision maker with the authority to give you a "yes" or "no." is the person you need the appointment with.

4. Don't forget there's no "I" in Cold Calls.

All selling is to others and this is your main focus, more specifically your service to others. Your commitment is to take the best of what you and your company have to offer – and to present this to prospective customers with the sincere intent to provide them with something that will truly benefit them.

5. Ask Questions, really listen to the answers, and provide solutions.

After you identify yourself and your company, start with a question that will let your prospect know that you are interested in their needs. Really listen to what they have to say so you can target and match their particular needs to what you have to offer. Now you can propose a solution to whatever problem or needs they may have. At this point you should feel confident enough to take it to the next step; i.e., setting up an appointment or follow-up call.

6. "Practice makes perfect"

With each call you make, your comfort and confidence will increase as you hone important skills such as choice of words, tone of voice, and articulation. Have a positive attitude, remember people buy people

Apply these six principles to help you feel more relaxed and confident the next time you need to pick up that phone – and you just may find the "cold" in your cold calling melting away.

The **SMART** way to do business

121 business coach

