



Seven Steps to Cold Calling Follow-Up

Ever wonder why you don't receive a return phone call after a wonderful conversation with a prospect? To find out the answer you first need to speak with them. The truth is, the more we release the idea of needing to make the sale, the more sales we will likely see.

FULL ARTICLE ON PAGE **2**

Are Your Listening Ears On?

Too many salespeople have their focus in the wrong place and therefore, their listening ears aren't on. They are usually thinking about the next question they want to ask, or the next point they want to make.

FULL ARTICLE ON PAGE **3**

Develop Your Sales by Building Trust

Developing sales can be a difficult business. This article will provide simple advice on developing sales through the simple process of trust.

FULL ARTICLE ON PAGE **3**

The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher.

– Thomas Huxley



Seven Steps to Cold Calling Follow-Up



Ever wonder why you don't receive a return phone call after a wonderful conversation with a prospect? To find out the answer you first need to speak with them.

1. Don't assume the sale.

Prospects are used to the traditional buyer-seller relationship. They assume you'll pressure them. Therefore, they may decide not to tell you things that make them vulnerable to pressure. Until you're sure you know the complete truth, you can never assume the sale is yours.

2. Keep making it easy for potential clients to tell you their truth.

Toward the end of your conversation, ask, "Do you have any more questions?" If the answer is no, follow up with the 100% final truth gathering question: "Now, are you 100% sure that there's nothing else that I can do on my end to make you feel more comfortable with this situation?"

You'll be amazed how often people will reply, "Well, actually, there's one more issue ..." It's at this point that you really start to hear their truth.

3. Call back to get the truth, not close the sale.

Most potential clients who suddenly disappear expect you to chase them down. They expect you to call and say, "Hi, I was just wondering where things are at?"

Instead, eliminate all sales pressure by telling them you're okay with their decision not to move forward, based on their not having called you back. In other words, take a step backward. Most of the time, this will open the door to a new level of trust-filled communication.

4. Reassure them that you can handle a "no."

Of course, we'd rather hear a yes. However, the only way to free yourself and your clients from subtle sales pressure is to let them know that it's not about the sale—it's about the best choice for them. If that means no sale, it's okay with you.

5. Ask for feedback.

Whenever prospects disappear, call them back (e-mail only as a last resort because dialogue is always better). Simply ask, "Would you please share your feedback with me as to how I can improve for next time? I'm committed to understanding where I went wrong."

This is not being feeble or weak. It's being humble. This invites the truth.


6. Don't try to "close" a sale.

If your intuition tells you that the sales process isn't going in the direction it should be going (which is always toward greater trust and truth), then trust those feelings.

Make it safe for prospects to tell you where they stand. It's simple. All you have to say is, "Where do you think we should go from here?" But be prepared because you might not want to hear the truth of how they're feeling. You can cope with this by keeping your larger goal in mind, which is always to establish that the two of you have a "fit."

7. Give yourself the last word.

Eliminate the anxiety of waiting for the final call that will tell you whether the sale is going to happen. Instead, schedule a time for getting back to each other during your conversation. This eliminates chasing. Simply suggest, "Can we plan to get back to each other on a day and at a time that works for you? Not to close the sale, but simply to bring closure, regardless of what you decide. I'm okay either way, and that'll save us from having to chase each other."

You'll find that these suggestions make selling much less painful because you stay focused on the truth instead of the sale. The truth is, the more we release the idea of needing to make the sale, the more sales we will likely see. 

By Ari Galper

Ari Galper, founder of Unlock The Cold Calling Game, makes cold calling painless and simple. Learn his cold calling secrets even the sales gurus don't know. To receive your 10 free audio mini-lessons visit: <http://www.UnlockTheColdCallingGame.com>



April 2010

Develop Your Sales by Building Trust

Developing sales can be a difficult business. This article will provide simple advice on developing sales through the simple process of trust.

Successful salespeople have a knack for making people feel important. They understand the value of building trust and rapport early on in the selling process. It really doesn't matter how knowledgeable you are about your product line or how many closing techniques you have mastered, unless you earn your prospect's trust and confidence you are not going to make the sale.

Once you have established trust and rapport with your prospect, you will encourage a situation where you make it easy for them to buy from you. Often there is not much difference in specific products that we sell anymore and the amount of trust you can build with your prospects becomes the only differentiator between you and your competitors.


While there is no system that will work 100 percent of the time with every situation, studies show that there are four elements that precede trust.

Ethics – Conducting business with honesty and using good business practices, such as a high standard of customer service and high personal moral values.

Bonding – Conducting an individualized and value-added relationship over a long period of time. This may include feelings of friendship.

Empathy – The ability to see a situation from another person's perspective. "Take a walk in the customer's shoes."

Reciprocity – Providing favors or making allowances in return for similar favors or allowances.

So next time you enter a sales discussion, consider the four points above and how you can build a trusting relationship with your customer ... it's what the great salespeople do! 

By Andrew Wood

This article is taken from a section in the workbook of 'Practical Sales Skills', which is a set of training course materials that our customers have been downloading and using to develop their sales team. Visit our website today for sales success! You will also find many other useful training resources. <http://www.trainerbubble.com>

Are Your Listening Ears On?

Anyone who has had children in daycare during the past 15 years has heard the term "listening ears." Children are asked to put theirs on all the time. Interestingly, we forget that rule as adults.


What ears do you listen with? To your co-workers, clients, prospects, family, friends? When it comes to the sales process, this can be a minefield. Too many salespeople have their focus in the wrong place and therefore, their listening ears aren't on. They are usually thinking about the next question they want to ask, or the next point they want to make.

The problem with this is that they miss important information. Not only do they not hear vital information, but they leave their prospect with the impression that they are only interested in the sale. They don't really care about the needs, pains, desires of their prospect. This can be deadly.

This same issue applies—on a greater level, I believe—to small business owners who wear the "sales" hat. Quite often, this is because they are uncomfortable with the sales process. This uneasiness causes them to focus on how they are communicating, feeling, reacting. They aren't "in the moment." But good listening skills are essential to successful sales efforts. It is essential that you master the ability to use your 'listening ears.'

Whenever you are having a conversation with someone, focus on what that person is saying. Really absorb their words, intonation, and body language. Capture what is truly going on with that person. This may take practice. It is well worth the effort. The better you get at listening, the more confidence others will have in you. The more they will believe that you are genuinely interested in their needs, wants, and desires. And, therefore, the more willing they will be to do business with you.

So, watch yourself. Practice better listening skills with your friends and family. Remind yourself to put your listening ears on at the beginning of the conversation. Keep an eye on how you listen. Make any necessary adjustments during a conversation—especially if you find yourself thinking about your next statement or question. Repeat back to the other person the things they just said. This is a great way to confirm for yourself that you are listening well.

The better you get at using your listening ears, the more you'll learn about other people. You'll be amazed at all you discover about the people and world around you. 

By Diane Helbig

Article Source: http://EzineArticles.com/?expert=Diane_Helbig