

Is Cold Calling Still Necessary?

Tips to Increase Sales



Steve VerBurg

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Tips to Increase Sales in the Digital Age

Join the Movement

I have authored sales blogs and coached sales people for many years. While many people say that cold calling is no longer necessary I believe that it is even more important than ever as an integral part of the sales process. This e-book is a compilation of some of my most popular cold calling blog posts and is intended as a tool to help sales people increase their cold calling efficiency. Please take the time to read and re-read one blog each week, applying the concepts to your cold calling as it is a major compliment to a successful sales strategy.

Steve Verburg

This E-book will help you to be on your way to increasing your cold calling proficiency and developing sustainable pipeline.

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1. Is Cold Calling Still Necessary?

With caller ID, voice mail, email, social media and search engine optimization, many sales people argue that cold calling is a thing of the past. Yet research conducted by Dale Carnegie Training® and Time Warner® shows that with 20 dials per day (5,000 per year), a person with a high proficiency at cold calling skills will receive an average of 7.8 appointments per week.

Technology may have made it easier for decision makers to avoid you, but the real problem is that sales people are afraid to cold call because they don't know how. They call and say things like "I want to tell you about", "I am just checking in", "We are number one", or worst of all "Call me back" and then are surprised when no one wants to speak to them or return their call. These phrases do not sit well with decision makers who are busy, don't know you and frankly could care less if they ever speak to you again. The reality is they are deleting the voice mail before you ever finish your pitch.

The critical step many sales people miss is shifting their paradigm. To be effective, you must begin thinking and talking about things from the decision maker's perspective. Do they really care about your product? NO! Do they want to know how great your company is? NO!

Decision makers care about the impact your products or services have on their business such as increasing productivity, increasing revenue, increasing customer retention or decreasing line waste. Once you put their needs first and talk in terms of the prospects interests, then your pipeline – and ultimately your sales – will grow quickly.

The harsh truth is technology has made today's decision makers more educated on competitive products and services than they were 20 years ago or even 20 days ago. Decision makers feel less compelled to seek out live sales professionals making your job as a sales professional more difficult. You no longer have the luxury of being mediocre at cold calling to secure an appointment; you must master the art of cold calling and become an indispensable resource to prospects.

2. Positive Sales Attitude

Is your pipeline anemic? Are you trying to make quota? Is your manager telling you to close more because it is the end of the quarter? Are you worried about making enough commission to pay the bills? These are a few of the pressures sales professionals can feel.

In order to be great at cold calling, you must have the attitude and drive necessary to succeed. It is easy to have a bad attitude when stressed or burned out. Give yourself a GIFT by focusing on what changes your attitude and drives your cold calling performance.

Here is an easy GIFT to create the positive attitude and drive to start getting your sales on track:

- 1) **Get exercise.** Physical exercise can change the way you feel and help alleviate stress. Start exercising at least 3 to 4 days a week. Make an

appointment with yourself and keep it. You would never miss an appointment with a prospect, so don't miss your appointment with yourself. Consult a doctor if this is something new for your body.

- 2) **Inquire.** Never stop learning and growing both personally and professionally. Create the mindset of a life-long learner by reading at least 30 minutes a day. This will give you the ability to contribute to social media and trade publications and develop you into a resource for your customers and prospects. Start by reading this book everyday and applying the principles that are in it.
- 3) **Fun.** Sales and cold calling can be fun when you do it correctly, so have fun as you work. Think of a new way each week to add fun into your calls. Take breaks and celebrate your achievements. Take the family or your friends out after work to do your favorite activity and recharge. Never stop enjoying your life; it is a GIFT.
- 4) **Think .** Always keep your desired goals in mind. Set out your daily, weekly, quarterly and yearly goals. This also means that you should paint a vivid picture of your goal and why you are working. I have a picture of my family. They drive me to want to succeed!

Follow these steps and you will give yourself a GIFT that will charge you up for the rest of your career!

3. Coach Yourself

My first telesales job expected me to make 80 to 100 cold calls per day and set appointments for the outside sales team.

On the first day of work, I walked into a room with eight other telesales representatives and my manager gave me a stack of information on our software applications. He explained my job was to set appointments for outside reps in four different states. He pointed to the phone and the computer and said, "Good Luck!" Then he turned around and went to his office to work on his computer.

Besides product training, that was about the extent of my sales training for several years. Most companies don't invest in training their sales team by professionals. They confuse product knowledge as sales training because they don't know the difference. Many organizations believe sales people are commissioned based employees so "they should invest in themselves if they want to make more money." This attitude hurts them as much as it hurts you.

If your company is not providing training or coaching that will help you, then you need to help yourself. Here are three simple steps to coach yourself and increase your hit ratio when cold calling:

- 1) **Record yourself.** With today's technology, you can record your side of the conversation with your smart phone or an inexpensive recorder. Some companies have equipment set up to record both sides of the conversation.
- 2) **Listen to yourself.** After completing a call block (3 to 5 calls) listen to the recording and write down the things you felt you did well on the call. This will reinforce what is working for you. (Example: I was clear and concise.)
- 3) **Challenge yourself.** Write down one or two things you can do better on the next block of calls. This will give you an action plan to improve your sales skills. (Example: I will provide an example of how another organization has benefited from using our product or services.)

By taking these three simple steps, you will be more effective at cold calling and more valuable to your organization.

4. Profitable Sales Activity

I have coached hundreds of sales people over the years and have found most have a common bond. They do the things they like to do first and the things they don't like to do, "profitable sales activity", gets put off until they absolutely have to do it. For each sales person, these activities can be different, but they must be accomplished for most sales people to be successful. You may hate cold calling, dislike networking events, feel asking for referrals is uncomfortable, or do not like to give presentations.

Use a three-step process to help you get started and stay on track:

- 1) **Set goals.** Research conducted by psychology professor Dr. Gail Matthews indicates that people who wrote down their goals, shared them with a friend, and sent weekly updates to that same person were on average 33% more successful in accomplishing their stated goals than those who merely formulated goals. That means you can't just have your sales goals handed to you by your manager. Set your own goals, write them down, post them by the phone and share them with colleagues, friends and family whom you can update weekly on your progress.
- 2) **Prioritize.** List the profitable activity needed to make each sale and prioritize it accordingly. This is not a "to do" list but a "priority list". It should include exact numbers such as: 25 cold calls per day, two networking events per week, five referrals per week, etc. These numbers will change depending on your goals, sales cycle and sales ability. The more specific you are, the more likely you are to accomplish the goal.
- 3) **Block out time.** Pull out your calendar each week and block out time for the activities you have prioritized. Blocking out time for your activities is just as

important as meeting with that prospect. Treat your activities as appointments and keep your commitments. An example would be doing a block of cold calling from 9:00 AM to 11:00 AM on Tuesday morning. During this time, you would not check email or talk to customers you already know during that block of time.

Don't get distracted with other tasks during blocked out activity time. Commit to setting goals, prioritizing tasks, and blocking time and you will see the sales profit.

5. Disruptive Dialogue

In cold calling, we often use questions and comments that invoke predictable responses. For example, if I say, "Good Morning! How are you today?". The automatic verbal response is, "Good, how are you?". When you walk into a retail store and a sales representative comes up to you and says, "Can I help you with anything?", the automatic response is "No, I am just looking". These types of automatic responses are established communication patterns and can be an obstacle in the sales process.

"Disruptive Technology" was coined by Harvard Business School professor Clayton Christensen to describe new technology that suddenly displaces an established technology.

"Disruptive Dialogue" could then be defined as new verbal communication that unexpectedly displaces an established verbal communication patterns.

When we get people to think, they will be more open to having a conversation about their needs. We can then start to uncover buying motives and increase our sales effectiveness.

Here are some tips to get people out of these established communication patterns with Disruptive Dialogue:

- 1) **Think** about the things you say in your sales processes that generate an automatic response. Let's use an example of cold calling on the phone. Many sales people start with: "How are you today?"
- 2) **Speak** in a different way and allow them to start thinking before responding. Try "Did I catch you at a halfway decent time?", notice I did not ask if it was a good time. It is never a good time to be interrupted by a salesperson.
- 3) **Listen** to understand during the conversation and ask add-on questions such as: "Why is that?" or "How so?" to further clarify needs in both your mind as well as theirs.

- 4) **Frame** your recommendations based on the information they have provided you and not a canned sales pitch. This will ensure your prospects you understand their needs and that you did listen.

When we change the way people react, we allow them to start thinking, creating more in-depth communication. That deeper level of communication will help build our cold calling successes.

6. Build Your Cold Call Power Phrase

A poll by Inc.com found 48% of its readers believe that personal connections are the primary factor that most often lead to getting ahead. When cold calling or meeting someone new, one of the first things most people ask is, “What do you do?”. If you don’t have a powerful statement ready you are missing a chance to sell the value of the conversation.

A cold calling power phrase, which some people call an “elevator pitch,” will tell a person in 30 seconds or less what you do, if you can help them or if you can assist someone they know. A cold calling power phrase should be focused on the value you and your company bring to others.

In order to prepare your cold calling power phrase, ask yourself the following question?

What do my prospects want to buy? (Hint: They don’t want your product. They want what your product will do for them.)

What key issues are driving that buying decision?

Once you have these answered, you’re ready to create a cold calling power phrase.

Focus on the value to others and include your typical clientele. For example, if I was cold calling a sales manager, my cold calling power phrase would sound like this: “Hi, this is Steve VerBurg with Dale Carnegie Training. Did I catch you at a half way decent time? The purpose for the call is that we have been helping a number of local sales teams increase their closing ratio and exceed their quotas”. Notice I did not say how great my company is or several facts about it. Simply focus on what they would be interested in.

The next part of the cold call power phrase would add an example of one of those local teams and what we have specifically helped them accomplish. We would also talk briefly about how we helped them accomplish it. This is what we would call the

credibility or evidence to clarify further the benefit of taking the time to speak with you.

The final piece of the cold calling power phrase, is to ask for the appointment. This should be conversational but direct. I like to use; “Perhaps this would help your team as well. Looking at your calendar next week when could we sit down for 30 minutes and find out?”.

When you develop an effective cold calling power phrase, you’ll build a stronger pipeline for success.

7. What Sells: Emotion or Logic?

Think back to the last big purchase you made. Was it a new car, a new appliance, a laptop, a membership, an ipad or iPhone? Did you research it online? Did you ask your friends and family what they thought about it? Did you physically go and look at it in the store or showroom? These days’ people are more educated and they have more options than ever before. They can make purchases over the internet or in person, whichever gives them the most value.

When cold calling you will hear objections like, “Let me think about it”, “Not right now”, “We have another vendor” or “Maybe next month”. This is because consumers are asking themselves, “Do I need this right now?”. This is the same question that businesses are asking themselves. The economy has been slow for sometime, and they are watching their expenses. They will wait if they have no reason to move forward.

Sales professionals have to appeal to the emotional reason for the prospect to move the sale forward. It does not matter if you are selling a \$399 iPhone or a software application for \$399,000, if prospects don’t feel the need to make the purchase now, they won’t. People buy on emotion and justify with logic.

Here are three tips to connect emotionally with your prospects:

- 1) **Understand your value.** Instead of talking about all the bells and whistles your product or service has, take the time to ask your prospect questions about why they are considering this purchase. Know the value your prospect wants from your product or service. This is not about your product’s features, but how those features will benefit your prospect.
- 2) **Remind the prospect of the value.** Remember, the prospect is asking themselves, “Do I need this right now?”. Remind them why they are considering this purchase and the cost of waiting. This may be a hard return on investment or it may be purely an emotional cost.

- 3) **Appeal to emotion.** Help the prospect visualize themselves or their business once they have made the purchase. Paint a vivid picture in their minds so they can see and feel its benefits. Once you become skilled at giving them the right emotional reason to buy, your sales will soar!

When you provide the emotional reason to a prospect for moving ahead with the sale, you will make more sales by providing the urgency they need.

8. Cold Calling Through Voicemail

It has become harder and harder to reach a live prospect by phone. Studies have found that the average executive receives more than 123 communications per day. Is it any wonder that they don't answer the phone, return voicemail or respond to email? In the past, most salespeople were trained not to leave a voicemail. Have you heard of "Caller ID"? They know you are calling! Most executives can see your Caller ID and know that you are a sales person, because you never leave a message.

According to a study by the National Sales Executive Association, 80% of sales are made on the 5th to 12th contact. With most sales people giving up calling after the second or third attempt, the majority of business is slipping through the cracks. Voicemail is a valuable tool to help you get through the first five to 12 contacts and build familiarity. They won't remember you until they have seen or heard your name over and over again. A well-crafted voicemail message can speed up the process and get a prospect excited about talking with you. YES, you may even get a call back!

Here are three tips to creating a compelling voicemail message that will help you sell:

- 1) **Slow down and articulate.** Talk as though you were having a casual conversation when stating your name, company and phone number. You want to be remembered and your contacts are not going to hit the replay button to try and understand what you said.
- 2) **Talk about business issues and add value.** Prospects don't care about your products or services. They do care about what they will do for their business, so focus on how you can help their business. Instead of saying, "I'm calling to tell you about our newest system", try saying, "The purpose for the call is to help reduce the cost of inventory by up to 35% through an easy, effective, efficient inventory management system. We are currently offering a free on-site evaluation."
- 3) **NEVER ask them to call you back!** A big mistake I see when coaching sales people is that they tell prospects to call them back. These are busy people that get an average of 123 communications per day. They don't have any

relationship with you, so why are they going to drop everything and call you back? Instead tell them you will call them back and leave your information again to allow them to reach out to you if they choose, for example: "I will call you back on Thursday morning. If you would like to get a hold of me before then, my number is 949-833-3253. Once again this is Steve VerBurg with Dale Carnegie Training at 949-833-3253".

These tips will help you to be more effective at branding yourself through voicemail and securing appointments on future calls.

9. Sales Call Frequency

Last week I conducted a cold calling information session for a commercial real estate firm. A participant asked if the flyer she sends out every six months is enough or should she be contacting prospects more often. According to the National Sales Executive Association, "80% of sales are made on the fifth to twelfth contact". Keeping that in mind, twice a year is not enough to have others remember you and to brand yourself as the industry leader.

In order to win business, you need to increase the frequency that you "touch" each prospect. In a longer sales cycle it is easy for prospects to forget who you are. They are overwhelmed with constant interruptions, deadlines and sales calls. Sales representatives should consider touching prospects at least once a month and in some industries it could be every other week. Never overdo the amount of calls or they will be turned off and avoid you.

Sales professionals can't rely on direct marketing twice a year to sell for you. Rather, you have to take a varied approach. This type of strategy requires a mixture of direct marketing, phone calls, emails (when appropriate), articles, social media posts and educational events. The trick is to make sure you are giving them something of value and not to focus on what you want from them.

When you take this type of approach, you are seen as a credible, industry expert who adds value. When people see that talking with you will increase their efficiency, raise profitability, achieve goals, etc., you are the one they call.

Vary your approach and increase the number of times you touch prospects and you will enhance your ability to connect with decision makers.

10. Dress for Success When Cold Calling

Three years ago, I went on a sales call to a well-known sports apparel company here in Orange County. The sales representative that I was accompanying met me

at the company in his best suit and tie, while I arrived in my Hawaiian shirt and Dockers. I immediately asked him to take off his tie and jacket and return them to the car. He was outraged that I would suggest such a thing and refused. I explained that the culture of the organization was young and progressive. If he was overdressed, the company would not do business with him. He unwillingly took my advice and we proceeded into the meeting.

We soon met the two directors with which we had the appointment. The first was a young man in his early 20s with his hat on sideways, shorts pulled down to the middle of his rear and a long, oversized t-shirt. The second was a female, about the same age, dressed in flip flops, short shorts and a tight t-shirt.

Did we get the business? NO! Because we were still overdressed. Even though we said all the right things and probably had the best solution for their needs, they could not get past their first impression of us. As far as they were concerned, we did not understand or fit their culture.

It took me a year to get back into their offices and when I did, I wore a shirt made by their company and jeans. The results were much more positive!

It is important to consider the culture of the organization if you want to have an opportunity to win their business. Here are three tips to dress for success before showing up for the meeting:

- 1) **Find out about the company culture.** Look at pictures on the website. If others you know have done business with them, ask what their culture is like and how they dress.
- 2) **Solicit help.** If you are unable to determine the culture from the normal channels, contact the executive admin or office manager so you can give a good impression. Ask how your meeting contacts typically dress.
- 3) **Think one level up.** Dress one level up from your prospect and no more or you might find that they don't think you understand their culture. Never under dress or they may feel you did not care enough about the appointment.

Take a few minutes to dress appropriately for your prospects and you will win more business.

11. Gatekeeper: Friend or Foe

I do and have done a large amount of cold calling over the phone and face-to-face in my sales career. It amazes me that a vast majority of sales professionals think of the gatekeeper as a foe; when in reality; the gatekeeper can be a sales person's greatest ally.

Twelve years ago when I was working for a semiconductor distributor, I called on a San Juan Capistrano company every month. Each time, I would say hi to the gatekeeper at the front desk and we'd talk briefly about her grandchildren, my children and anything new in her life. After our brief exchange, I would walk to the other end of the lobby and sit next to the phone and cold call engineers that would come out to discuss their current design and semiconductors that might be a good fit for what they needed. This went on for a few months and then the gatekeeper at the end of one of our conversations slid a piece of paper to me and said, "This might help you". I looked down at the document to find it was a complete organizational chart with extensions attached. She could have gotten herself in big trouble for giving a sales representative an internal document. But, we had built a relationship of trust and she wanted to help her new friend succeed. Was this an isolated incident? No! I have many stories about gatekeepers helping the sales process. Many of which occurred by implementing these three tips:

- 1) **Treat them as professionals.** That's right; you have to change your attitude. The gatekeeper's job is to keep you from interrupting decision makers who are already overwhelmed with work. Treat them with the utmost respect for doing their job well.
- 2) **Make their job easy.** Don't play games and use unethical tactics. Simply give gatekeepers what they want to know; who you are, where you are from and sometimes what is it in reference to. When you do this with confidence, they will look at you as someone who should be speaking to the decision maker.
- 3) **Be genuinely interested in them.** Gatekeepers are people, and "all things being equal" people like to do business with people they like. You will win more business in a month becoming genuinely interested in other people than you will in a year by trying to get them interested in you.

If you have not read *How to Win Friends and Influence People* by Dale Carnegie and internalized its principles, do it! This book is an important tool you need to build relationships with gatekeepers.

12. I Love Sales Objections

I love sales objections! They are opportunities to move the sale forward. When I was a Telecommunications Sales Executive, I received a call from a long-standing customer saying, "Are you crazy? This is three times as expensive as the quote I received from your competitor". And it was. I let him know that I appreciated his concern about the investment and that is exactly why he should buy the system from us. After a short period of silence he asked, "Why?" I was able to review his

requirements, what made his business profitable and how the system and support of that system warranted the price. Did I get the sale? You bet I did, along with several upgrades that equaled thousands of dollars in commissions. This ability to turn objections into sales opportunities is what employers pay sales professionals to do.

When you are cold calling if a prospect takes the time to object to your product or solution they are begging you to give them a reason to proceed. Unfortunately, most sales people react as though objections are a bad thing because they have never been trained to properly receive and respond to objections.

Here are a few tips to respond with confidence:

- 1) **Write your most common objections using the prospect's words.** We typically hear the same objections over and over, but never sit down and figure out the best way to respond to them. Don't shoot from the hip; be prepared!
- 2) **Show the prospect you're listening by paraphrasing to a positive statement.** Sales people love to respond immediately. This can be seen as though the sales person was not really listening; he was just waiting to talk. For example, if the prospect says, "This is more expensive than I was expecting". Your response may be, "I understand your concern about the investment". Now they are listening. Now it's not about the price; it's about the investment.
- 3) **Respond with evidence.** You should know the benefits of doing business with your organization. This is the time to connect the prospect's needs to your product or service and show how doing business with your company will help them to be more successful.
- 4) **Test the water.** Make sure you have resolved their objection before moving on. You do this by asking a test question like, "Does that make sense?" or "That is what you were looking for, isn't it?"

By practicing these techniques, you can learn to respond to objections with confidence and move the sale forward.

13. Selling Through Social Media

Last month, I held a "Leveraging Business Social Media" workshop and found that the majority of attendees wanted tips on growing sales through this technology. They were overwhelmed with all the new sites and needed to find ways to keep up.

While there have been many articles and books written on social media and how to leverage business with it, many sales professionals still misunderstand it. Social Media is a great tool to help make your cold calls warm.

Here are 5 basic rules to understand when selling through social media:

- 1) **Start small.** Many sales professionals get overwhelmed with the different social media sites. The best thing to do is ask a few of your customers and prospects what they use (i.e., Facebook, LinkedIn, Twitter, Google+, Pinterest, YouTube, etc.) Start with the site that the majority of them use. Once you have mastered one social media site then you can add another site.
- 2) **Don't Sell.** This is the biggest and most important rule. Social Media is about connecting, communicating and building a community. Prospects and customers will see you as an industry leader and trusted advisor as long as you're not too busy trying to sell to them. Once they trust you, they will buy from you.
- 3) **Add Value.** The proper way to use social media from a business perspective is to present your value to your customers and prospects. You can post educational videos, free workshops, articles, white papers, anecdotes, etc. These should be free; that's right, I said free! The more value you provide, the more they will understand that you are not just trying to "sell them" – you are interested in helping them. This is a big step in building trust. And, yes, you can still use social media to research and get introductions.
- 4) **Recognize.** Another way to show customers and prospects that your company cares is to recognize them. Have a customer of the month or perhaps stories about their innovation and what they are doing for their industry. You can also use this approach with philanthropic activities like corporate giving or charity events that are being done by your customers or your own organization.
- 5) **Get Interaction.** When pushing a lot of content out, it's hard to tell if you are reaching the right audience. You can create interactive contests or games to engage your prospects and customers and track activity. Make them relevant to your industry. For example, if you are in the automotive sector, the contest should have something to do with cars and may test the knowledge of your social media audience. Social media is not a "hard sell" tool, it is a communicative, two-way street between your company and your customers that builds trust.

Social media is a powerful tool that should be used to brand yourself as an industry resource and earn more business.

14. Networking vs. Netweaving

My colleague and friend Brett seems to turn everything he touches into gold. I have long admired his ability, and often find myself scratching my head in amazement, as

I watch him connect with others and move relationships forward at what seems to be light speed.

After reading about “NetWeaving” – invented by Bob Litell of Atlanta – it finally sunk in why Brett was so successful. Whether he knew it or not, he was a master of NetWeaving. In a traditional networking event, people are mostly interested in seeing how someone can help them increase sales, or perhaps connect them with the proper decision maker. They are typically “me” oriented.

In NetWeaving, people approach situations with the needs of the other person in mind. In other words, the mind set is “What can I do for you?” not “What can you do for me?” This ends up accelerating relationships as people notice that you are working to help them, and you’re not asking for anything in return. This operates off the “Servant Leadership” and “What goes around, comes around” principles and it’s because of NetWeaving that I ultimately watch people lining up to do business with my friend Brett.

Get into the NetWeaving mind set with these three tips:

- 1) **Gratitude.** Think about all the blessings you have had in life; family, friends, home, cars, weather, etc. Now think of all those people who struggle to make it through a day. We’re fortunate in Orange County and need to remember no matter how bad we may have it, there are people who are much worse off.
- 2) **Kindness.** Think about how you can help those around you. What was the last non-sales related activity you did for your customers and prospects? Make a list of those in your personal and professional life and write down how you could help them without any expectation of getting anything in return.
- 3) **Emulate.** This is the tough one. You have to be the example. You have to radiate kindness and servitude. People will look at you and want to get to know you better. Start by smiling and serving those around you with a happy heart. If you have not read the book: “The Greatest Salesman in the World” by OG Mandino, this is a great resource.

Just remember: Whoever wants to become a great sales person, must first be a servant to others.

15. They Like Me! Why Don’t They Buy!

During a sales lab class, a participant said, “I am friends with a lot of my prospects but they still aren’t buying from me”. He was frustrated and wanted to know why. The reality is that many sales people can build great relationships. They are

outgoing, friendly people who build rapport quickly. They become good friends with their prospects— but they still don't always buy from that sales person. Why?

Thirty, 20, or even 10 years ago, the most important thing in sales was to become friends with your prospects. In today's world, it takes more than a strong relationship to get business people to buy. Money is tight and business people have to have a reason to move and make an investment. Don't get me wrong, if people don't like you, they are not going to buy from you, so relationships are still important. It's just going to take more than that today.

Here are three quick rules to help your prospect want to "BUY":

- 1) **Be an expert.** You have to know the products, industry and benefits of your solutions like the back of your hand. This knowledge is what will make you a valuable resource to your prospects.
- 2) **Undo the status quo.** Prospects have gotten used to doing business the way they are currently doing it. You must ask the deeper questions and get prospects thinking about the possibilities for their businesses. You have to help them see the future with your solution and how it will help them. Paint a vivid picture so they want it so bad that living without it is not an option. This is the most important part of getting them to "BUY".
- 3) **You have a goal.** This means that every time you meet with your prospects there should be an appropriate goal for that meeting. When you're at the end of your sales cycle and have painted that vivid picture of them enjoying your solution, ASK FOR THE SALE. Don't be afraid; remember the goal is to sell.

When you cold call, you will build relationships. People do business with people they like and trust, but in this economy you have to go one step further, you also have to challenge yourself and your prospects to think differently and have deeper business conversations so they will "BUY" from you.

16. "Be" a Top Sales Performer

It's no surprise that our economy and technology has changed the way we sell. When coaching, I often hear sales professionals say it's impossible to sell in this economy because people can always find a cheaper price online. Sometimes, they will even follow it up with several more reasons why it is not their fault that they can't close sales. Beginning with a defeated attitude can make sales a challenge. To be successful, you must be positive, believe in the value you bring to prospects, be likeable and trustworthy.

Here are the 5 "Be" attitudes to become a Top Sales Performer:

- 1) **Be Educated.** Take the time to read 30 minutes per day on your Industry, the people you sell to and the challenges they face. Reading just 30 minutes per day will make you an industry expert and a valuable resource.
- 2) **Be Friendly.** Be the type of person that people like and trust. Strong relationships can drive your sales numbers for years to come. This may seem simple, but it involves being genuinely interested in the other person and not just thinking of them as a quick sale.
- 3) **Be Positive.** No one is attracted to a negative black hole of energy! Try to always leave the last bad sales call behind you. Be as positive and upbeat as you naturally can. This will allow you to put your best foot forward and show others you are someone worthy of establishing a business relationship with.
- 4) **Be Proactive.** The things that are “Money Making Activities” should be done first. This includes doing the things that you don’t like to do such as cold calling.
- 5) **Be Yourself.** Never try and sell like someone else. Appreciate your strengths and play to your personality. For example: if you make friends easily, try networking more often; if you are better conversing with people over the phone, then cold calling will be more your style.

You can have a great sales attitude and become more effective by committing to these principles.

Remember that in today's world it is no longer optional to be good at cold calling. With so many resources available to decision makers and so many demands on their time, you need to be as strategic as ever to find ways to penetrate into new accounts. Mastering the art of cold calling is imperative to gain that edge over today's fast paced world and technology and make you stand out from others. If you took the time to read and apply one of these concepts each week you should have already seen a shift in your cold calling results. I strongly recommend that you keep this book handy as a sales reference tool to continue to enhance your sales success.

Feel free to send me your comments and how this resource has helped you at steve.verburg@dalecarnegie.com.

Sell with passion and intent!



Steve VerBurg has a diverse background working in and with industries such as Aerospace, Automotive, Education, Finance, Manufacturing, Technology, Telecommunications, and Retail.

Currently, Steve is the President of Dale Carnegie of Orange County. He specializes in helping organizations plan and implement employee engagement programs, executive coaching, customer service and sales initiatives focusing on increased productivity & revenue.

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