

Calling More Business

Cold Calling with Integrity



**An experiential program for more sales,
a better image and improved profitability**

Stop Selling!

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If making phone calls, especially cold calls, is an important part of your work, chances are good that you are trapped in what we call "The Numbers' Game" which could look as follows:

- You must make 100 phone calls, to get
 - 10 people being ready to listen to you
 - out of which 3 people show real interest
 - out of which 1 perhaps buys

The above numbers are just an example. Your numbers might be different, but you get the picture.

We feel that playing the numbers game is not only a waste of time but actually creates bad feelings for both the seller and the people receiving the calls. A sales person must be very resilient and robust to do this over a longer period of time.

Luckily, it must not be this way. Can you imagine that it is possible to make cold calls in a way that makes resistance from the receiver a rarity, the exception of the rule rather than the rule? How would feel if you could have meaningful conversations with anyone you call? How would your business be different if you could get value from literally every phone call you make?

The Stop Selling! approach, properly applied, makes this vision a reality. It is an approach that fully respects the receiver of the call and therefore is highly ethical. It stops wasting your time and emotional energy with calls that lead nowhere. Last, not least, it leads to a dramatic positive change of your productivity and business.

Do you want to call more business with less effort?

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Objectives:

- To achieve a positive change in the belief system of (tele-) salespeople
- To get a deeper understanding of the dynamics of the buying process
- To learn how to make phone calls without creating resistance
- To learn how to engage people in a meaningful conversation
- To understand how to make the most of every (!) phone call

Benefits:

- Saving time and money due to considerably increased efficiency
- Minimizing emotionally draining experiences and replace them with enjoyable conversations
- Improved image of your organization due to a highly professional and completely ethical approach towards phone calls

Methodology:

- Pre-Seminar Questionnaire to increase awareness and to prepare the participants
- Use of Harrison Assessment for identification of development opportunities (optional)
- Highly experiential 1-day seminar with role plays and *real plays*
- Follow-up procedure (1:1 coaching and/or group coaching sessions) to assure high impact of complete program

Who should participate:

Anyone who needs to make phone calls to find new customers or to sell more efficiently to existing customers, particularly, tele-sales staff, sales people, business development managers, entrepreneurs, free-lancers, etc.

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Agenda

Our Beliefs about Selling and about Making Phone Calls

- Creating awareness of our current beliefs about selling and making phone calls
- Understanding how our current beliefs work for us
- Understanding how our current beliefs limit our success
- Becoming aware of what we need to let go before shifting our beliefs

The Buying Process

- Understanding the decision-making process of a potential buyer
- Why it is *not possible* for the salesperson to fully understand the customer's situation
- Why it is *not necessary* for the salesperson to fully understand the customer's situation

Creating Great Rapport Instantly

- Learning how matching is key to creating instant rapport
- The dynamics of self-confidence and ego
- Understanding how the NATOO (Not Attached To Own Outcome) concept can shift the relationship with your customer
- The importance of being present
- How to listen effectively

Making Phone Calls without Creating Resistance

- Setting the right intention
- Respect for the receiver of your call
- Engaging opening lines
- Dealing with resistance when it appears
- How to make a phone call useful even if the receiver turns out not to be a potential buyer