

Sales etips



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## How effective is the traditional “cold call” in this new day and age?

“Cold calls don’t work, so I don’t do them,” or “My time is too valuable to generate leads, let someone else do them, leaving me time to sell and close deals,” is the stance of too many sellers. Most sellers say cold calls don’t work because they don’t do them or don’t want to do

them. They do work, but only for the right purpose. Cold calls are only for three reasons: 1) qualifying, 2) to start new relationships, and to 3) sharpen skills. If you are getting a lot of push back and rejection, or not getting past gatekeepers (real or electronic), you are doing something wrong. Tape yourself by calling your own voice mail. Check for a conversational tonality. Are you too sales(y)? Are you saying the right things and asking engaging questions? If the answer is no, perhaps you should get a tune-up. Cold calls are only a piece of the prospecting funnel but should be just that—a piece. Many solutions are too complex for average telemarketers to be effective in generating leads, simply because they do not have enough expertise to respond to questions in an engaging way. You know you need to change your approach when you call people you know and cannot get through.

***“Nothing fails like success because we don’t learn from it. We learn only from failure.”*** Kenneth Ewart Boulding, 1910-1993.

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