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'Lead the Pack' Sales Training

Tonality and Tenacity

Tenacious salespeople do not rely on luck for success. Rather, they work toward a goal with determination to make something happen. One of the biggest mistakes less successful business developers make is not following-up with potential customers and prospects. The dilemma is identifying the fine line between being tenacious and being downright annoying. Making repeated follow-up calls requires exceptional people skills. Interacting with you must be fun and enjoyable for your contacts. Since prospects come in different packages it means adapting to different buying styles. Make the most of each contact to develop the relationship. Be especially tuned in to your prospect's tonality when using the telephone. Tonality conveys eighty percent of a person's emotion and feelings on the telephone. By matching and mirroring the tonality of your prospect, you will build rapport and comfort more quickly.

"Patience and tenacity of purpose are worth more than twice their weight of cleverness."
Thomas Henry Huxley

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Sales Mastery 'Lead the Pack' Sales Training

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