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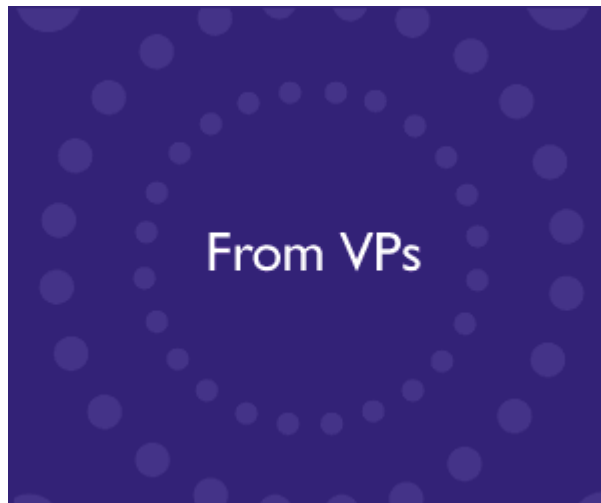
Sales Moves

It's possible to become great at selling by failing at the cold call

Jeffrey Gitomer

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Here's a new way to view the cold call: A cold call is not a place to make sales -- a cold call is an opportunity to learn to sell.



Why not start the cold call fail-your-way-to-success method? Here's how to get great at selling by failing at cold calling. Identify the skills that you want to practice. Dedicate an hour or two a day to learning, and understand that it's not about making a sale -- it's about learning how to sell.

Select one skill that you want to perfect -- let's say finding the decider -- then make 10 calls, and set the goal of getting in to see (and getting through to talk to) five.

Here is a list of the 12.5 lifetime sales skills that you can develop through the fail-your-way-to-success method of cold calling:

1. Develop a fast opening that grabs attention and gets you to the next step. What can you invent that gets immediate attention? Something that creates a smile, gets in the door, and gives you that 30-second opportunity with Mr. Big. What can you create that's innovative and gets you in every time? Long-term benefit: It teaches you to get to the point faster in your face-to-face presentations.
2. Build instant rapport. How fast can you put people at ease? How quickly do they warm up to you? How quickly do they like you? Long-term benefit: It teaches you that rapport is the jumping-off point to begin the sale. The faster you can gain it, the smoother your path to sales success.
3. Gain acceptance. Be real. Have your words be believed. Long-term benefit: It teaches you that rapport leads to acceptance.



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4. Find the decider. Be in front of someone who can say yes to you. Long-term benefit: It teaches you that selling the non-decision maker leads to a non-sale.

5. Qualify the decider. Find out if the decider has the need and/or money to buy what you sell. Long-term benefit: It teaches you to be certain that you're speaking to someone who can buy AND spend.

6. The power of questioning. Be able to ask questions that make the prospect think, evaluate new information and separate you from your competition. Long-term benefit: It teaches you that questions about them leads to answers about you, which leads to sales.

7. Gain prospect interest. Have useful information and ideas. Have information about the market and the ability to make your prospect's business grow and profit. Long-term benefit: It teaches you that the ability to gain the prospect's interest in your product or service stems from your interest in theirs.

8. Fast persuasion. Getting others to say yes in a short space of time takes talent that can be developed only by practice. Long-term benefit: It teaches you to practice at, and be effective at, presenting a compelling message.

9. Persistence -- the breakfast of winners. The cold call will usually not generate a sale. It will generate a follow-up opportunity. Long-term benefit: It teaches you that most sales are made after the seventh "no," or better stated, the seventh follow-up. Your persistence is in direct proportion to your level of success.

10. Think on your feet. Cold calls are not about fast talking -- they're about fast thinking. Long-term benefit: It teaches you to "think solution" and "think question" instead of spewing out a bunch of facts and figures that will be forgotten two seconds after you've left the office.

11. The value of (and need for) creativity. Cold calls are all about creativity. The cool part about creativity is that it can be studied and learned. Long-term benefit: It teaches you that creativity is at the core of your sales success. The more creative you become, the easier it is to differentiate yourself from the dreaded competition (and their dreaded price).

12. The joy of rejection. Most people take rejection as a negative. I have always thought of it as "the pathway to yes." Try adding a dose of humor to rejection. Use humor. Make me laugh and you can make me buy. The problem with rejection is that most people take it personally. They're not rejecting you -- they're just rejecting the offer that you're making them. Long-term benefit: It teaches you that rejection is part of the success of selling.

12.5 It tells you if sales is for you. If you can find the fun of cold calling, and view it as the fail-your-way-to-success method to sales mastery, you will ultimately succeed at sales. If you can't, sales may not be your best career choice. Long-term benefit: It teaches you to do something you love, have the attitude to have fun at it, and dedicate yourself to be the best at it by learning something new every day.

You don't get great at sales in a day; you get great at sales day by day.

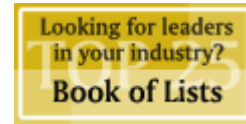
the results don't always live up to your expectations. You need to flirt with it, court it and finally, earn it.

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