

Борлуулалт

# How to Cold Call and Build New Customers

Танхим

This information-packed seminar guides you from pre-call planning through follow-up. You'll learn a process that works to consistently get more appointments and write more business. Take the stress out of cold-calls and improve your hit ratio with How to Cold Call and Build New Customers.

## Суралцах зүйлс

You'll learn how to maneuver the modern obstacle course – gatekeepers, e-mail and voice mail – that prevents you from getting to the prospect. You'll write and deliver a 45-second cold call presentation with power questions to engage your prospect, plus learn what to do once you have the appointment.

## Яагаад хэрэгтэй вэ

If you're like most salespeople you can think of a million excuses not to cold call. Rejection is tough to take. But cold calling is necessary since new business often accounts for as much as 50% of your production.

## Гарах үр дүн

- Employ 7 ways to charge yourself up to make cold calls
- Use 10 proven strategies to get past the gatekeeper
- Leave voice mail messages that create callbacks
- Leverage Business Social Media to attract clients
- Understand what buyers want and how to get them excited
- Ensure that prospects will want to take your call and ask power questions
- Write and deliver a 45-second cold-call presentation
- Develop creative ways to position your product or service
- Understand how cold-call ratios work
- Anticipate objections and turn around
- Revive dead accounts
- Use new business development to double your sales.