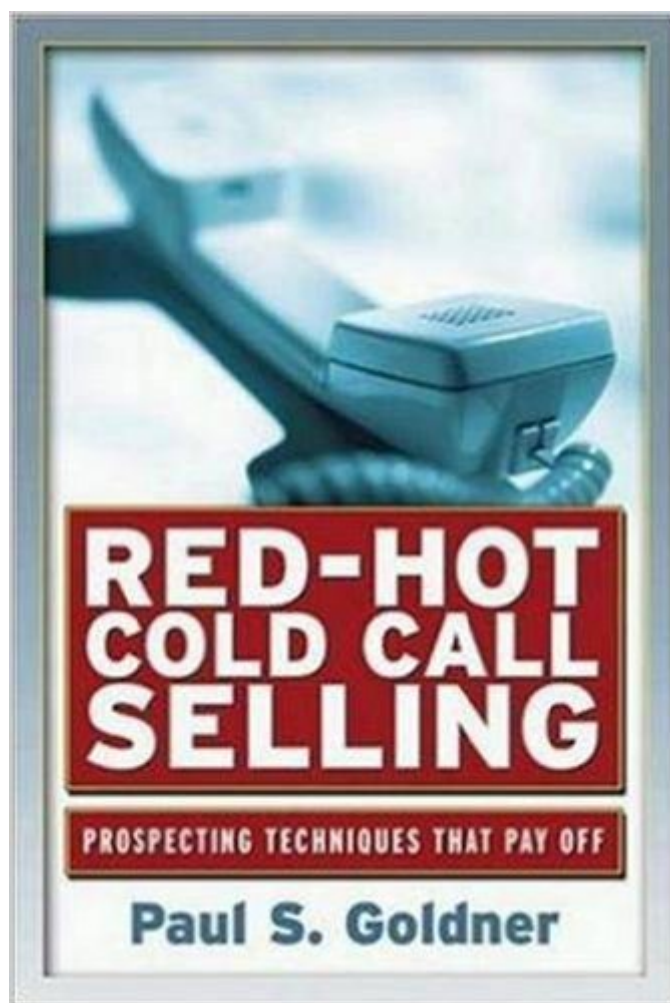


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Red-Hot Cold Call Selling: Prospecting Techniques That Pay Off



Synopsis

This guide contains proven tips and techniques for successfully employing the "cold call" in the selling cycle, giving readers the competitive edge they need for achieving big profits. The book is filled with ideas for increasing success, ideas that have worked for the author time after time. It outlines a step-by-step approach to developing a complete selling system that works, including: how to become "rejection proof"; how to dissect the cold call; how to create a personalized script; and how to enhance the probability of success by following the "ten commandments of prospecting".

Book Information

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Customer Reviews

This book is a good introduction to cold calling, especially for someone who has never cold called, or never done it successfully. From personal experience, I know the challenges of cold calling, and how intimidating it can be. But like anything else, you'll get out of it what you put into it. I really like how the author starts the book. He begins by telling the reader about his early efforts in cold calling, or perhaps more accurately - his efforts at AVOIDING cold calling. He was initially so afraid to pick up the phone that he didn't make any calls. As a result, he made no sales and lost his job shortly thereafter. As one who struggled with this "cold calling fear" in my first sales job, I could certainly relate. The author then delves into the "anatomy" of a cold call - basically 1) What to say, and 2) When to Say It. Overcoming objections is also covered, as is some basic information about identifying your target market segment. The scripts are pretty generic, but easy to learn. Obviously, you will need to customize them a bit to fit your particular product and style. The only real problem I

have is that the scripts are designed to get an appointment...no matter what. In other words, there are no qualifications steps, and sales people who follow this program may get more appointments, but those appointments might not lead anywhere if the prospect isn't qualified. Though he addresses this somewhat in his "target market" explanation. The author also somewhat dances around the idea of "lying" to the prospect as to the reason of the call. He says that you should say "The reason I'm calling is because I sent you something in the mail," when he didn't.

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