

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Maybe Cold Calling Should Be A Last Resort**

**By Patrick Riley**

I think most people hate making cold calls. Well, if your dead set on doing it, here are some tips.

Help the other person, that's what its all about. You don't want to create an uncomfortable situation with another person. When we're only focused on making the sale, this is not a natural meeting place for both people. We want the sale, but the other person usually wants us to go away. Being intrusive is not the finest of character traits, and on some level we know it. Can we feel good about cold calling? Look at cold calling as an opportunity to assist someone. Just look at it that way, your helping someone, what's wrong with that? Look at cold calling as an adventure. Tell the truth, be positive, be confident, you will make your prospect much more comfortable. When you approach a potential client with integrity and common sense, you're more personable and less tense. Being fully honest is one of your better attributes. And it gives you an opportunity to enjoy the interaction rather than being artificial or deceiving. People do seem to have a sixth sense about integrity. When they feel you can be trusted, you can truly shine as a person as well as a potential supplier. Engage people in natural conversation. The more natural you are, the more comfortable you will feel. This makes the other person feel more comfortable as well. Avoid playing games, especially reading from a script. Most people can tell when you're using a script. There's nothing personal about it, and they pick up on that. Being artificial puts you in the "typical salesperson" category, which is exactly the role most of us detest. It doesn't feel authentic. And unless you're a born actor, it makes you feel skittish about cold calling. Allow the conversation be relaxed. Let it be the kind of conversation you would have with a family member. Practice makes perfect, right? And you may actually become friends with that new person the next time you pick up the phone. Shift your thinking away from what you want and focus instead on what their wants are. So many of us have been trained think about our services and products, that we don't think about the client's point of view. We aren't really interested in their issues and how we can help solve them. Be interested in their world and their challenges. You'll find this intriguing. Most of us have a natural flair for problem solving. We enjoy "fixing things." So find out what's going on with the person you're talking to. Make sure the solution is a true solution. Get rid of any hidden agendas and truly listen. Let them know you're interested in them and their world. Move outside your own sales agenda to focus on the needs of others. This makes you a better human being and helps you leap past the fear of cold calling. Never assume anything beforehand. Allow the conversation to be one of exploration and discovery. Stay focused on the dialogue instead of any private agenda. All this advice is sound, but maybe your time could be better spent, by rising to the top of the search engines! How do we do

that? You're going to want to pick up a FREE EBOOK at the following location:

<http://www.ride-to-the-top.com>

and then proceed to

<http://www.1stepsystem-premier.com>

PJ Riley has given away many a FREE E-BOOK detailing the simplicity of making your way to the top of the search engines. See

<http://www.ride-to-the-top.com>

He has been reporting on new business

opportunities for many years. He's not afraid to speak what's on his mind. He will be the first to tell you if it's a golden opportunity, but has had numerous occasions to report a scam in the making.

## **Too Cold Call Or Not To Cold Call For Your Small Business**

**By Brandt Stohr**

I hate cold-calling. In fact, there are a lot of horrible pains I would suffer before cold-calling someone. And I think that many small business owners feel the way I do.

It's true that there are a number of means of small business marketing - direct mail, personal letters, advertising, networking, public relations, internet marketing - and alas, cold calling is one of them. When it comes to small business marketing - any business activity, really - at some point you just have to buckle down and do what you gotta' do if you want to succeed. But is cold-calling one of those small business marketing activities that small business owners simply have to suffer through in order to succeed in business?

Some experts say, loudly and with vigor: "Yes!" Others say, "Absolutely not."

The truth about the value of cold-calling as part of your small business marketing strategy is that it's somewhere in between, and it depends on your particular business. If, for example, you retail small-dollar items through a catalog and on the Internet, cold-calling your potential customers probably isn't cost-effective: if each customer might spend \$10 with you, spending 20 minutes or more on the phone with that prospect doesn't make sense. If, on the other hand, you're a manufacturer of small-dollar items that you sell to retailers who may spend \$1,000 or more buying your products in bulk, then picking up the phone and making a call may well be worth your while.

If you decide to make cold-calling a part of your small business marketing strategy, there are a few things you can do to maximize the chances that your cold call will turn into a new client:

## Maybe Cold Calling Should Be A Last Resort

Cold-calling small business marketing tip #1: Take initiative. When you ask the potential client at the other end of the line "When would be a good time to meet?" you open the door for them to say "Never!" Instead, ask "How would next Tuesday at 11:00 work for you to meet?"

Cold-calling small business marketing tip #2: Approach the call with the idea that your goal is to help your prospective customer. Resist the urge to make the call about you - what you do, what you want. Instead, make the call about the prospect at the other end of the line. Ask the prospect about his needs and wants. Then suggest that you can help - and if he meets you next Tuesday at 11:00 you'll tell him how.

Cold-calling small business marketing tip #3: Get to the point. The prospect at the other end of the line is going to feel, right off the bat, that you're wasting her time. So, by all means, be brief. Be clear and concise. Avoid saying "um."

Cold-calling small business marketing tip #4: Ask questions. This tip reflects back to small business marketing tip #2, making the call about the prospect, not about you. Asking questions also helps steer you to the right information and will help you tailor your sales pitch - for you to deliver at the appointment.

Cold-calling small business marketing tip #5: Save the sales pitch. Effective cold-calling isn't about selling your product or service. It's about getting an appointment so that you can sell your product or

service in person.

As with any small business marketing strategy, the best way to figure out if it works is to try it. Make enough cold calls so that you can accurately measure their effectiveness. Then compare that measurement to your other small business marketing tools.

Brandt Stohr, The Small Business Marketing Genius has brought startup one man operations to billion dollar corporations by using creative marketing techniques rather than investors and capital. Brandt Stohr has helped hundreds of entrepreneurs to get their small businesses exploding with sales without the use of expensive traditional marketing techniques. For more information and a free report on the ten deadly mistakes most small businesses are still making visit Brandt Stohr's site at

<http://www.smallbusinessmktng.com>

. For a web version go to

[http://www.smallbusinessmktng.com/Brandt\\_Stohr-to\\_cold\\_call\\_or\\_not.htm](http://www.smallbusinessmktng.com/Brandt_Stohr-to_cold_call_or_not.htm)



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**