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Sales Therapy 101: Breaking Your Fear of Cold Calling

By Ari Galper

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Almost every day, visitors to my Unlock The Game™ website click on my live instant-messenger chat button, which invites them to "Ask Ari a selling question."

And do you know what their most common question is?

Yes, you guessed it: "Is there any way I can break through or overcome my fear of cold calling?"

Most of us have at least some resistance to cold calling, and some people I talk with have such a paralyzing visceral and emotional fear of cold calling that they can't even consider doing it.

In some ways, the fear of cold calling is practically an epidemic — but not the kind of epidemic that gets publicized on TV or in newspapers.

It's a silent and personal one, a psychological struggle that happens in our own hearts and minds.

The fear of cold calling is a painful, daily struggle for many entrepreneurs and salespeople who have been trained in traditional selling techniques.

Traditional sales trainers answer questions about cold calling this way:

"All you have to do is make more phone calls."

"All you have to do is think more positive thoughts."

"Just learn to accept rejection as a normal part of selling."

In other words, "It's your fault that you aren't succeeding in sales."

This is like telling someone who's terrified of jumping off a diving board, "Don't be a wimp! Just jump!"

In my experience, very few people are able to overcome their fears that way, because the underlying message is that, if you force yourself to do something uncomfortable, "just doing it" will magically solve the problem.

But this is a response that shows no understanding at all of the psychological barriers that underlie the fear of cold calling.

So, how do you overcome your fear of cold calling?

In my opinion, the solution actually is simple, and is based on understanding

three simple concepts:

1. It's Not Your Fault

We can't help thinking there's something wrong with us if other people keep telling us that something shouldn't be a problem, but our own inner feelings tell us that we aren't comfortable doing it.

There's a sort of "old boys' club" sales-conditioning mentality prevalent in English-speaking countries, including the US, Canada, the UK, Australia, and New Zealand, that says, "I had to suffer to succeed in sales success, so you need to, too!"

This thinking comes from traditional sales programs that continue to be the accepted approach to selling.

What you need to understand, though, is that you may fear cold calling because you have probably been exposed only to traditional selling approaches, which triggers rejection.

These approaches teach us to make cold calls this way: introduce yourself, explain what you do, suggest a benefit to the potential client...and then close your eyes and pray that they won't reply with "Sorry, not interested" or "Sorry, I'm busy."

If you're still using this traditional approach, you probably hear responses like these the moment you stop talking.

They're rejections, and what they do us make you feel rejected — and that's reason enough to make you dislike, fear, and avoid cold calling.

How can cold calling be a positive experience if rejection is the most common response you get?

2. Are Your Self-Perceptions Passive or Aggressive?

Whenever I chat with people about the fear of cold calling, they almost always tell me that they're afraid to make cold calls because they don't want to be perceived as "aggressive."

This is another part of the internal battle — they beat themselves up for being too passive and lacking the confidence to make the next call, but they don't want to call for fear of being seen as aggressive.

Here's the good news: there is a middle ground between "aggressive" and passive."

It's a place where you can be who you are while still being extremely effective with cold calling, without ever experiencing rejection again.

Unlock The Game™ shows you how you can be incredibly effective in cold calling without triggering rejection from potential clients. Imagine the possibilities (and the income potential).

3. Learn to Let Your Language Match Your Thinking

If you can center yourself into a place where you can let go of feeling that you have to go on using traditional cold calling "scripts" and behaviors, you'll find yourself spontaneously using language that you would use in a natural conversation.

Using natural words and phrases — speaking exactly the way you would with someone you know, can transform cold calling into a refreshing and productive experience.

And, as you let go of the old-school cold calling model, in which your product or service is your only way of generating a phone conversation with a prospect, you'll make the most crucial transition of all: you'll begin thinking of approaching potential prospects not from your perspective, but from theirs.

What do I mean by that?

Imagine what it would be like if you could hear your prospect's thoughts about the problems they are having — and that your solution can solve.

Even more importantly, suppose you could also make note of the words and phrases they're using as they think about their problems, and that you could take that language and embed it in your cold calling approach.

"Yes, but how would I do that?" you might ask.

It's simple. Just ask your current clients what three core problems your product or service has solved for them.

When you change your thinking, you can't help changing the language that you use, which lets you connect in a whole new positive way with the other person you are calling.

If you can let go of your old-school belief system and open up to the possibility that there is a more natural, comfortable way to cold call — one that doesn't trigger rejection — you'll be surprised by how easily you'll break through and overcome your fear of cold calling.

Ari Galper is the founder of Unlock The Game™, the only selling program that completely eliminates pressure from the selling process. His Unlock The Game™ Sales Program has helped thousands of entrepreneurs and sales professionals worldwide. Visit <http://www.UnlockTheGame.com> to take a Free Test Drive!

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:

Cold-calling small business marketing tip #1: Take initiative. When you ask the potential client at the

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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

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