

This Free E-Book is brought to you by Natural-Aging.com.

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

The 3 C's of Getting Your Foot in the Door of a Prospect

By Kathleen Gage

The 3 C's of Getting Your Foot in the Door of a Prospect by Kathleen Gage

Title: The 3 C's of Getting Your Foot in the Door of a Prospect

Author: Kathleen Gage

Email: kathleen@turningpointpresents.com

Word Count: 578

Copyright: © 2005 by Kathleen Gage

Web Address: www.kathleengage.com

Publishing Guidelines: You may publish my article in your newsletter, on your web site, or in your print publication provided you include the resource box at the end. Notification would be appreciated but is not required.

The 3 C's of Getting Your Foot in the Door of a Prospect

By Kathleen Gage

Are you frustrated with cold calling because of all the rejection, phones slammed in your ear and being told to never call again? Wondering how some sales professionals seem to always be at the right place, at the right time? Feeling like you just can't seem to get your foot in the door of any new prospects? You're not alone. These seem to be universal concerns for many sales professionals.

Getting your foot in the door of a prospect often reaches beyond what most have been taught in sales training seminars and books. It is a state of mind, emotion and action.

As you think of prospects you want to meet and connect with consider the following...getting your foot in the door takes courage, creativity and consistency.

Courage - It has been said that courage is not the absence of fear. It is the ability to identify one's fear and walk through it anyway. Where does the fear come from when you try to get your foot in the door? Perhaps it is fear of rejection. Maybe it is fear the client is too busy. Perhaps one fears the client won't want or need the product or service that is being offered.

The 3 C's of Getting Your Foot in the Door of a Prospect

A powerful way to overcome fear is to take action. The action can be to gain a greater understanding of the client's needs and situation. Perhaps you need to know more about your product or service. Maybe it is simply to pick up the phone and make the call. It is in the willingness to take action the fear will lift.

Creativity - Many people read a book on the "skills" of cold calling and selling. Do Step A and you get Result B. Fact is, there will be times getting your foot in the door is about trusting your creativity.

How often have you gotten an intuitive thought or a feeling to try something different? And how often does reason take over intuition? Some of the most successful sales professionals trust their intuition and inner knowing to lead them to step through the door of the unknown.

It is in the willingness to explore unique methods for approaching any given situation the magic of selling will occur. The next time you "get that feeling" be willing to explore the creativity of your idea and watch the magic happen.

Consistency - Success is often not the result of big actions, but rather one tiny action at a time. It is in the consistency of our actions on a daily basis; making the call, following up on a regular basis, inputting the names into the database, and having a system that allows us to free our minds of unnecessary concern and clutter. When the mind is clear, there is more opportunity to be creative and walk in a place of courage. This allows for truly serving the needs of your customers and clients.

Selling is not about closing the deal. It is about the desire to serve others through the products and services we provide. Serve well.

Marketing Conversations, And Conversation Stoppers

By Nina Ham

Where many marketing conversations get off-track are the ones you have with yourself, before you even pick up the phone or initiate the handshake. As independent professionals, usually at the helm of solo businesses, we sometimes find ourselves facing daunting internal obstacles as we try to begin our day's marketing activity. With no one in our office-of-one to help with a confidence booster, an important resource to have in our self-management toolbox is a means of submitting the negative self-talk for an internal Second Opinion.

Let's imagine you're about to pick up the phone to follow up on a promising contact you met a few days ago. You recognize that the clammy hands gripping the phone are a sure sign that Fear of Rejection is in charge. You've convinced yourself that the voice about to answer your call is just waiting for an excuse, any excuse, to hang up. What to do? Time for a Second Opinion!

The Department of Second Opinions draws on that part of yourself that knows enough to question the self-defeating voices by asking, "How real is this?" Buttressing its wisdom is the recognition that a conversation underlies every marketing activity as sub-text, a conversation that's usually unspoken. While we may tend to think of marketing as telling people what we do, in fact all our marketing activities

The 3 C's of Getting Your Foot in the Door of a Prospect

implicitly ask a question: "Do my services have potential value to you?" When Fear of Rejection is in charge, the door slams shut on any potential conversation. "Do my services have value?" "No!" End of conversation. But what if you stay in the (unspoken) conversation and wonder, "What are they actually saying no to, and why?" They could be saying no to having the conversation now, or to a perceived misfit between their needs and your services, or even to the person they couldn't say no to 10 minutes earlier!

Viewed in this light, the imagined door slamming shut in your face shifts to a swinging door. Even if it shuts, you're likely to come away with useful information about the needs of this prospect, or about how to better position your services for your target client. Even if it shuts on him or her as a prospect, you've gotten the word out to one more person about your services.

Another conversation stopper, particularly seductive for service professionals: "I Can't Sell Myself". This one actually negates any conversation from the outset, presuming instead that rather than talking, you have to convince or even manipulate the prospect. A Second Opinion might point to a more promising line of inquiry such as: How do I quickly and accurately inform myself about my prospect's needs and present my services as an effective solution?

Shifting the internal voices - abandoning the conversation-stoppers or door-slammers and instead framing a question - gives you a good chance of getting off on positive footing for the actual conversation. It's very helpful to remember that even if the prospect says no, this doesn't have to be your last opportunity. When you relax into the conversation, into listening and asking as well as telling, you may hear an interest or need that has no direct connection to your services but provides a basis for staying in touch. This will indeed have been a successful marketing conversation! Good luck.

Nina Ham, certified coach and licensed psychotherapist, is principal of Success from the Inside Out, providing individual coaching and teleseminars to build the skills, attitudes and habits for sustainable success in your career or business. Mail to: Nina@womenssuccesscoach.com, subscribe in subject line, for free monthly e-zine, or visit

Marketing Conversations, And Conversation Stoppers
An Often Overlooked Strategy for Getting Your Foot in the Door
The Door
Do Athletes Suffer More From Nail Fungus?
Pain In Heel Of Foot And Self Treatment

How To Overcome Dandruff
Yard Sale Secrets Revealed
If I Can, Anybody Can!
Scams Exposed
Fly In Ads Creator



This Free E-Book has been brought to you by Natural-Aging.com.

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