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Guerrilla Sales & Marketing

## How to Beat Fear of Cold Calling

Lori Turner

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Fear of heights? Spiders? Public speaking? For some, nothing creates greater anxiety than the fear of rejection that accompanies cold calling. I've watched brilliant, knowledgeable, well-spoken professionals become uncertain, babbling and panic-stricken when making a cold call.

Not many people are good at cold calling, so, by mastering it, you can dominate your market. Here are some tips to help you beat your fear of cold calling.

Get your mind right. Shift your mindset away from making the sale. Instead, focus on whether or not there's a fit between your two companies. After all, until you learn more about your prospect, you don't know if HIS company is a fit for YOURS. This alone can transform the confidence you exude in your calling efforts.

No prep = no call. If you don't have the time to invest in call prep – research into your prospect and his company to allow you to better connect and construct an offer of real value – then don't pick up the phone. Unless price is your differentiator, dialing for dollars rarely ever pays off. Work smarter and not harder. Making fewer but better researched calls can increase your success rate and reduce dreaded rejection.

Treat each call as if it's your first one. If you're feeling the wear and tear of making your 10th cold call of the day, your prospect can hear it in your voice. So smile during your call. They can hear that, too. Stand up to ensure you have energy in your voice. Speak slowly to come across with confidence versus desperation.

Legitimately connect. Find an authentic reason to connect with your prospect in those first few critical moments. This could be a common acquaintance, the school you both attended, or an organization you both belong to. If all else fails, make him laugh. Laughter builds rapport.

Mirror the prospect. If you hear him using a key phrase, make a quick note and try to incorporate into your conversation.

Use their favorite word. Most all of us like to hear our own name. So use your prospect's first name two or three times on your call.

Find the pain. Ask good questions to identify a business challenge your prospect faces that your product or service will address.

Offer something of value. Give your prospect a compelling reason to want to meet with you. This could be research you've conducted into how similar companies are using creative strategies to grow business.

Use an assumptive close. Once you've earned the right, by building rapport and offering something of real value, don't ask for the appointment. Instead, jump straight past the "would you like to meet"



Lori Turner

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question by simply asking, "Do you have your calendar handy?"

Give some of these techniques a shot. You just might be surprised to see how fond you'll become of the phone – seeing it as a powerful selling weapon and not the devastating rejection delivery system you were once sure it was.

*[Lori Turner](#) is managing partner of RedRover Sales & Marketing, [www.redrovercompany.com](http://www.redrovercompany.com). You can follow RedRover on Facebook and Twitter.*

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