

# Sales Prospecting Tips or How to Learn to Love Telemarketing

## Part One

Most people go pale and hide at the very mention of telemarketing or canvassing.

They expect others to obtain the appointments or the prospects to come to them.

It's fair enough to say that sellers are paid to close sales, but there is one inescapable fact which says that sellers ought to prospect for leads, as well as handle the sales presentation and closing.

Practising on appointments can be costly. Practising on "obtaining appointments" is FREE.

If you're telemarketing, what's the worst that can happen? The other party puts the phone down on you.

So, we suffer a little rejection. A slight dent in our pride. But long term, that's a great thing!

Let me explain why. If you're used to getting "Yes, yes, yes" and suddenly up pops a "No" - it hurts. It goes against the grain. You're sensitive to it and you're wounded.

But, if you accept that you will get a percentage of "No's", then the word has zero impact on you. You are "rejection proof".

So, when you get a "No" in your sales presentation, you are prepared and, therefore, equipped to transform the negative into a positive selling situation.

**Sales prospecting** is a seller's friend - use it daily to sharpen your selling technique.



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## Part Two

### Picking up the phone

I recently talked to a ex senior sales director, for a house hold name in the white goods business, he sold serious amounts of complicated electronic equipment all over the world and now advises similar companies on how to launch new products. Part of his new business is to help new companies with their business plans. To do this he must pick up the phone and make new appointments.

He felt he was interrupting the prospects. I pointed out that it happens all the time; he wasn't selling time-shares, but a great product that the prospect would thank him for at the end of his time with them. This reinforced his belief in his product a crucial requirement for anyone telemarketing.

If you believe in your product then you must want to share it with the world – so a few phone calls isn't going to stop your drive to world domination or paying the mortgage.

We can get into a comfort zone, which says that, its OK not to pick up the phone because that business will come to us. We know really it won't. As a small business, or even a large business you have to go find that new business.

Rejection is not personal it is just that it is the wrong time; the wrong profit or your prospect is the wrong prospect. Move on find the right prospect.

Believe in your product – pick up that phone – for more phone Paul on 07876 173444

