

Overcoming Cold Calling Reluctance

An article by Keith Rosen about cold calling communication

If you're like many salespeople, the idea of prospecting or cold calling to generate new business, although effective, may not be the primary revenue generating activity that excites you.

When salespeople resist cold calling, sales managers often respond by providing additional training, role playing, a revised presentation, or more qualified prospects to call on as the solution to improving cold calling results and productivity. Unfortunately, these tactics don't always eliminate the anxiety or level of resistance that salespeople experience when cold calling.

Perhaps the real issue is not tapping into the source of cold calling reluctance. Fixing the symptom without understanding the true source of the problem only results in a temporary solution.

Instead of focusing on strategies that only address the symptom, explore the source of your anxiety to permanently overcome the fear and resistance to cold calling; your beliefs surrounding cold calling.

We all have a certain set of beliefs or rules formed through our upbringing, education and experiences that influence our decisions and shape our attitude towards life and our career.

Unfortunately, there are those old limiting and confining beliefs that often keep us prisoner, stalling our professional growth and preventing us from creating greater selling opportunities.

Your outlook determines your outcome. In other words, what you believe to be true about cold calling is exactly what you'll continue to manifest in your career. So, if you believe that cold calling is, "Forcing someone to accept something they don't want, intrusive, annoying, manipulative, a waste of time, intimidating, scary, something I hate being subjected to myself, etc.," that's exactly what you'll continue to experience every time you cold call.

Consider challenging these assumptions and replacing them with healthier ones that would better serve you. For example, "Cold calling is informative. It lets the prospect know where they can locate the product/service they need." "Cold calling is a way to educate and serve people. It enables me to become a prospect's trusted expert or advisor, preventing them from making potentially costly mistakes that result from purchasing the wrong product/service or using a company that may not effectively fill their needs."

Notice how these upgraded beliefs make the cold calling process less about the salesperson and more about the prospect. In other words, either you are making the selling process about YOU (Ex: how much you can gain, your fear of rejection, looking bad, hearing no, etc.) or you're making it about the prospect and how much value you can deliver to them. Now, the cold calling process is no longer focused on the salesperson's negative assumptions or fears but on the prospect and the benefits you can provide them.

To eliminate your resistance to generating new business via cold calling, try this exercise the next time you prospect. Unhook yourself from the outcome or to hearing a "Yes" or a "No" and focus solely on uncovering the prospect's needs, providing solutions and giving value. You'll

notice that this shift in your mindset will produce the outcome you want with less effort; attracting new customers towards you without having to push.

Upgrade and direct your thoughts so they enhance you without them controlling or consuming you. (Otherwise, we'd still believe that our flat Earth is the center of the universe!) When you exercise your choice to upgrade your current beliefs in a way that serves you and your prospects, you'll find the permanent solution to eliminating your reluctance and accelerating your cold calling success. Hey, you might even enjoy it!



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Keith Rosen is the preferred, authentic coach that top executives and sales professionals in many of the world's leading companies call first. As a prominent, engaging speaker, Master Coach and well-known author of many books and articles, Keith is one of the foremost authorities on assisting people in achieving positive, measurable change in their attitude, in their behavior and in their results. Keith's articles can be found in Selling Power Magazine and has appeared in feature stories in The New York Times, The Washington Times, Inc. Magazine, Sales and Marketing Management's Ultimate Motivation Guide with Stephen Covey and The Wall Street Journal. For his work as a pioneer in the coaching profession, Inc. magazine and Fast Company named Keith one of the five most respected and influential executive coaches in the country.