

COLD CALLING

Cold Calling sends shivers of fear down the spine of most new and even some seasoned sales consultants. However scary it might be, cold calling remains an extremely profitable method of prospecting.

Around 48 weeks of the year we are expected to do a percentage of cold calling each week - either by phone or by dropping in personally. I recently had a business owner reiterate the power of cold calling to me over other forms of selling.

I called into his business and he was extremely receptive saying it was his policy to use companies that called on him rather than finding someone out of the Yellow Pages. This is a great thing to hear for someone who cold calls for companies 80 percent of the time.

Though some companies prefer to use more passive methods of prospecting, cold calling is still an extremely effective method of prospecting.

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