

“Working with industry towards a profitable and successful future”

“It’s that blasted company again, I’ve already told them I’M NOT INTERESTED. Why would they call me thinking I’d be interested in THAT!”

Sound Familiar?

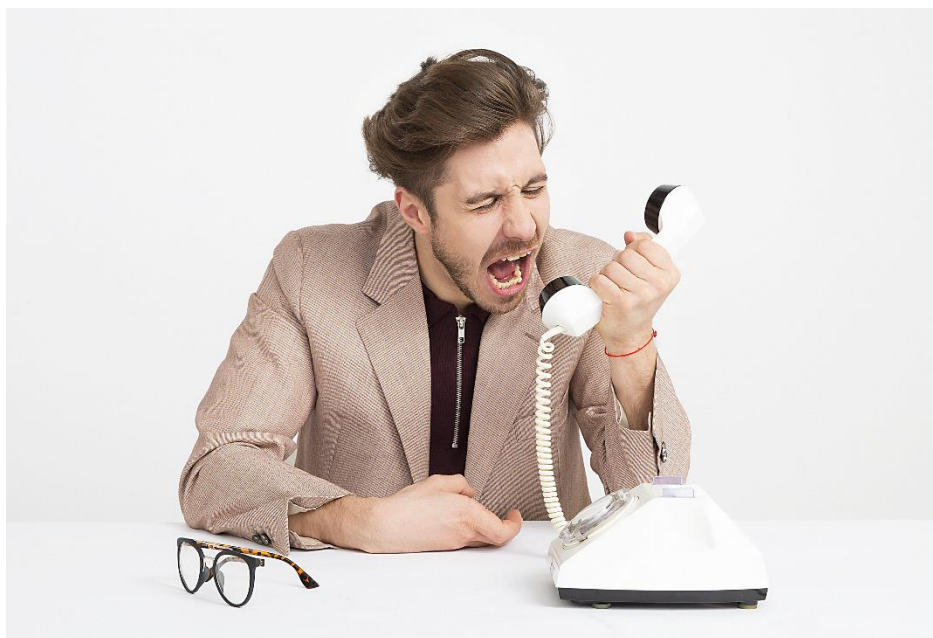
We’ve all experienced those dreaded scripted sales calls where it is obvious that the caller has **NO IDEA** who you are. They’re calling number after number with a stagnant script delivering a very **IRRELEVANT** sales pitch.

The result?

The salesperson leaves the listener (and I say ‘listener’ as there is usually no conversation to be had) very frustrated. Not only has their time been **WASTED** but they are forever more reluctant to answer calls from unknown numbers.

Worst of all, the majority of these types of salespeople, either don’t take notes or don’t take no as an answer....and guess what?

They’ll call back. **REPEATEDLY.**



This problem makes it a far more volatile working environment for salespeople who **DO** target, investigate and warm up their lead. Companies have now made **MILLIONS** from number blocking software because of Cold Calls.

People are actively searching and investing in new ways to **PREVENT** incoming sales calls.

Cold Calling needs to **STOP.**

It's not that people hate salespeople, it's that they hate being called when the service is **IRRELEVANT**.
Conclusion?

Make your sales calls **RELEVANT**

Conduct *Market Research*. Make **WARM** calls.

Know *who* you are calling, know **FULLY** what the company does and what *their* role is. There is no bigger turn-off than an under-prepared salesperson, so **BE PREPARED**. *Research* the industry, *research* the company and *research* the people.

Once you've done your research, know how to **MARKET** your business. You should have a well-rounded idea of the company you're targeting and have come up with a strategy to **APPEAL** to their needs.

Now to *make* the call and *deliver* the pitch.

MARKET your own company in a position that is *most favourable* to your prospect. Put more **EMPHASIS** on a particular service if it pertains to their **NEEDS** more so than others.

Be **CONFIDENT**

Know and believe in what you are selling – you've done your market research and can be assured that your prospect has a need and is *likely* to be interested in what you have to say.

Be **USEFUL**

Don't just *rely* on your **CHARM**.

Express your knowledge of the industry and recommend some useful materials - either on your own website or elsewhere.

Be **POLITE**.

A lot of salespeople can come across *pushy* and *arrogant* and your prospects are likely to expect the same of you.

This is why this next point is so **IMPORTANT!**

Be **DIFFERENT**.

Should you wish to contact Hayward Miller Ltd and talk about how we can support your company, our details are as follows:

Call: 01842 821 440

Email: contact@haywardmiller.co.uk

Visit our website: www.haywardmiller.co.uk