

5 Super Simple Moves to Keep Prospects from Shutting Your Down While Selling Over the Phone!



"From Cold to Close"

5 *Super Simple* Moves to Keep Prospects from Shutting You Down!



"We need more sales!" Ya, no kidding! Whether you're on a sales team or you're an entrepreneur/business owner, you know the fastest path to more income and profit is to get more clients.

But the daily grind and rejection of trying to sell over the phone can leave you feeling beat up or burnt out - and maybe even losing confidence.

Truth is, there would never be a lack of activity or confidence if you knew exactly how to easily get people to buy from you, right!?

Here's the *ideal* reality of selling over the phone:

- Finding lots of ideal prospects to reach out to
- Easily getting potential buyers interested in your service
- Having potential buyers choosing to work with you *vs your competition*
- Getting personal intros to other potential buyers
- Getting a constant flow of sales - at full price
- Landing on your clients' speed-dial
- And of course - bringing in fat commission checks or profits!

The satisfaction, recognition, confidence and pride of this reality!

With the right moves, selling over the phone can be easy and very profitable - even predictable. COVID crisis or not!

But, first things first...

I've got 5 simple moves for you to keep prospects from shutting you down!

Because even though it's easy to send digital messages, ya can't get prospects to "know, like and trust you" off an email or direct message - you've got to talk!

“From Cold to Close”

5 *Super Simple* Moves to Keep Prospects from Shutting You Down!



Conversion rates using emails and social media for prospecting are typically 1-3% because of the inbox clutter you’ve got to cut through and the fact there’s no personal, human element.

Conversion rates from my recent clients range from 45-75% using the phone, once they integrated the same formula I’m going to be sharing with you during my upcoming webinar, “From Cold to Close”.

And right now, I’d like to give you a *jump-start* with 5 simple moves for you to use as “ice-breakers” to open up conversations. These are the same openers I used with resistant, icy prospects, that resulted in a multiple 6-figure income from under a headset. These moves work for anyone, regardless of the industry.

**So, if you’re ready
to work smarter
than harder,
let’s dive in!**





5 Super Simple Moves to Keep Prospects from Shutting You Down!



1 Acknowledge

Open the call by saying you realize you're catching them in the middle of a busy morning/afternoon and that you'll be quick. For example, *"Hi Bob, this is Wendy Vaughan with XYZ Services, and I realize, I've no doubt caught you in the middle of a busy morning, so I'll be quick."*



2 Name Drop

Mention you were speaking with their peer - include the peer's name, and relate this call with what you were talking to their peer about. For example, *"I was speaking with Bob over in Biz Op about his ____ needs. And I believe you've got a similar < situation/role >. So I wanted to make sure you had the same access to ____."*



3 Leverage Recent Work

Mention a peer or even a competitor of theirs with whom you or your firm is working. Reference the peer/competitor by name as you briefly mention your work there. For example, *"I've been working with ____ over at ____, providing him with ____ and wanted to see what your ____ status is and how you're currently..."*



4 Be Transparent

Sometimes it shows strength to admit you're not Superman/woman! BUT never compromise confidence! Being transparent early in your call shows that human side and creates a sense of compassion. For example, *"Bob, now I hate to admit this, but I'm not 100% certain if your firm uses _____ or if they use _____, so I was hoping to get a better understanding from you of..."*



5 Beat Them to It

Bring up an objection head on, before they do. If you've called this type of prospect a few times and gotten shut down, you know the top reason for getting shut down. So, use that knowledge to your benefit! For example, *"Now Bob, I realize you're 15 days out from the end of Q1 and are dealing with a lot of analytics right now, but I'd like to find time to talk with you about _____ because it solves those _____ challenges."*

Remember, as you're calling in and using these techniques, have confidence and an up-beat, friendly attitude.

These steps are techniques from a simple formula I developed early in my sales career that makes it extremely easy to get qualified prospects leaning in and interested in your service...

**Because it's pure music when prospects say:
"Ya, that sounds good, what's next?"**

"From Cold to Close"

5 Super Simple Moves to Keep Prospects from Shutting You Down!



I'm Wendy Vaughan, Sales Success Coach and Chief Paradigm Shifter at Predictable Sales Results.

And after 15 years as top sales producer across 3 different markets, most recently in staffing - it's not about me anymore - it's about you! I'm now sharing all my leveraged moves and simple formulas that get the BIG results - making it easy for anyone to be a rock star at sales.

And I know without question, you can make an exciting income without all the sacrifices.

Chuck the old-school rules and stay true to you!



Are the "no's" actually teetering to "yes's"? Apply for a "Sales Blind Spot" Coaching session and find out: www.PredictableSalesResults.com/BlindSpot

