

# Never cold call again

If you're like many self employed or small business people, the idea of prospecting or cold calling to generate new business may be something which you really don't look forward to.

There are many tricks and techniques in the market place which people recommend to get round the problem. You may have come across some of them and you may worry that this is another one. I don't believe it is because I recommend getting beyond suppressing the symptoms and addressing the underlying source of the problem

Whether we enjoy a certain activity or not depends on our beliefs about it which will have developed with us as we got to where we are. There are lots of activities which some of us like and some hate. As an example, think about baking a cake. Whether you like it or not is not really about the activity it is more about your beliefs about it. Perhaps you had some good experiences early on and see it as a creative activity, you may find it calms you and you expect a nice cake at the end of the day. Or you may believe that you are clumsy and inexperienced, you will drop eggshell into the mix and you begin the activity certain in the knowledge that there will be a burnt offering at the end of the day.

Taking a dispassionate view, cooking is relatively simple, there are plenty of guides available but one thing is for sure, your OUTLOOK will determine the OUTCOME.

Beliefs are a useful way of getting us through the day. We can't re-examine whether we like to eat seafood each time it is offered to us – we either do or we don't. However, if there is a belief which is limiting our ability to achieve what we want to do it may well be worth examining.

As we saw in the cooking example, your outlook determines your outcome. So in the case of cold calling, what you believe to be true will turn out to be true. If you believe that cold calling is, "forcing someone to accept something they don't want, intrusive, annoying, manipulative, intimidating, scary, something I hate being subjected to myself, etc.," that's exactly what you'll continue to experience every time you cold call.

There is no law which says you have to continue with these assumptions. Why not consider replacing them with some others which will serve your purpose better? Notice, I am not asking you to replace your beliefs at this stage, just suspend them and play with some others.

How about adopting these assumptions? "Cold calling is informative. It lets a non specialist know more about a service; it raises their awareness and opens up possibilities for them. Someone who I have helped to see new possibilities will consider me as a trusted advisor. It is incumbent upon me to share this information or my new friend may risk making a costly mistake."

It is interesting to note that the new assumptions change the emphasis from the maker of the call to the receiver of the call. If some of the distaste for cold calling in your case was about fearing rejection, then this change of emphasis will go a long way to making you feel better because it means that if the exchange results in a meaningful



exchange of information it means that the recipient was ready to receive it. If it does not then he or she was not. They were neither accepting nor rejecting you – it was about them.

If the new beliefs and assumptions which we have played with would help you to get to a new attitude to cold calling then read on to the end of the article. If they did not do it for you, look back over the previous few paragraphs and invent some other beliefs which would remove whatever it is for you which is making this seem an uncomfortable process.

Finally, you may also have a belief that there has to be a definite ending to the process – today – that you have to persuade the recipient (victim) of the value of your offering.

Since we are in the mood for change, why not change that belief as well? Why not create a belief that the purpose of the conversation is for you to understand your new contact's needs and to reflect them back to them in an organised and focussed way which will be of value to them. If you do so, some of the people you talk to will welcome the opportunity for a further conversation – which is a great outcome.

In some ways, this article is a piece of cold calling. It is indirect but the same outcomes apply. Some people reading this article will not “get” it. I could choose to believe that this is due to the quality of my writing but instead I choose to believe that it was because they were not ready for this subject. They may not have tried cold calling, they may not have experienced any difficulties or they may firmly believe that it is not possible to work on and change their beliefs.

Others will get a real insight and a surge of energy from reading this. For some of them the article will be enough for the time being but others will think that there is probably more good stuff where that came from which would address a current need and they may seek me out.

If you wish, you can CHOOSE to think of your market contact like this, you can even stop thinking about it as cold calling – so you need never cold call again. If you are passionate about your offering, you can share information; you can educate people about its uses and help them to see how it might help them. But one thing is certain, just like baking a cake your outlook will determine your outcome.

One last thought – If there are other parts of the sales process you think you can't do, closing the deal, handling objections, making small talk etc, remember, the good news is that your difficulties are based on unhelpful beliefs too and you can address them one by one just as soon as you choose to. Good selling – I believe you can do it!