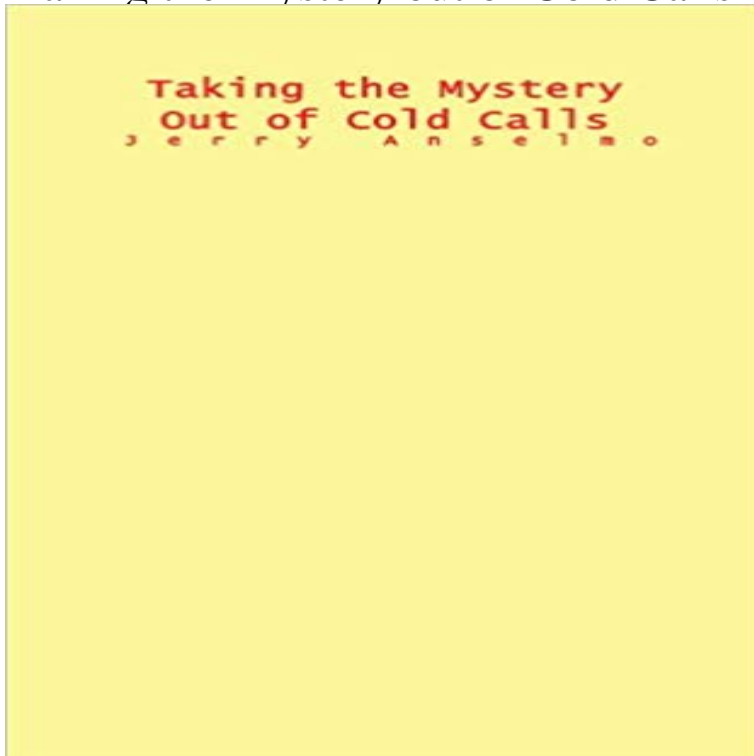


## Taking the Mystery out of Cold Calls



Making cold calls in sales is a challenge. In doing so the mistakes you make are important to you because of these mistakes. This helps you to readjust. This readjustment is an opportunity to make your next cold call smoother and more professional. The more cold calls you make in pushing yourself to work harder and the better results will make you become smarter. When you take a risk there is a chance for failure. Then with a positive attitude, you request and you move up to a higher level, making you more confident. Keep in mind its sales if you are not failing. Usually you are failing anyway because you are working below your potential. Go into the unknown where the prospects are unlimited. In doing so, you will develop a talent that has an unlimited possibility and you will become more confident and stronger. Keep in mind when you are truthful, you dont have to lie aural. Be defensive with a lie in your approach. When you lie you dont have the self confidence and your approach wont be smooth and believable. In making your cold calls have an attitude of authority. Be truthful and develop an attitude of trust. The prospect can tell if you are not truthful. When you are truthful this will help build up your self-confidence and the approach will be smoother. Prospects respect salespeople who are truthful. Always keep in mind your place is to help your prospect make the right decision and relieve him of the burden of making the decisions. Usually what you expect is usually the outcome. In making cold calls it pays to expand your thoughts. In the end, this will expand your vision for success. Your vision and positive thoughts backed by actions lead to success!

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