

## Self Development for Sales People - Learn How to Make Cold Calls

Cold calls, can be described as a bunch of unsolicited random sales calls. Remember that the people you call to give information have not asked for it. You are, on your own giving out the information. Most certainly you will encounter both positive and negative responses. Some people simply love and enjoy such calls, while some others will most likely give you a negative response. You must learn and adapt yourself to successfully tackling such negative responses.

Making cold calls is akin to telemarketing. You will have no problem dealing with all those who respond positively. Your main concern is to train yourself to overcome the ones who respond negatively like the ones who will cut you short at the start of the call. You must learn to become mentally tough and not allow such negatives to get the better of you.

The cold calls help you learn how to approach customers. You will also get to know about handling yourself on the phone. It will provide some solid inputs for better success in business.

A sales guy who is successful at making cold calls, does not sell everything to everyone. He will start off with permission marketing, by seeking consent from the prospects to send them some information about his company and to educate them about the products and services that his company offers.

Of course, different companies use several different marketing techniques. Some companies go to any extent to promote their products and expand customer base. But, making cold calls is certainly a unique way to make your company known and to create a brand awareness as well as make your brand, product or service a top of the mind recall.

As mentioned earlier, you will always encounter different types of prospects. Some will react very positively from the word go, while many others would try to cut you off at the start. If you want to increase your success rate for your cold calls, you must learn to talk with respect. A pleasant tone and attitude can win you many a people. Of course you will also encounter many positive prospects. Such calls will only increase your motivation to succeed, and you should use them to prevent the negative calls from getting the better of your mindset.

### About the Author

Mehendale collects information about solutions to every day problems. Learn more at here - [management professional sales training](#) and here - [sales management training program](#)

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