



ESCAPE any Anxiety to Dial

Expect to advance the call to the next stage in the sale cycle.

Slow down and mirror their tone/rate. People like people similar to themselves.

Confidence – enthusiasm – belief – persistence.

Ask open-ended questions.

Polish your vocabulary and remember to use proper industry jargon.

Expect to be rejected. Don't take it personally.

Other helpful tips:

- PREPARE, PREPARE, PREPARE (not during hours when you can be calling)
- LISTEN, LISTEN, LISTEN
- Do not ask someone "how they are" (unless you have spoken before)
- Do not say "love"
- "Act as if" you are calling with valuable information because you are
- Use humor to your advantage. A little self-deprecation can save a failing call
- Make an appointment with yourself to prospect *every day*!

Always remember to:



& DIAL