

Cold Calling for Introverts

presented to you by

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Introduction

My name is Alen Mayer. I've been in sales for over 20 years, and I can say I am an introvert. But the thing is that throughout my sales career, I was always thinking I'm a different animal or different salesperson because I'm not the life of the party kind of guy. I cannot relate to people easily, I don't trust people easily, and I was not shy, but something was different with me.

By researching throughout the psychology, and throughout the reading lots of books and lots of materials, I learned there are two different ways we can group people into. It's either people are introverts or people are extroverts. I know it's a generalization and it's not fair to put people into shelves or just divide them in two groups, but it helps to understand human behaviour in a specific situation.

Firstly in this book, I will describe what it means to be an introvert. Then the next step is to cover the strengths and the weaknesses of introverts. After that, I will discuss how to prepare for any sales conversation, especially cold calling and the importance of a good preparation. What to avoid when you speak with your potential clients? And the last part is on how to create and utilize your cold calling script in the best possible manner.

When I speak with salespeople at my sales trainings, many people recognize my approach to sales is much different than what people teach them in the standard sales training. Here is an example - many times sales managers just say *"Well, you should just do it."* For introverts, we simply cannot do that.

Think about a situation where you were at a sales meeting and the manager is asking everyone a question and you want to prepare your answer, find the right words, and then give your answer, but somebody jumps in and gives a weak answer. He or she is a star of the moment because they said something. You had a much better answer, but you wanted to prepare yourself first and find the best words to express yourself.

Or is it better to just say anything that comes to your mind first?

Many times, introverts are not having the opportunity to voice what they are saying. Recently, I was witnessing a brainstorming session where the manager was – he is an extrovert – he was just asking people, *“Let’s do the brainstorming session, and here’s a question: how would you handle questions about our existing client base? How would you do that?”* Well, guess what? Introverts have great answers. I stopped him after five minutes saying, *“You know what I think we should do instead of brainstorming? Brain-writing session.”*

People who are introverted need time to gather their thoughts, to find the right words, to find the right expressions to share with the group. If you don’t give them the opportunity, and if you expect everybody is behaving like you are behaving, it is much more difficult to get the good answers. You get low-quality answers from people who are faster in terms of talking.

Extroverts generally talk to think. While they’re talking, they are thinking if this is good or not, while introverts are people who like to think to talk. They like to think about stuff before they express it, before they say it. If a Sales Manager or Sales Director or VP of Sales is not aware that there are people like that, he or she could think that these people are not contributing to the company and they are not valid members of the sales force and they are just not fitting into the culture. This could all be avoided if people are more educated about introverts and extroverts just in a basic form.

What does it mean to be an introvert? I heard people say *“If you’re shy, you’re an introvert.”* This is not true at all. An introvert is a person who prefers to be in a solitary activity, like reading and writing. They enjoy time spent alone. They don’t need to be surrounded by plenty of people to feel good. They can stay at home on Friday night with a good book, maybe a glass of wine, and enjoy time spent with themselves.

Introverted people by their nature are considered to automatically have a “dead on arrival” status in the world of sales. However, this reputation is generally created and believed by people who have no idea who the most successful salespeople can be.

More often than not, some of the leaders that are actually self-admitted introvert types have learned how to make their natural inclinations their strengths in the world of sales, and of course, in the world of business.

An introvert is a person who prefers solitary activities, and he or she finds less rewarding time spent in large groups of people, though she may enjoy interactions with close friends. An introvert excels in her skills and performance when working on her own. She prefers to concentrate on a single activity at a time and likes to observe the situation before she participates. It is a common misconception that the definition of an introvert includes being shy. Introverts prefer solitary activities over social ones, where shy people – who could be also extroverts – avoid social encounters simply out of their fear.

If you are a person who likes to observe a situation before participating, you are an introvert. If you go to a meeting with strangers, like at networking events, and you like to observe before you jump in, there is one good signal that you can be an introvert.

Being around people or in a crowd often reduces the productivity of the introvert. They often move to seclusion to think things out. Saying that, introverted types still have close friends. We all date, marry, and have families. We don't isolate ourselves completely.

But we are far more selective with whom we are associated because trust for us is a critical issue. Introverts still communicate and work with others on a regular basis, but they are more to the point, not wanting to waste time on being social just for the sake of being social. You know probably what I'm talking about. We often tend to be more analytical; our questions are very often much deeper than usual conversational questions.

We want to assess the situation before we act. And we are good listeners. We listen to ideas of others. Because we are good listeners and we like to understand the situation, very often we are experts in our field.

I can give you a few examples of some of the most successful sales and business people, who are by their own description, introverted. You've probably heard about a person named Warren Buffett. Of course you've heard about the chairman and CEO of Berkshire Hathaway Investment Fund.

Well, he's recognized as the king of Wall Street investment today, and he also has to regularly convince his shareholders and his customers that his fund is worth investing in, and despite the high pressure sales environment, he's a known introvert, far happier with reading marketing reports than speaking to a room full of investment followers and financial advisors.

Another person I like to name very often in my introvert presentations is Tom Hanks. You know Tom Hanks. He's one of the most successful actors, as well now a producer, since the early '80s. Despite his career putting Tom Hanks in front of cameras and people worldwide, this man is a known introvert, of course by choice. While he does what he needs to bump up and bolster his acting career and now he's producing movies, he's still known for keeping to himself when living his private life.

So it's nothing wrong with us introverts; we just like to spend time alone to think about things.

To be on the safe side, visit my website, www.AlenMayer.com, and there is a sales quiz where you can answer 13 questions to understand where you focus your attention, how you recharge, and if you are more aligned towards being an introvert or an extrovert. I encourage you, maybe after reading this, to go and complete this sales quiz.

It's completely anonymous; you don't need to give me your email address or anything. At the end, you will see the answer based on your answers. The idea behind this is if you don't know where you fit, if you don't know what your preference is, you will feel awkward, and you will feel like you don't fit in certain business situations, and it's just simply because we don't understand ourselves well.

If the stereotype of the effective salesperson always needs to be an extrovert and it's suddenly appearing to be false and shaky, I'm glad to hear that. That realization is I would say simply an acknowledgment that some of the most introverted people can climb the Mount Everest of salesmanship despite not being a high energy, fast talking, and in your face salesperson. I'd like to say that the world of sales does not belong to the loud snake oil salespeople. It belongs to the highly informational person who is comfortable and appreciates their own natural strengths. I will cover strengths in a few seconds.

One of the good signs of being an introvert is answering the question *"How do you recharge your batteries?"* For example, if you had a day full of sales meetings and you go home, do you need time for yourself after a very busy day just to sit and relax and recharge your batteries? Or, like some extroverts, they like to be at the networking events; they are recharging their batteries while they are surrounded by people.

When they go home, they are missing it. They need more conversation, more stuff to do, more people to meet. So that's one clue to see if you're an introvert or an extrovert.

Cold Calling for Introverts

For some people, “introverted salesperson” sounds like an oxymoron, but times have changed. More than ever, employers see introverts sell better than some of their extroverted counterparts. The era of the back-slapping, fast-talking, in-your-face stereotypical salesperson is gone; in its place, today’s sales staff listens to customers and tries to make sales process a pleasurable experience for all parties.

Sales introverts tend to be more reserved, less outgoing, and less interested in approaching strangers. Cold calling is a stumbling block for many sales professionals. If you make cold calls, you need to read this book.

You will learn:

- Why cold calling is not a numbers game for introverts;
- Why it’s not getting easier with time (even though managers say it is);
- Why you can’t just “dive in” (as extroverts do);
- Introverts’ strengths and how to use them when cold calling;
- How to prepare yourself for cold calls (no, it is not about the script);
- How to warm up your cold calls;
- How to make cold calling less nerve-wracking and more successful;
- One technique that makes all the difference;
- How to redefine cold calling to fit your style;
- How to succeed as an introvert in sales!



If the idea of initiating a conversation makes you feel queasy and start to sweat – if you don’t approach cold calls with confidence and verve – this book, “Cold Calling for Introverts” is definitely for you!

Typical Introvert Fears in Selling

What are the strengths and weaknesses of introverted people? I'll start with the negative things and typical introvert fears. There is no question that for someone who's an introvert, upbringing and social education has taught us that our introvert nature is incompatible with extrovert-type activities such as selling. It's a stereotype, because people who fall into the category of introverts, they are assumed to be unable to function really well with others; to function good with their clients.

This type of social conditioning leads all of us to build some fears, and it leads to fears in people about working with others. Sales training today teaches people that introvert nature is simply incompatible with extrovert-type selling. I'm fighting it on a daily basis to prove that it can be done differently. Introverts have game.

The fear of interacting with people is a commonplace concern among introverts that are especially new to selling. It generally involves being afraid of introducing yourself to strangers and potentially booking a meeting, because it's being awkward. We can become awkward in a situation like that, not quite knowing what to say or being embarrassed by others.

But fortunately, because it's a foundational fear, based on action, or I would say lack of it, the fear of talking to people can be controlled. To become adapted to working with people, if you're an introverted salesperson, you need to make a point of practicing and interacting with many people on a regular basis. Through practice and planning what to say for different scenarios, a person can overcome a fear of or limit these effects to controllable situations and responses that make the fear simply inconsequential as a result.

If you've ever played chess, you know that you need to plan not just for the next move, but for a few moves ahead. This is what I suggest for every salesperson to think about. Before you cold call someone, prepare what you will say. If they respond positively, that is the way you will go. If they say something negative, you need to learn how to handle it.

You need to find the answers to be able to handle the basic rejections or excuses that people give you over the phone. You need to plan for each and every step. Good preparation is a pillar of success for introverted salespeople.

Another fear that introverts have is a fear of failure. This is a little more complex. It often comes from the first fear that I mentioned a few seconds ago, when a bad experience happened in the past, or it has to do with the concern of falling down the first time out in a new environment and not knowing clearly what the risks involved are.

While a performance rating is not something a salesperson can control directly, the input into the rating is important. Succeed in sales, produce a success. Keeping this in mind, failure becomes simply yet another task to manage.



Another fear is fear of being lost in a crowd. It's not quite what most introverts often think of. That's because they generally don't want to be in a crowd in the first place. I heard the joke the other day *"How many introverts are needed to....? Just one."* Whatever it is, just one introvert is needed and that's it.

We generally don't want to be in a crowd in the first place. However, once we are engaged, when we start a conversation with someone, many introverts are afraid of being overshadowed by others who are more visible, losing position as a result in the eyes of customers. This fear is entirely in the mind of the introvert and is an assumed problem rather than a real one.

Many introverts in sales let the extrovert types go out and burn their energy, and instead of doing that they are relying on their expertise and knowledge to draw customers to them. The differences often become very apparent as the introvert usually has a far greater command of the service or product information. An introvert can answer far more detailed questions from customers.

So by ignoring the fast burners and instead focusing on your own business, you as an introvert can calmly walk into the meeting and command a deal based on intelligent, sometimes technical discussion rather than flash and dazzle. Some of the biggest deals I've witnessed – and these are multimillion dollar deals – are broken not by shining stars with fast-talking scripts and quick answers to any question, but instead experts who know the product or service and how this product can solve problems.

Strengths of the Introvert in Sales

So introverts have game, and quite a bit of it to be exact. The advantages and strengths of introverts are multiple, and those who know how to draw upon such strengths have excelled greatly in the sales field as a result, many times catching critics by surprise.

This whole introductory part is important for you not just for cold calling in sales, but for the sales in general, to have a right attitude and to build up on your strengths. Of course, you need to recognize your fears, you need to fight your fears, but the first step of course is to recognize them. But you also need to know what your strengths are.

The first major strength involves composure, or being calm in the storm. Often mistaken for being too reserved or shy, many introverts instead sit back to give themselves a better vantage point. They are able to then avoid getting emotionally entangled in the discussion and see all the players engaged, as well as their various interests and directions.

The more knowledge a person has, obviously, the more he or she can strategize and manage the sale at an advantage. Composure also has other side effects that work to the benefit of the introvert salesperson. Being calm and collected has the general effect of putting clients at ease rather than being tense or defensive.

Too often, aggressive salespeople are either not trusted or annoying. Potential clients clam up and walk away early when they feel they are being led down a path, often switching to another provider who comes across a bit more honest and less sales-y. The introvert, of course, gets around this problem. There is no emotional push from introverts, no aggression, and no hard sell like: *"You need to buy from me, this is the best solution for you."* Instead, he comes in, provides the facts, identifies the problem the consumer or client has, and then offers a viable or practical solution.

By getting the discussion away from questioning the salesperson's honesty and back to focusing on the product or service, a sale and deal is far more likely to happen. By allowing the sales meeting to be comfortable rather than an event of heavy pressure, or hard selling, the introvert is able to land sales where the so-called traditional salesperson would find significant resistance, and often he or she will fail.

Second strength of introverts is making the connection. This is true, no matter if it is a face-to-face meeting or over the phone, it really doesn't matter; introvert salespeople put a high priority on relationship building with customers and clients. We are not into the deal for the single sale and then off to the next one. Instead, we are far more likely to build long-term streams of revenue by working with the same customers again and again.

Introvert salespeople understand to take advantage of the fact that it is ten times easier to work with known customers than trying to develop a new relationship with unknown leads. Instead, they leverage known contacts and client interests to keep producing new sales again and again. This is done by focusing on win-win scenarios where both the introvert and the client realize a significant win in the deal negotiated.

How about the lending an ear, #3? Introverts have a keen, well-trained ability of listening to people. I can confirm that. Often, customers want to tell people what they're dealing with, explain the issue, discuss what really matters to them. Unfortunately, many salespeople already have a script they feel they need to follow to make a sale. These two things don't mix. The worst thing is when managers say to a sales rep, *"Just stick to the script and life is good."*

If you do that, customer ends up being turned off because the salesperson won't do the most simply easy thing in selling: listening. How to listen properly? Just do nothing. It can be hard, especially for extroverts, to close their mouth and open up their ears to listen to what the client is saying. The client will always give you all the clues if you know what you're listening for.

Introverts are quite adept at letting people talk around them. I can give you an example, what happened to me recently. I'm always trying to be negative when a telemarketing person calls me at my home number. I want to see if they know how to handle objections in the first place. I know it's not nice. But the guy who was calling me, he had a long script to read.

He said, *"Hi, my name is... and I'm calling you because of this and that and that. How are you doing today?"* I said, *"Not great. I had a very difficult day and my dog is sick."* *"Great, and here is the offer we have for you."* I said, *"Wait. You didn't even hear me, what I just said. I know it's difficult to listen to clients, but just acknowledge that you hear me. Then I will listen to your proposal."*

He hanged up on me. I was so annoyed, and even if they had the best solution or product, I would never consider buying from them. I'll bet his manager told him to stick to the script, no matter what.

What is in it for you? We need to understand that our clients like to be heard, and the sweetest thing they could hear is their name and that somebody will really listen to them. As an introvert, we take in all the details and statements. We ask questions for more information. We try to get the big picture that matters to the customer versus a simple script to follow. Of course, we need to be prepared, and I will talk about that a little later.

But many introverts I know spend more than two thirds of the sales conversation asking questions, even on the phone. They spend time asking questions rather than wasting time on a sales pitch.

Actually, I heard the expression yesterday at the sales conference: it's called being pitch-slapped. Somebody has a pitch, he needs to talk about it, that's his pitch, and that's it. Well, listening provides access to information, especially details, that are really valuable to allowing the introvert salesperson to connect with the client personally versus in generic terms.

And if you're listening, then you'll be able to match up fix with the needs. That's #4 in our list of strengths. The introvert salesperson is often able to take on the role as the expert problem solver. Yes, even over the phone. A lot of people can be qualified salespeople; however, it takes knowledge, learning, and experience to be a recognized expert on a product or service or area of knowledge.

The introvert by skill and experience is able to separate himself or herself from the general salesperson crowd and disassociate from all the general stereotypes of the business.

Introverts are always very well prepared for the sales meeting. Again, phone or face-to-face, doesn't matter. Through expertise, the introvert can then approach a prospective client, clearly connecting a need with the solution at the technical level or deeper level. This creates trust, reliance, and at the end, commitment to a sale.

In short, these four strengths allow introverts to make inroads where many of the best extrovert salespeople cannot often break through. And introverts do it with far less effort, time, stress, and cost.

Next one, being passionate. Many introverts are passionate about the work and projects they are assigned to. Yes, just cold calling your potential clients, if you feel passionate, it will work. This type of love of work goes far beyond just the paycheck and completing tasks. It makes a person feel fulfilled doing what he likes to do in a career and in a sales job. Passion often also carries people through difficult times because they want to continue operating in the same environment and line of work.

Extrovert salespeople, or I would say traditional salespeople, often cannot connect with this kind of mental connection because they see the job as sales only. Today, they could sell computer software; tomorrow maybe copy machines, the next day cars. There's no connection to the product or service or even the company.

As a result, where an introvert has a passion for his or her work so he can often find ways to connect with clients where other salespeople will probably give up as being *"Oh, it's too difficult. Nobody's calling me back."* Well, if you're passionate, you'll find a way to send your message out.

This brings us to the next thing: persistence. This is another common trait introverts can draw upon from themselves. It's similar to passion, but persistence involves sticking with the project or task or calls that you're making when it may be difficult or require additional resources to make it happen.

Even where a customer initial signals disinterest, oftentimes skilled introverts can win over a client by simply deconstructing the concerns or perceived problems a customer may have with the sales call or sales presentation. Being persistent means – well, if people say *"No, don't ever call me back,"* of course you will not call them back; but if people say *"Well, I'm not sure. Call me back later,"* just being persistent and following up, it pays out big time.

I read a study recently by Harvard Business School, where it said that 48% of salespeople give up after first contact, another 25% after second, and another 17% after third or fourth contact. So we know that 80% of all the sales in North America is happening after five or more touches. 90% of all salespeople give up before 80% of all sales happen. Being persistent does not mean being a pest and calling somebody three times a day, but being professional and creating different touches.

I know this topic today is cold calling for introverts, but cold calling is often not enough. You should mix it with, if you can get your client's email address, cold call, voicemail, you can even ship something by snail mail if you have something, or by email. You should create a campaign of eight to ten different touches. That's how people will react to your calls and your ways of initiating the conversation about the product or service you are selling.

7 and 8 are respect and observation. I will talk briefly about respect. Introverts, we are not bragging or we are not rude towards others. I would say traditional salespeople have often generated a reputation of being loud, obnoxious, and even rude towards other people they are not directly selling to, and introverts on the other hand have a general intent to respect, be friendly and professional towards others, having sometimes been treated badly themselves.

A smart introvert salesperson will take advantage of this difference, working with everyone in a customer's office, including the gatekeeper or office assistant. Oftentimes respecting and being friendly with even the lowest level staff of the customer can win big points for you, and those gatekeepers can help win meetings and phone call connections while other salespeople are being denied access by simply being ignored.

Last but not least, observation. Introverts also have a keen ability to observe and draw conclusions from watching other people and how they behave. Customers and competitors often communicate quite a bit of information in how they behave without using words, and introverts can learn how to use their observation skills to effectively pick up on these signals and use the edge to anticipate what the customers think. It's called reading the mind of your client. This kind of knowledge gives you advantage in an unknown situation. Reading people becomes a valuable tool introverts are already good at doing.

I can confirm from my personal story that I learned about the Neuro-linguistic programming, or NLP, awhile ago, and it helped me to understand when people are quiet, how to read their mind, or how to read their mind from specific words they are using. Are they more towards the goals or away from? Are they more general or specific? Are they more focused on the confirmation from outside or from inside? Or the motivation, like the language patterns they are using.

Are they more visual in terms of saying *"I see what you're saying"*? This is a simple example now. Or are they auditory: *"I hear what you're saying, it sounds good to me."* Or the more kinesthetic or emotional clients will say *"If this feels good, if your offer feels good to me, then I will act upon it."*

These are all ways of reading your client's mind, and today time is unfortunately too short to go in more details about it, but you can visit my blog where you can learn more about reading the mind of your clients.

Observation is one of the key things where we excel when it comes to selling, because extroverts are mainly focused on themselves, how they present things, how they look like when they talk, how they are projected towards the customers, where introverts do not think about that, but think about the client, trying to understand their thoughts, what they're thinking, what they will do next, and listening to them, asking intelligent questions that will create and make the connection. Of course, first of all create rapport, but also connect to clients, build a relationship, and then you will be able to sell what you are selling.



Preparation

The next part is about preparation. What do I mean by that? We all have fears, and we introverts are really afraid to talk to strangers. If you go to a networking event, probably we will be in a corner observing people, how they interact, and maybe if we are prepared, if we know who's coming to a networking event, we will try to find these one or two people and spend all the time with them. Introverts will never behave like a networking bee, going from person to person and chatting and talking.

It's the same thing if we transfer this to a phone environment and cold calling environment. We have fears of approaching strangers. If you have a fear of approaching strangers, it is not easy to start a conversation. It is not easy to do cold calling. But the first step in fighting the fear of cold calling is teaching yourself to not take the calls personally. In this business, in the business of cold calling, you will encounter rejection all the time.

Selling is the only career that you can be unsuccessful for 90% of the time and still be regarded as one of the top people in the company or in the industry. If you have a success ratio of 10% you are golden, which means if you try to reach 100 clients, and you close 10 of them, that's an excellent ratio for many industries.

When you encounter rejection, the key here is knowing that the client is rejecting the product or service, and not you personally. Once you understand how to separate yourself from the product or service you represent, you will gain the confidence you need to press forward and handle each call accordingly. Again, people are not rejecting you; they are rejecting your business proposal today.

Many times clients reject salespeople because they didn't think about the product or service at all, or they didn't have enough information to make an intelligent decision. In my books an intelligent decision is to say yes to my offering.

As an introvert, I believe we need to focus on the positive and not the negative. Every time someone rejects the product or service, just look at this as an opportunity to make room for those customers that are interested and willing to buy. If you think about it, sometimes the only real way in distinguishing your buying customers is to weed them out from the non-buying ones. Adapt a powerful physiology.

When you ask a question, did you know that your body and mind are connected? If you're frowning, having a bad day, or feeling down, this physiology can influence your attitude. Believe it or not, but you can bring out negative energy or lack of enthusiasm in your prospect via phone.

You have to pick some really strong physiology. Pick the mirror on your desk; you've probably heard it a million times. Try to smile. To frown you need to use 56 muscles, and to smile only 7 or 8. So what is easier? I know it sounds silly to smile at yourself, but just do not frown, that's the message here. Try to stand up, shake your body out, stretch. Take a few deep breaths. Sit up straight.

Many times, I was selling over the phone and I was using a headphone set because I could move my hands freely. What I mean by that, I was often standing up and then put my energy into the conversation, although the person was not physically there. He or she was over the phone connecting with me, but they could feel the energy I'm projecting through my voice and the energy I'm putting into the conversation. It was working for me.

Try not to slouch in the chair; stand up for a few minutes and try to do a few calls standing up. Try to use your hands, hand movements and gestures, like you're talking with your friends or colleagues or family members.

Of course it's easy to say to visualize total success, but your attitude will reflect whatever you're focusing on. So free yourself from any distractions when you do cold calling. Don't get sidetracked with less important business. Somebody will send you an email right now. Well, guess what? Very often, emails can wait for 10, 15 minutes or half an hour.

Try to do calls in batches of 10 calls or half an hour of calling or until you reach three people, or, or, or... But to help yourself to visualize total success, just visualize a time when you closed a great deal or when something positive happened to you. Focus on that energy. How were you feeling inside? How does it make you feel?

Here is one thing I was using very often when I was booking appointments with the person I was chasing for weeks and months. Immediately after booking the appointment with someone else, I was feeling up high and excited; then I was picking up the phone and I tried to reach three or four of the hardest people to reach.

You know what was happening? You don't care; you just booked a good appointment or closed a big deal, so you don't care what's happening next. If the nasty client is saying no or go away or whatever, you don't care because two minutes ago you had great success of doing something positive.

People feel that. People feel over the phone that you are not desperate. People feel that you are not eager to close the deal or book this appointment. *"Yeah, it's fine; if you say no, that's also fine. I don't want to waste your time; you don't want to waste my time. We're trying to find out if there is a synergy, if there is a way that we can work together. If not, that's fine."*

Rehearsing your script. You've heard that probably many times before. But here is the thing: words that we are using are extremely powerful. When we try to influence our client, we try to change their mind or situation – Martin Luther King's words changed a whole generation. If he was able to change the whole generation without using weapons, just by using his words, could it be possible for us to change our client's behaviour and to influence them and persuade them to connect with you, to meet with you, and to buy from you?

Of course it is possible, because the words that we are using, they are really powerful. They can make or break the deal. So being confident and knowledgeable in what you are saying helps big time to overcome your fears of cold calling.

I'm not saying that extroverts don't have this field, but their mantra is *"just do it."*

"Just do 50 calls and you'll feel great. You know it's just a numbers game." Here is another typical sales advice from sales managers we've all heard in the last many, many years: *"You need to hear your fair share of objection and then you will be able to sell more,"* which is not true, for introverts especially. We want to be prepared. We want to have intelligent conversation. We want to connect with people. We want to ask good questions, and we want to be successful. But also, we want to be realistic with our calls. It's all about the customers.

Often in my sales trainings I'm giving an example of imagining your client, yes even over the phone, like they have a little antenna on their head, and this antenna is tuned to one frequency only: WIIFM, which stands for *"What's In It For Me?"*

If your conversation, if your questions are focused only on yourself, your reasons, me, me, me, you will not be successful to accomplish your goals of either booking the appointment or selling, because it's all about you. Guess what? It should be all about the customers.

Your customers are not interested how long you've been in business, how many clients successfully you sold to in the last three months, six years, but they're interested in what's in it for them. Why are you calling them? What's the real reason? How can you help them? How can you improve their lives?

Reshuffle your script and talk about them at the beginning. Features tell, benefits sell. If you talk about benefits, what's in it for them to connect with you, to speak with you, to book the appointment with you, or if they buy from you how will they benefit, then you have more success in your cold calling. Due to today's economy, not only is there a limit to client base, but the competition is very fierce. Fighting your fears of cold calling and finding inner motivation are really crucial pieces to your success.

How to do it? There's nothing wrong with additional preparation and time spent on improving your ability to succeed in cold calling and in sales in general. Introverts are no exception to these benefits. It's important to remember good successes don't come easy, so the more preparation put into an effort in a particular pending deal, the stronger likelihood it will result in a committed sale. Preparation matters. Please don't wing your cold call; prepare yourself.



The best cold calls are done by those who have gone over the details ahead of time, and this is an area where an introvert has a greater strength naturally. An introvert can map out how a presentation or how a call will likely go, strategizing ahead of time how to respond. Further, research and preparation provides you with the confidence in your information and your message. Since sales ultimately involves face-to-face meetings, confidence is critical in convincing your buyer. They can hear it in your voice if you're a confident salesperson or not. Having it ready and base it on good quality information.

This will often help you having much better and more successful calls. Map out how a call will probably go and start preparing yourself how to respond to questions from your clients. Please, don't bet on just one customer, because introverts are very good at seeing the big picture, so they should take their talent and apply it to managing their customer opportunities as well. Having multiple clients and developing them with long-term relationships in mind will pay off far better than putting all your eggs into one client, one basket, and one sale.

relationships provide a broader base of revenue as well as a safety net when one sale or client account may go bad. This strategy takes more effort and time management, but it can pay off handsomely.

We introverts are all very good at seeing the big picture, so use this to get more referrals. There is no question that sales requires connecting with people and finding inroads where they don't initially exist. Unfortunately, cold calling tends to be the effort many are stuck with if they don't take advantage of connections. It's the kind of thing that introverts hate the most: trying to talk with an unknown person. Introverts should also focus on building referrals. Doing so provides potential leads with warm connections and recommendations from others who have already done business with the given introvert.

Review and reassess your efforts and successes. A salesperson should always take the regular opportunity to review and reassess his efforts and successes, introvert or not. Taking the time to get above the fray and see what's working versus what needs improving can be tremendously helpful in determining new areas to put attention and effort.

Getting stuck into the daily grind too deep causes a person to lose perspective, which then leads to many mistakes and frustration in the end. A periodic review and reassessment – what works, what not – particularly with the help of a peer person, mentor, or friend who can be really objective or who can provide positive criticism that the introvert can then use to improve his performance in sales.

Ask for feedback in a one-on-one meeting with your manager and you'll have more chances to continue selling successfully.

Cold Calling Techniques for Introverts

There are some simple cold calling techniques you as an introvert can use to become much more comfortable, move past your fear and enjoy the positive results you want. Number one would be to acknowledge your anxiety. Even professional sports people or athletes, they psych themselves up, put on their game face, and focus only on desired results.

Next one is: be prepared. An introvert is always well prepared. Know exactly how each prospect can benefit from doing business with you, how your company, your products can improve their operation, their bottom line, their lives. Talk with current customers if you have any to learn how they benefited from your product or service to get ideas and examples. If you're failing in your sales role, speak with your colleagues. Try to get some previous knowledge of what works and how other clients are using the product or service.

Assume prospects are interested. Unless you are merely opening the phone book and blindly selecting numbers to call, you are making appropriate contacts, and they just haven't met your company or product yet, so it's a teaching opportunity for you.

Anticipate objections, because you can be a hero by helping resolve problems or allaying concerns about pricing, budget, timing, usage, etc. If you anticipate, you'll be prepared, and this technique will help you big time.

Pretend you are speaking face-to-face. Stand up; you will have a different energy.

Speak normally. Know the points you want to make, but let your personality show.

People buy from people they like and trust, so make people like you. Creating rapport is many times talking and matching and mirroring their style, and even sometimes you can match their speed of talking and words they are using and the length of the sentences. Speak normally in terms of showing your personality. Stand up and your voice will sound better, and you will be much less tense.

Please, don't overdo it. Set yourself up for success by scheduling short cold calling sessions – let's say 10 calls of 15 minutes – and reward yourself after each session. The reward should be something you really like, such as calling one of your best customers to check in, or reading for

a few minutes. Please, limit the time, because we introverts like to read a lot. It could be about sales tips, market trends, even tapping into short podcasts or videos that you can find online.

Short sessions and frequent rewards make cold calling manageable and focused on the positive, energizing you for your next round of calls. Get up, move around between session, because stretching both improves blood flow to your body and to your mind. It will energize you for the next round of calls.

These cold calling techniques can improve your results, but remember cold calling is not your goal; it's the first step in a process that's not so easy. Naturally, you find some chaff along the way. With every call, you're expanding awareness of your company's brand, of your product, of your service, and you've introduced yourself so you're no longer a complete stranger. You've planted a seed that might some day grow into a customer.

What to Avoid?

When done correctly, cold calling can be an effective sales tool for a business and for an introvert sales person. However, many companies either do not use cold calling, or attempt it ineffectively. This is due to certain mistakes; here are a few of them:

#1. Reading from a script. There is nothing more boring to a prospective client than to pick up the phone and hear the caller, after usually mispronouncing their name, to launch into a written script. It screams a complete lack of professionalism, as well as making the customer feel like just another name on the list rather than someone special, like every client should be.

Some salespeople start with *"You have been selected."* This cliché sounds as phony as it is. Think about it. Why in the world would the customer be selected by a company, a person that has probably never done business with them before? Is it the customer's lucky day? They usually don't think so. It's misleading and try to avoid that.

Lack of passion. This is related to script reading. Many callers sound like they're human zombies, just going through the motions. If there's anything to cause the customer to hang up, this is it.

And this leads us to the next mistake: failing to connect emotionally with the client. If you sound bored, and mechanical, the listener will pick this up. After all, if you are not excited about what you're selling, why in the world should the prospective customer be?

In many trainings people say *"just ask questions where people can say yes to it and life is good,"* but guess what? I'll share one quick secret with you: the customers lie to you and say *"Yeah, sure, sure, I'll meet with you,"* and then when it's the time of the meeting, they will never show up or they will not open the door (I witnessed that in b2c selling. Anytime you ask your prospect a question, there should never been an opportunity for the clients not to express their feelings.

The best cold calling scripts have built in comments or statements like *"if we can help," "if we can work together."* If. We're not sure. Don't assume that you can help to every person you contact. You don't know that. You're cold calling. That's why it's called cold calling. You're trying to understand if there is an opportunity for you. If it's not, you move on. You are probably not being able to help every person you are calling.

If you're not targeting prospects and you work off a random list, you are doing a disservice to you and your clients, because you should avoid it if it's possible. If your target list can be narrowed to customers who have bought similar products or services in the past or if you know exactly the size of the company and industry and territory, this could help you target your cold calling activities. That's how you make sure that your cold calling campaign will be much more successful.

The worst mistake is simply not doing it. Is it because of the fears we mentioned earlier or because of lack of confidence or lack of good words to use – no matter what it is, this speaks for itself. To succeed, you unfortunately must make the calls, and even if you're an introvert and you hate cold calling, the reality sometimes is we need to make these calls. Use all the positive things and strengths that we talked about earlier in this book and focus on the benefits for clients and talk in terms of what's in it for them.

Ask questions so you can listen better and use your reflective listening skills so you can connect with your clients and create rapport, and that is how you could build a long-term relationship. It's really that simple. If you avoid these mistakes, cold calling can be a really profitable activity for your business.

A few more words on what to avoid. Very often, it's ignoring your potential clients and not making them feel more comfortable during the call. Salespeople often forget to ask if they can help at all. Don't talk about the features instead of benefits, and don't forget to move to a closing commitment, or suggesting the next step. Many salespeople just wait for the clients to decide for themselves. If you don't ask, you will not get it. Ask for the meeting, ask for the meeting, ask for the meeting.

If you're just getting started in the sales process, or if you're updating your sales procedures in the hopes of getting better results, chances are your cold calling scripts will be getting at least some of the attention. If so, you may just be wondering what to avoid when cold calling, and what words are definitely not sales friendly.

Here are a few words that you could avoid using in sales:

“Maybe”. When you're cold calling, your best chance of success is to be self-assured, confident, and 100% well-versed in what you are selling. If you're using the word “maybe” in your script, you run the risk of sounding wishy-washy. It either is or is not. Pick one.

“Don't”. In fact, any negative word when describing a product or service should be a definite “no.” You want to list the positive things, not the negative. So instead of thinking about what you don't do, can't offer, or won't provide, think about what you do, can, and will. Then write it down and put it in your script.

“Hope”. We all use the word “hope” very often. When you tell your clients you're hoping for something, you're not sure, are you? And if you are not sure, then why should they be? So never let the prospect hear that you're not 100% behind your product, your company, your service, or it's entirely likely you will lose the sale.

Sometimes it's good to avoid the word “contract” because with the word contract people paint a picture of lots of lawyers, being tied down, and other negative thoughts. So when you're writing your sales pitch, you want to avoid those negative ideas. Make sure that any words like “contract” that indicate your prospect will be locked in are on your list of what to avoid when cold calling.

The word “cheap.” We all know people want to pay less for goods and services, but the word cheap just sounds, well, cheap. Think 'cheap and nasty' and you have some idea of what's going through your prospects mind when you say cheap. Avoid “We are cheaper than our competition” or statements like that.

Maybe you can use words like “cost effective,” “you get more value for money,” or “we have highly competitive pricing.” All of them sound much better. Say the same thing without making a prospect think of badly-made, low-cost goods or services.

This certainly is not the complete list of words to avoid, but here is the thing: avoid any word that has a negative connotation as a general rule of thumb, even if you use it in a positive way. Always remember, it is not only what you say, but how you say it, and that determines your sales success.

Last but not least, a few words about your script, which I cannot help you create today but I can help you put some benefits of using a script. Why should you follow a script as an introvert cold caller? So you can practice it to sound knowledgeable, professional, and in control. The script contains a list of common objections and suggested responses. Reviewing the script will allow you to become more familiar with the product and service. These are all the positive things about having a script.

However, there are a few disadvantages of using a script. It may sound like you're reading from a script and just going through the motion, and this is done usually with no passion at all. Many clients can pick up on this immediately. Many people who are forced to listen to a script reading will feel like their intelligence is being insulted, and they also feel like they're not being addressed personally, but instead they're being treated like a number rather than a person.

Many new cold callers will read through the script too quickly, and they will fail to pick up any responses from the listener until, of course, the line disconnects.

Scripts are often filled with clichés such as *“Congratulations, you’ve been selected”* or *“You won’t believe this, but our warehouse has been damaged and we have lots of inventory at cheap prices. This is your lucky day!”* or *“Put your buying hat on, grab your buying pencil.”* These are the scripts that many extroverts are using and they're thinking this is working in the 21st century. Unfortunately, they're not working anymore.

Most successful cold callers use a script but make it sound like they don't. This means knowing what you're going to say and how you will handle any objections, but the keys to this are to adapt a conversational tone. Don't rush to your introduction, and listen, really listen to the person you're talking to. At times, this may mean that you will deviate from the script somewhat, but that's okay as long as you're developing rapport with your prospect and a friendly conversation will develop.

And finally, read the script, and if there are words in the script that you normally don't use and you feel uncomfortable using them, then don't use them. Never sound phony and insincere; it may result in losing many sales. By keeping these ideas in mind, the script can be a fantastic and useful tool.

For the end, just a few words about the Mehrabian model. Albert Mehrabian suggests that whenever we communicate, 7% of the communication is in the words that are spoken, 38% is in the tonality, or how the words are said, and 55% is physiology or your body language. When you're cold calling, here's the thing. First of all, actually, in email, only 7% of the communication is being provided to the other person: words that you are using. With the phone, 45%; 7% words and 38% voice tonality. Face-to-face is of course the best way of communication because you can read body language. Communication is occurring by all three factors - words, voice tonality, and physiology.

This doesn't mean that you cannot use phone to sell. By using your voice properly and even matching your client's voice you can build rapport even over the phone. I had the example recently of a customer speaking really slowly. If I would use my normal way of speaking, I would lose him really fast.

So I slowed down, I was careful not to be recognized, but I slowed down my pace simply to be understood better, and the customer was telling me at the end, *"Well Alen, I cannot believe that for our first conversation, we had a good, good communication."* So it works. Use your medium properly - your phone, the quality of your voice, and the words you are saying and you will have more chance of success.

Now here's a brief review. We talked about what does it mean to be an introvert; what are introverts' strengths and weaknesses;; what to avoid when cold calling, and how to use your script.

Here is a question I hear very often: *“When I create my script, what should I focus on?”* You should focus, as an introvert, on the fact how you help people. How can you help your clients? Focus on creating good questions about what your clients are doing, how they’re doing it, and what experience they have with similar products.

If you focus on creating the questions that will open up the conversation, you will have much more success because extroverts are known as just using their pitch. They’re pitch-slapping their clients and that’s how they do stuff, versus asking questions and opening up the conversation.

Another question is about not using the word *“but”* when you handle objections over the phone. This is maybe a minor thing for many people, but – and here is how I’m using it improperly – when your client is saying, *“Well, it’s all good, but we would like to read more about your product before we buy.”* You could respond by saying say, *“I agree, but if you buy now you will save...”* Everything you said before the word *“but”* is deleted in the other person’s mind.

I’ll give you an example. When my wife says to me, *“Honey, I love you, but...”* I know uh-oh, something is coming. Everything that she said before that, *“I love you,”* it’s not important anymore. Everything after the word *“but”* is really important. So when you handle objections over the phone, don’t use the word *“but.”* You can say *“I agree, and...”* or *“I understand what you’re saying, I hear you.”*

Just acknowledge what they ask you. *“And here is how we handle this issue with the other clients in your area who are in a situation very similar to yours..”* This is called the agreement frame and I encourage you to visit my website to see the 9-minute video about it.

The next question I hear very often is, *“How much preparation is needed?”* Well, as an introvert myself, I like to prepare a lot. Unfortunately, by preparing a lot, we can over-prepare. Sometimes there is a point where you can say *“That’s enough preparation; let me start calling, and then I will improve my skill as I go. I will monitor my good spots and weak spots, and I will act upon it. I will improve my skill based on the answers I’m getting from my initial conversations.”*

So true, you can prepare a lot, but one day you need to start calling and fight your fears. You can fight your fears by being prepared, being confident, and by practicing your script. When you practice your script, you'll get the confidence, and guess what? People will actually listen.

These are some questions. If you have any more questions, please send them by email to me (alen@alenmayer.com) and I'll be more than happy to answer them.

The question for you is: how are you going to use what you learned? How are you going to put what you have learned into practice?

One more question I hear often is, *"When you're calling someone who's not familiar with the company, how much background is necessary before moving into the reason you are calling?"* Here's the thing: if you call and say *"Hi, this is Alen from Company ABC and we are in business since 1965, and here is our client list."* What's going to happen is people will stop listening. I know it's unfortunate, but this is the reality. People will stop listening because it's all about you, you, and you.

So if I may suggest one thing - introduce yourself and say, *"Hi, this is Natalie from Company ABC. We help companies, we help parents, we help families, we help people"* – whoever you are helping who's your targeted audience – *"we help companies to do A, B, and C."* Of course, you use benefits, what's in it for them. How to create a list of benefits? Put the list of features on the left hand side of the paper and try to create an accompanying benefit. One example would be if you are in business since let's say 1965, this means you're experienced and you know what you're doing, but more importantly, your clients can rely on you knowing that you will help them to do A, B, or C.

The question was how much background is enough. I would suggest that you introduce yourself, state your first and last name, company you are with, and how you help. If people interrupt you, then of course you give them all the necessary information about your company. But generally in a cold call, people do not do that. Then you ask your questions and try to book the appointment or sell over the phone, and you can always end the conversation with: *"If you want to learn more about our company, I invite you to visit our website. I'll send you, of course, an email with more information."*

We are not avoiding or misleading our clients, but we have an honest approach. We give them information; who we are, where are we calling from, and how we help. You're wondering if you can help them and you want to confirm that by speaking with them.

If you want me to review your script and give you my input I'll be more than happy to do that. Send me an email with your script, my email address is: alen@alenmayer.com.

I encourage you to reach out to me. I'll be more than happy to help any introverts out there to be more successful in selling, because we need to fight the good fight and we need to show the world that as introverts, we can do an amazing job selling to people and serving our clients.

I'm really passionate about this topic and about sales in general, and I encourage you to visit my website www.alenmayer.com where I have lots of different materials that you can download.

This is Alen Mayer, your Introvert Sales Specialist, and thank you for reading this book.

About Alen Mayer

Salespeople aren't born. They're made. I make them. - Alen Mayer

Alen Mayer is a *trusted coach and mentor to sales people*. He helps sales leaders enlarge their sales circles and tap into their team members' individual strengths to increase sales results.

He works closely with companies to create a tailor-made, irresistible language for introverted clients.

Alen is a newly appointed President of the Sales Association Ontario Chapter and President of the International Association of NLP Sales Professionals; one of the Top 25 Sales Influencers for 2012, published author of 4 sales titles, Certified NLP Trainer, Licensed Business Success Coach, and Certified Sales Professional.

Alen has inspired audiences across North America and Europe. Whether a business conference, association meeting, or other event, every aspect is planned and coordinated to maximize attendee value.

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As keynote speaker, Alen achieves your objectives.



To book Alen, one of Canada's Top Sales Experts and one of Top 25 Sales Influencers in the World, please call him at (647) 427-1588, complete the form at <http://www.alenmayer.com/>, or send an email to alen (at) alenmayer.com

"All successful sales teams resemble each other, but each unsuccessful team is unsuccessful in its own way." - Alen Mayer

Remember: Send a blank email to Alen at tips@mayersalestraining.com today and you will receive a **special gift** (total value of \$97!).

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