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Monday, February 1, 2010

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You Ask, the Sales Expert Answers

Q: I need tips on how to be an effective cold caller.

--Mary Moody

A: Recognize that cold calling isn't what it used to be. Back in the "Good old days," sales people were told to get busy after being given a desk, a phone book, and a phone. So the effective cold caller was someone who could make lots of dials, had the "gift of gab" and relied on a number of closing techniques to coerce their prospects into buying. "Always Be Closing" was the motto...[See the full answer](#)

[No Fear Cold Calling: 10 Tips for Success \(video\)](#)
[How to Create a Memorable Impact With Your Cold Calling](#)

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Featured Video:



Video: Follow Up to Close the Sale

Most of us are concerned with being a pest that we err on the side of not being persistent enough, says sales expert Andrea Sittig-Rolf. [Watch now.](#)

Featured Article:

6 Tips To Build Instant Rapport With Prospects and Clients

One of the most important elements in the sales process is establishing and building rapport with your prospect or client. When you have rapport, the sales process moves forward easily. When you don't have it, every step becomes a struggle.

Here are [several ideas to keep in mind](#) when you open your sales call with your prospect or client.

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Q: How do you move a prospect along to the next level? I have had initial meetings with prospects, they have expressed interest...then when I try to follow-up... they don't return my calls or emails. Very frustrating!

--Lynn Nyczaj

A: There are a couple of things for you to consider here. First, before your prospect can move to the next level, you have to "stick a fork in them and determine if they are done." Ask your trial close questions that determine if they are ready to move from the current stage to the next.

Always get their permission to move forward in the process before doing so...[See the full answer](#)

[The Biggest Closing Mistakes](#) (video)

[Make Sure You and Your Prospect Reach the Same Destination Together](#)

Have a question? [Ask the expert now.](#)

Q: How best to do a 15-minute presentation to 50-65 decision makers?

--Jeff Bigham

A: There are a lot of points to cover when doing a presentation in front of a large number of decision makers--too many to cover in a one page post. If you have performed in front of a large group of individuals before, then congratulations on taking the next step and putting your skills to work.

However, if you've never spoken in front of a large group before, then congratulations on getting your very first audience to be 50 decision makers. Now it's time to work on developing the experience to go with your confidence... [See the full answer](#)

[Quickly Gain Rapport and Influence in Presentations](#) (video)

[Create a Proposal That's Guaranteed to Make the Sale](#)

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