

The attitude of going into the call

Current situation:

You have a prospect on the hook.

He has agreed to a call.

The time is set.

It is coming closer and closer and you are getting more nervous by the minute.

- Which is normal

What to do, to decrease the nervousness and to be more relaxed:

1. Have any scripts that you may need at hand

- If really necessary you can take a look at it

2. Visualize the call going really well beforehand

- Do this 10 minutes, maybe half an hour or an hour before the call
- Do it a couple of times
- Close your eyes and imagine the client being super enthusiastic and happy about you. Thank you for the excellent solution
- Basically, they are just going to say „yes“ to your offer
- Realize that they are just as human as you are
- They are not super humans, they are not above you
- Maybe they are older than you and have more experience but they are still human
- People tend to tense up and social issues tend to get worse
- Therefore the sales skills become worse as well
- Relax, breath
- Have a nice deep breath
- Visualize yourself doing well
- Realize that these people are also just human beings
- Also, understand that you are actually doing them a favor: You help them fix an issue
- They would not hop on a call with you if they were where they wish to be
- Don't point this out in your conversation
- The point of the conversation is not to prove yourself to them
- It is more like: Would it make sense for us to work together (Am I the right guy to do this for you)?

If they say no, that is absolutely no problem.

There are basically endless prospects out there