

## The Top 10 Ways to Convert Cold Calls to Clients

### 1. Build Your Self-Confidence.

People buy from people they trust. Why should they buy from you? Begin with the end in mind and spend 5 – 10 minutes before the meeting picturing the outcome as if the prospect were to become your client. How does it feel?

Thoroughly feel that connection and chemistry in the first meeting. Give detail to the process that would follow. Then enjoy your meeting.

### 2. Next steps.

You plant a seed and then nurture it. Very few prospects are signed up at the first meeting. Leave that meeting with an action plan. Leave the potential client with something for him to do and knowing when you will phone, email or set a follow-up meeting.

### 3. What's the worth of the visit and goal.

It takes approximately 9 contacts for a prospect to become a client. Determine the financial outcome of your personal visits, time on the phone, emails, mailings etc. What's the ROI and the potential income. It may easily take one year before you sign up a client. Is this particular client a good source for your time and energy?

### 4. Never say Die.

You must persevere. A good relationship will benefit you somewhere down the road. A strong knowledge of the prospects challenges builds a foundation that will make you an invaluable partner.

### 5. Where is your Brain Bank?

What system do you use to follow up? So

many sales people lose prospects because they don't follow up. You need to be organized when you have a multitude of prospects in different locations within the sales funnel. What is your strategy with each prospect as you move them toward the close? Schedule phone calls, mailers, and emails as if you were scheduling a meeting. Then it just becomes a task list that can quickly be accomplished.

### 6. Take time to transfer mental and written notes to your database.

Use the information gained in conversations as opportunities for door-openers next time. "Did you son get accepted to Harvard? How did the hunting go in Canada? Treat the interaction as a means of deepening the trust and relationship rather than a sales pitch.

### 7. How through your knowledge and contacts add personal value?

How can you help solve your prospect's challenges? What extra information, materials, and connections do you have that your competition doesn't? You are unique.

### 9. Your word is your bond. Make your follow-up your daily highest priority.

It's easier to build good rapport with the contacts you've already established than cold call your way into the door.

### 10. Every phone call should end with a personal referral.

Build your network by asking people who they know or what's happening in the industry. Who's buying what and moving where? Can you use their name?