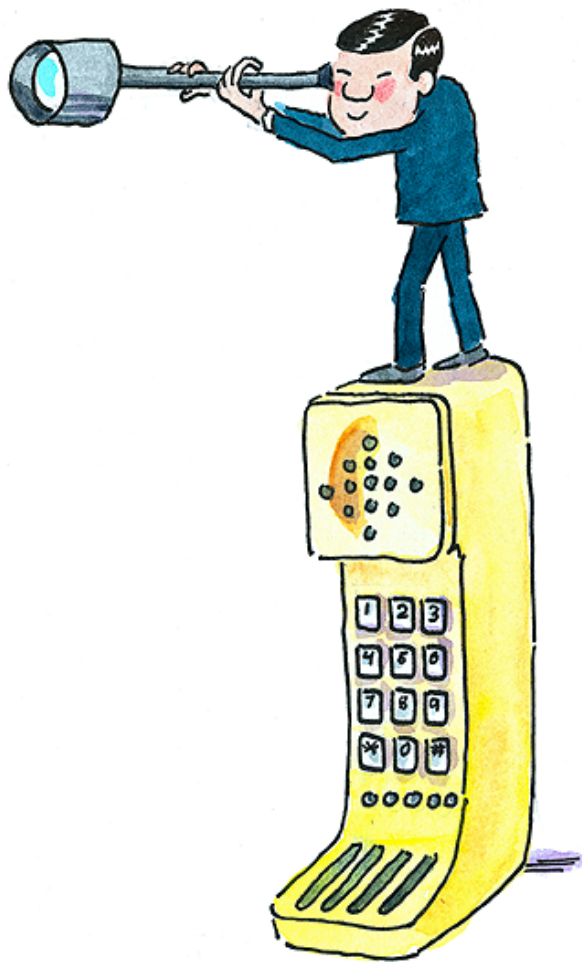


How To Make The Initial Call



Christine McMahon
& Associates

**Prospecting *MUST* be
a dedicated practice.**

COLD CALL RELUCTANCE

For some sales people, picking up the phone to call a person they don't know is a daunting task. Even with a referral in hand, calling a stranger can feel uncomfortable and at times, be intimidating.

At Christine McMahon & Associates, we have interviewed over 3000 sales professionals and have asked them what is at the core of their call reluctance. The most common reasons they tell us about why they are reluctant to make a cold call is because:

1. They don't want to sound foolish and compromise a potential business opportunity.
2. They don't know what to say.
3. They don't place a high value on their product or service offerings.
4. They feel like they are supposed to make a sale vs. initiate a relationship.
5. They are uncomfortable talking on the phone; they prefer face-to-face meetings.

THE INITIAL CALL

