



# Take the Chill Out of Cold Calls

with Craig Harrison



UNLESS you are an experienced salesperson, “cold calling” — the act of calling up or calling on a stranger — can be a foreboding or even humiliating experience.

TAKE THE CHILL OUT OF COLD CALLS demystifies the dance of cold calling. Participants learn the basics of cold calling, the subtleties and nuances of experts, and then get hands-on experience in making (and receiving) cold calls.



Whether you’re selling a product, service or yourself, TAKE THE CHILL OUT OF COLD CALLS provides you with an understanding of the nuts and bolts of cold calling, and the psychology behind this essential form of communication.



TAKE THE CHILL OUT OF COLD CALLS also arms you with tangible tips, tricks and techniques for consistently communicating your position, thus helping you make the sale.

## Learning Objectives

- ▶ Adopt your calling persona to effectively state your case on the phone or in person
- ▶ Develop your calling script
- ▶ Circumvent gatekeepers to reach decision makers
- ▶ 9 Strategies for handling common objections: Getting beyond “No” to “Yes”
- ▶ Learn to employ listening techniques to leverage your selling power
- ▶ Creating your Cold Caller’s Tool Kit



## How the Presentation is Delivered

Role plays, scripts and a Q&A segments all augment Craig’s presentation. By the presentation’s end, participants will walk away with their own script, the beginnings of their cold calling tool kit, and, most importantly, the confidence to call!

Craig’s training has helped professionals in banking, communications, high-tech, hospitality and other fields, and has worked effectively for new and shy salespeople, the self-employed, start-ups, entrepreneurs, non-profits and other groups.

## About Your Presenter

Shy by nature, Craig Harrison has nevertheless sold everything from jewelry to joke books to ‘biscuits-in-a-basket’ using basic cold calling techniques. A San Francisco Bay Area-based sales communication expert, Craig has plied his skills in the training departments of software companies, publishing houses and non-profits. He was 2004-05 president of the NATIONAL SPEAKERS ASSOCIATION’s Northern California chapter and a past chairman of NSA’s Sales Trainers Group.



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