

Rather Have a Root Canal Than Do Cold Calling? Here's How to Overcome Your Fear

Cold calling is a daunting task, but it's an essential part of sales and marketing. If you're one of the many people who dread cold calling, don't worry - you're not alone.



I'd Rather Have A Root Canal Than Do Cold Calling!: Cold calling methods that succeed by Shawn A. Greene

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In fact, a recent study found that 80% of salespeople experience some level of anxiety when making cold calls. So, if you're feeling nervous, it's perfectly normal.

But just because it's normal doesn't mean you have to let your fear hold you back. With the right strategies, you can overcome your fear of cold calling and start making more sales.

Here are a few tips to help you get started:

1. **Preparation is key.** The more prepared you are, the less anxious you'll feel. So, before you start making calls, take some time to research your target audience and develop a script. This will help you feel more confident and organized when you're on the phone.
2. **Set realistic goals.** Don't try to do too much too soon. Start by setting small, achievable goals for yourself. This will help you stay motivated and avoid getting overwhelmed.
3. **Practice, practice, practice.** The more you practice cold calling, the easier it will become. So, set aside some time each day to practice your script and make some calls. The more you do it, the more confident you'll become.
4. **Visualize success.** Imagine yourself making a successful cold call. See yourself connecting with the prospect, building rapport, and closing the deal. This will help you build confidence and motivation.
5. **Reward yourself.** When you achieve your goals, reward yourself for your hard work. This will help you stay motivated and make cold calling more enjoyable.

Overcoming your fear of cold calling takes time and effort, but it's definitely possible. With the right strategies, you can become a confident and successful cold caller.

So, what are you waiting for? Start practicing today and see how much your sales improve.

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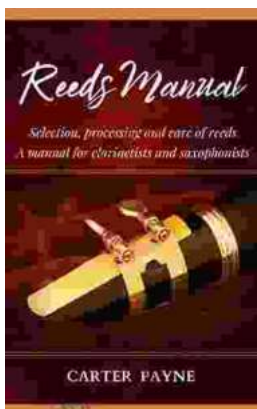


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