



ACCELERATOR #9

THE ART OF THE COLD CALL

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"I had some great training from one of the folks down in the States. He's Matt Linvater; he's been great; he's been one of the folks who has really taught me how to make cold calls. The focus is, for myself, the first thing I do is I get into my power circle. I tell myself, "I'm the best at what I can do", and "these folks don't know me, but they are going to know me, and from this conversation, whether they talk to me or not, they are going to get to know me, and maybe I won't open the door this time, I'll open in next time. It might not happen next time. It will happen the time after that." So the big focus is, get into your circle of power as we call it and the next thing is, for myself, I think of it as a one on one. "Let me take a minute of your time and show you why I think the conversation with me is valuable. Let's go." And, usually, there will be clients that will say I really don't want to hear from you and hang up. And you just put a smile on your face and you're like, "Alright. Well, you know what I am doing what I am doing, and I am doing it well. Let's make another call, let's see what this -" and there will be good ones; there will be bad ones, but you keep dialing and you keep telling yourself that you are the best at what you do, and they'll believe it - and if you are focused on education and if you are focusing on developing yourself and always making yourself better it's the truth."



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