

Breaking Old Ineffective Sales Habits with Pancho Merohtra

Some salespeople dread the thought of cold calling for various reasons. They may fear rejection or think it's tedious work. Some assume there is a certain dullness to the routine: calling a prospect, reciting a script, getting rejected, calling another prospect. But this process doesn't have to be so mechanical.

Cold calling is not so much reciting a spiel as it is making valuable conversations. It doesn't have to be different from the usual conversations you make with people you know. In fact, it's crucial to establish a connection with your client to make cold calls that convert and generate sales. With the right mindset and habits, you will improve your performance and start getting yeses from clients.

Completing this workbook will help you learn more about yourself, the way you think, and the way you communicate. By accomplishing this, you will discover the habits you need to break, the mindsets you need to adapt, and the factors you need to consider to influence your clients.

QUOTE TO REMEMBER

'Language is more than just words. It's a currency of meaning.'

Activity: Creating Valuable Connections

Before listening to the episode, how did you feel about cold calling? Was it something that intimidated you? What specific aspects of it caused you to feel that way?

Pancho emphasizes the importance of valuing the conversation rather than the outcome. What is your goal when cold calling? What are your thought processes?

Pancho shared two insights about cold calling that can impact your mindset. How can these ideas help you make better cold calls? How can you apply them?

Know your numbers	Look at how language works

Verbal and nonverbal cues are essential in a conversation. Reflect on your conversational habits. What do you do that makes you an effective speaker? How can you build on these actions or habits?

Effective habits	How I can build on them

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Conversely, what habits make you an ineffective speaker, and how do you break these habits?

Ineffective habits	How I can improve them

Recall the last time you spoke to a client and the last time you spoke to a friend. Were there any significant differences that contributed to your effectiveness as a conversationalist?

How can you gear your conversations around helping the person in the other line? What insights can you glean from recalling how you talk to a friend?

Pancho shared that it's vital to have in-depth knowledge of yourself. A Johari window helps you assess yourself with the things you perceive about yourself and how others perceive you. Try it out below!

AMBITIOUS ENTREPRENEUR

with Annemarie Cross

Show

OPEN SELF <i>(Information about you that both you & other people know)</i>	BLIND SELF <i>(Information about you that you don't know but others do)</i>
HIDDEN SELF <i>(Information about you that you know but others don't)</i>	UNKNOWN SELF <i>(Information about you that neither you nor other people know)</i>

In making cold calls that generate sales, don't overlook the psychological aspects. What are your values and boundaries? How do you handle rejection?

How do you handle rejection?

The following section will guide you through developing a value proposition while building a client's psychological profile.

What is the nature of the market that you work in? What is your target market?

What are the pain points that you want to address?

What solution can you offer for those pain points? What value can you bring to your client?

What are the client's emotional factors that you need to take into account?

How can you craft a script or build a conversation using this information?

Do you have any ineffective sales habits or mindsets? How do you break these?

Instead of ineffective sales habits, what healthier habits should you practice instead? Share some concrete examples of how you can do so.

What are instances that might create disconnection with a client? How can you avoid making these mistakes?

What You Will Learn from the Activity

This activity centres on your conversational habits and emotional processes, their impact on your influence as a salesperson, and how to improve and use these things to close more sales from cold calls.

Cold calling is an effective way to connect with prospects. The essence of cold calling is not in the outcome but in the connection you make with your clients. Without establishing rapport and understanding your client, there will be no sales. You need to know how you can influence other



people, what makes them tick, and what pushes them to disconnect. By thoroughly grasping these concepts, you'll surely be able to use them to your advantage.

Being an effective salesperson requires understanding yourself and your client. You'll also need to develop effective conversational habits that will form connections between you. As Pancho said, don't hyper fixate on the outcome. Be present in the conversation. Listen to your client. Observe their nonverbal cues, and lead them towards the end goal.