

6 Foolproof Strategies to Prevent Initial Contact Objections And Get Call Backs

When it comes to sales, one of the biggest hurdles is overcoming objections during the initial contact with potential customers. These objections can range from lack of interest to budget constraints or simply not seeing the value in your product or service. However, with the right strategies, you can prevent these objections and increase your chances of getting call backs. In this article, we will explore six foolproof strategies to help you effectively deal with initial contact objections and secure call back appointments.

1. Research and Understand Your Target Audience

Before reaching out to potential customers, it is crucial to conduct thorough research and understand your target audience. Gather insights about their pain points, challenges, and needs. This information will allow you to tailor your pitch and offerings to address their specific objections proactively.

2. Craft an Intriguing Value Proposition

Your value proposition is what sets you apart from your competitors. It should clearly communicate the unique benefits and value your product or service brings to the table. Craft a compelling value proposition that directly addresses the pain points of your target audience, making it hard for them to say no to a call back.

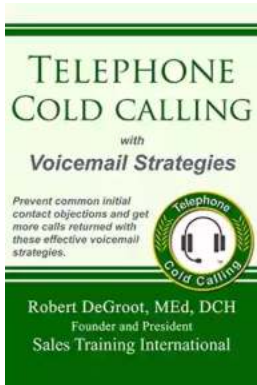
Telephone Cold Calling with Voicemail Strategies: Prevent Initial Contact Objections and Get Call-

backs by Steven C. Wheelwright(Kindle Edition)

★★★★☆ 4.5 out of 5

Language : English

File size : 338 KB



Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 28 pages
Lending : Enabled
Screen Reader : Supported



3. Leverage Social Proofing

People tend to trust recommendations and testimonials from others. Incorporate social proofing techniques such as customer success stories, reviews, and case studies into your initial contact conversations. This will help build trust and credibility, addressing objections related to your product's reliability and effectiveness.

4. Anticipate and Address Objections Proactively

Take the time to identify common objections your potential customers might have and develop effective responses. Anticipate these objections during your initial contact and address them proactively. This demonstrates that you understand their concerns and are prepared to offer solutions, increasing the likelihood of getting a call back.

5. Ask Open-Ended Questions

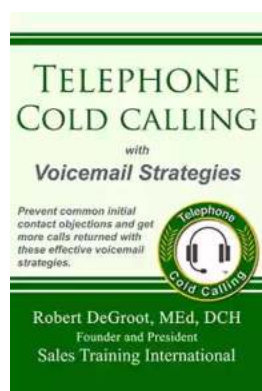
Engage your potential customers by asking open-ended questions during the initial contact. This allows them to express their needs and concerns, giving you valuable insights to tailor your pitch accordingly. By actively listening and

demonstrating your understanding, you establish a rapport and make them more receptive to a call back discussion.

6. Provide a Non-Threatening Call to Action

When concluding your initial contact, provide a non-threatening call to action that encourages a call back. Instead of pressuring potential customers into making a decision, offer options such as scheduling a follow-up call or requesting further information. This puts them in control and reduces the fear of commitment, increasing the likelihood of a call back.

Overcoming initial contact objections is crucial to landing call backs and ultimately closing sales. By conducting thorough research, crafting a compelling value proposition, leveraging social proofing, addressing objections proactively, asking open-ended questions, and providing non-threatening call-to-action, you can significantly increase your chances of preventing objections and securing those much-needed call back appointments. Implement these strategies consistently, and watch your sales pipeline flourish.



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PREVENT initial contact objections such as, "not interested...", " ...just send me your literature," "...already have someone." Doing just that will turn most cold callers' success from 10% to 90%.

Turn "screeners" into "coaches" with a simple question.

Additionally, you have voicemail to contend with. It's almost rare that you can actually talk to the person the first time you call.

This part of the book will present incredibly effective voicemail strategies and techniques that can help you reach the person you want, deliver important information in less than a minute to increase the number of times people return your calls.

Objectives:

- Use rapid rapport-building methods
- Use techniques that build a coaching role for the initial contact person
- Use strategies that PREVENT initial contact objections
- Develop opening remarks for telephone cold calls
- Set priority appointments
- Utilize an effective strategy to cold call in-person
- Locate your prospect using the voicemail exit function
- Use voicemail as an advertising medium

- Compose a 10- to 30-second-high impact commercial
- Use a compelling reason in your voicemail message for the prospect to return your call

Telephone salespeople, telemarketing, call-center professionals use these strategies to improve their opportunities to tell their stories to the right decision-makers. Outside salespeople use them to set priority appointments with key decision-makers.



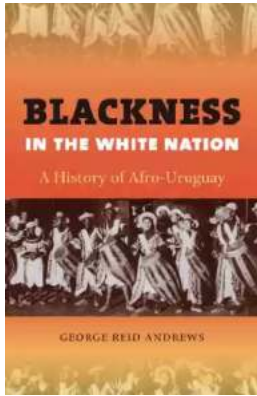
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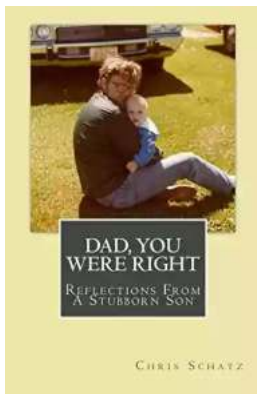
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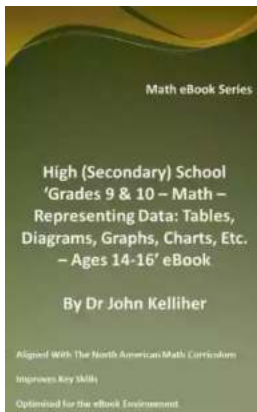
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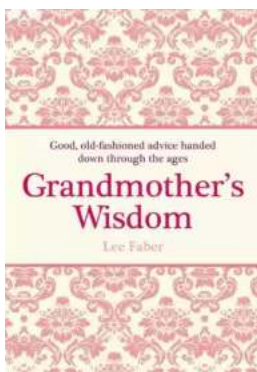
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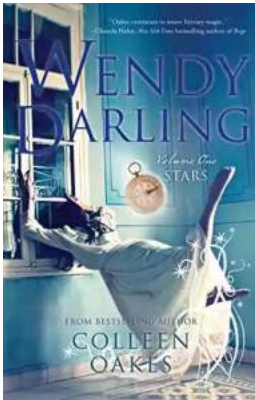
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