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Hate to Make Cold Calls? 5 Tips to Make it Easier

Published on Monday, September 21, 2009, 11:12 AM Last Update: 18 hour(s) ago by [Maya Bailey](#)

Have you often avoided making those "dreaded cold calls?"

Do you dream of how much better your business could be but just can't bring yourself to pick up the phone?

You're not alone. In the 12+ years that I have specialized in coaching real estate agents, I have noticed the same avoidant patterns in each of my clients. This article gives you 5 tips to make it easier.

Tip 1: Change the name

I'm not kidding. Do the words "cold calls" send a chill up your spine? It's no wonder. Whoever created that term didn't know what they were doing. So, change the term, because it's inaccurate. First of all, many of the people you'll be calling are leads. Second, why would you think cold? Are you cold? Is the receiver of the call cold? Not likely if you're living in a human body.

So maybe I'm exaggerating a bit, but the point is, call it something different, call it what it is, "direct response calls".

My clients do much better when they realize they are making direct response calls.

Tip 2: Be in the right mindset

Are you calling to sell something? If so, put down the phone and start again. No, you are actually calling to give something and that is your time and expertise. Would you be scared if you had a gift you wanted to give someone? Unlikely. In the same way, be in the mindset that you have a gift and you are it.

Why is this so? Well, think about the fact that you have something to offer. You know much more about real estate than Ms. Jane Doe. So if you call to let her know what properties have sold in her area, that is valuable information. Likewise, if you want to offer her a Free Comparative Market Analysis. That's a gift of your time, energy and expertise. You should be proud to offer that . Guess what? If you are proud to offer that, she'll most likely feel appreciative of the offer. Our energy and mindset is transferred to our prospective clients.

Tip 3: Use a permission based approach

For example, when I do direct response calls, the conversation goes something like this, "My name is Maya Bailey and I work with real estate agents who want to double their income. If you'd like to take 30 seconds , I'll be happy to tell you what I do." Notice that I didn't barrel my way through. I said as little as possible until I got their permission to continue.

Use this script as a template to make your own direct response calls. For example, " My name is _____ and I'm your local real estate consultant . I have some news about the value of properties in our neighborhood. If you'd like to take 30 seconds, I'll be happy to....." Is this getting more clear? The latest trend in marketing is permission based marketing.

Tip 4: Get excited about the relationships you'll make

If you approach this in a permission based way, people will be much more open and friendly to you. Instead of focusing on the occasional rude person at the other end of the line, focus instead on what you want.

Most likely what you want is to make some connections with a person , in which you can follow up , convert them in prospective clients and then convert them into transactions. Let yourself feel how good it's going to feel to close those deals. Pat yourself on the back because it all started with the courage it took to make direct response calls.

Tip 5: Remember to reframe a "no" into a "yes"

What do I mean? First of all a "no" does not mean that you are being rejected. Neither does it mean that your service is being rejected. What it means is "No, not now."

Secondly, do you realize that every "no" brings you one step closer to your "yes"? It's a numbers game and you need a certain number of "no's" to get a "yes". Just remember to have thick skin and not take it personally.

My experience as a coach to real estate agents has shown me that it's all about attitude. If you are sold on yourself and your service and you convey that with pride and enthusiasm , the other person will be glad you called. They may even become a client. It pays to know that you are valuable and what you have to offer is equally valuable.