

## Initiating the Sales Contact

### Building Relationships while Keeping the Sales Process in Mind

Initiating sales contacts is definitely the pulse of any thriving company. The thought of creating your own business and making a name for your product or service is an exhilarating one. But for many entrepreneurs, the excitement comes to a screeching halt when the time comes to initiate a sales call. Emotional distress, fear and anxiety seem to take over and shadow the inherent ambition in all entrepreneurs. Behavioral scientists, George W. Dudley and Shannon L. Goodson describe this fear as “Inhibited Social Contact Initiation Syndrome,” (ISCIS). Although anyone can experience ISCIS, nowhere is it more prevalent and detrimental than in sales. For business owners, initial sales contacting is an unavoidable reality.

In order to liberate yourself from the grasp of sales call reluctance, it is important to alter the way you view sales contacting. Typically, the first contact to impending clients will not result in a sale. If this occurs, consider it a bonus. Instead, view the initial sales contact as building a relationship with your soon-to-be patrons. People are more responsive to the familiar and generally will not buy from people they do not know. Rather than seeing the initial sales contact as a quest to be conquered, view it as checking in with your patrons in an effort to form lasting relationships. This point-of-view will make the process easier on your soul.

While you want to build a relationship when initiating a sales call, it is also important to keep the sales process in mind. Do not become too relaxed in your thinking so that you forget your initiative. This can be a slippery slope especially while doing business with someone you have an established relationship with. To my astonishment, I was once caught in this net. While conducting business with a reputable company, I failed to negotiate the terms of the contract during my sales presentation. As a result of my failure to keep the sales process in mind, the company misunderstood the terms of our agreement. Fortunately, I was able to successfully renegotiate the terms of the contract, which were mutually beneficial to both parties.

#### **Tips for Initiating the Sales Contact**

- 1. Redirect your thinking** – View the initial sales contact as building a relationship rather than trying to making a sale.
- 2. Role Play** – Before you initiate the sales contact, preview the conversation in your mind. Practicing your approach beforehand will make you more confident during the call.
- 3. Keep the Sales Process in Mind** – Do not forget your objectives when you go into a sales call. This will help you maintain a focused conversation.

Don't let initial sales call reluctance build a wall between you and the success of your business.

To learn more about the sales process and increase your cash flow, call (805) 208-7539 or click here to connect to my website: [www.paulacrutchleybusinesscoach.com](http://www.paulacrutchleybusinesscoach.com) Call now to schedule a complimentary 30 minute coaching session. Group and individual coaching are available.