

# SELLING is Serving

Change your attitude and turn cold calls  
into gold calls



By Chellie Campbell

**W**hen you think about “selling,” do you get excited and happy? Do you look forward to calling a prospective client who just might buy your products and services?

Or do you wrinkle your nose, back away, shake your head and think, “That’s the worst part of being a coach”?

Recently I asked Joel Libava, The Franchise King, what was the number one reason most business owners were unsuccessful. He answered bluntly, “They can’t sell.” Nancy Sardella, owner of Worthwhile Referral Sources, told me about her experience attempting to franchise her networking business: “I sold franchises all over the country,” she told me. “I trained them on all the systems and gave them a complete script for how to make sales calls to get members. And they still couldn’t do it. I ended up closing the franchises and focused on running my own local operation.”

One reason many small business owners can’t sell is because they have the wrong attitude about selling. They think a sales call is asking people to give them money. When you’re in a helping profession, making a call to someone to ask for money is hardly an empowering psychological position.

But they have it backwards. Selling is what you do to *serve* the customer. You are searching for the people who

need what you have and helping them to have it. There are people praying for a great coach, but they don’t know who to hire and they are afraid of making a mistake. Making a sales call is a sacrifice you make on behalf of someone else out of your sincere desire to help them.

## Make Gold Calls, Not Cold Calls

Cold calling sounds like what it is – harsh and cold. But since the money is in the phone, I call it “Gold Calling.” I painted gold dollar signs on my telephone which reminds me to dial the golden phone. All the money you want is waiting for you at the other end of the phone, but you have to pick it up and reach out and touch someone.

Cold calling works. But the percentage of sales is very small in relation to the number of calls you have to make. So I prefer to network. Then all of my calls are “gold calls.” I’ve met these people already and we have a mutual interest in each other. This is a much easier phone call to make than a cold call to someone you don’t know.

Making calls to people after a networking event is the single most important action missing from most business owners’ game plan. They are happy to go to the meetings, eat, and say hello to people. They think the idea is to give everyone their business card. They have the illusion that if people are interested, they will call.

## 7 Steps To Gold Calling

### 1. Who are you going to call?

- Call people you've met who are in your target market.

### 2. Start with a positive attitude!

- Put yourself in a good mood and have a smile on your face (a smile can actually be heard over the phone!).

### 3. Create rapport with the prospect – talk about them, not yourself!

- Be friendly, and ask about their business, similar interests – things you would look for in a friend.
- Find out what they need: ask questions!
- Eventually they will ask about you. Give brief answers, then ask what would they want to accomplish if they worked with a coach?
- Share the benefits and success stories of your product or service.
- Share your true stories of other people who had their same problem or wanted the same benefit and the success they had working with you.

### 6. Ask for the order!

- If you can tell that they are interested, ask them if they'd like to book a session or a package.

### 7. Ask for the money!

- Lastly, ask "How would you like to pay for this?" People aren't committed until they have paid.

### Why People Don't Call You

Let me give you a tip: They aren't going to call. Why? Because they have a life, they need clients themselves, they have another appointment, it's their mother's birthday, they have to wash their hair. They have fears. They have objections: You're going to charge too much, they really should remodel their house first, it's their daughter's birthday tomorrow, maybe you aren't really the best one for the project, they'd have to convince their significant other and that might mean an argument and that would lead to problems and oh it's just easier to forget the whole thing ...

Calling strangers on the phone is scary – that's why it's a sacrifice. You don't know how you are going to be

received. What if they're angry and mean to you? What people want most in the world is love and acceptance and the biggest risk when you call a stranger is that you not only won't get loved, but you'll get screamed at.

So you can see how most people find it much easier to just wait and dream that their phone is ringing off the hook with people calling to give them money...

### “Let Me Tell You About Me!”

Then there are all the people who do pick up the phone and make the sales call, but who do it badly. They call and immediately start talking about themselves: “Hi, this is Charlie. Let me tell you about me!”

That's an immediate turn-off. And right then, when their prospect is turned off, they launch into a long presentation about themselves. You instinctively know this person is focused on their own needs and problems and not on serving you.

Some people give up on making calls, asking, “Why can't I just send an email?” If you're getting all the clients you want from your internet marketing, fine. But if you aren't, and you weren't in *The Secret* or on *Oprah* yet, you get clients because people know you and trust you. They want coaching from you because they like you and they believe you like them. You aren't going to be able to establish that with most people in a generic email. An email is the ultimate “Let me tell you about me!” pitch.

Call people, but don't try to sell people your product or service in the first minute. Get to know them. Ask them about themselves. Ask questions to find out if they might be someone who needs coaching. Wait until they ask you before talking about your product or service. Then they are a willing listener and you have an opening to interest them in what you have to offer.

But no business is going to get transacted after a networking meeting unless someone makes a phone call. Somebody has to go first. And since you're reading this, that somebody is you.

Congratulations! Now someone is committed to allowing you to serve them so that they can improve their lives. And that's what “closing a sale” is all about! •