

# - CONTACTING -

## Instant Training by Adam Vizler

(Taken from the **Definitive Cold Sales Course**)

### Getting in touch

and building rapport is just as challenging with a stranger as knocking on their doors to donate for your church. Maybe a bit more challenging than that.

- ✓ A good contact step includes a friendly approach, a confident smile, charisma and confidence.

**Don't forget that the goal here is to get *in* communication, to have some sort of a conversation going.**

As how do you pitch your ideas if you have nowhere to place that communication on?

If you are to travel, the easiest way is to drive on the road instead of the rocky terrain right?

- ♦ So think of this step as a way of building up that road. And the car is your communication (pitch), and you are the driver.

After a road has been built, you might want to go a little bit back and forth on it, to make sure that there are no road holes that can sink your car on the way.

Once that is done, and you are confident that the road is comfortable and well built -> drive all the way as you like!

## So how do you do this “road building” in practice?

Simply say “hello”.

After that, make an introduction “*My name is Adam, I’m reaching out because \*insert reason\*.*”

Then continue with a pleasant chit-chat. Things like “How are you doing today?” and “What is it that you do?” and “How was your weekend?” things like that.

Combine information gathering with rapport building if you can.

Where you can add your own thoughts and viewpoints to the given answers, do so. (As long as you think the prospect would react positively/agreeably to your input)

This contact step can be 5 minutes or 15 minutes alike.

Once the prospect is friendly and relaxed with you, you can go over to the “Handle Step.”



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