

## Caponi Performance Group Newsletter

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Event?

"Barry brings spontaneity, fun and customized content that will send your audience home glad they came."

**contactscience**  
Metrics for success, one contact at a time.

Dear Barry,

Welcome to the June edition of our newsletter. This month's feature article is about cold calling and the ***Top Ten Biggest Mistakes Cold Callers Make on the Phone***.

As you should know by now unless you're new to the Caponi Performance Group, our main focus is the discipline of appointment making. Many times we can learn much from the mistakes we make, so I've compiled a list of my favorites!

Thanks to those of you who came to hear me speak this past month. We had over sixty at the Richardson Chamber of Commerce Small Business Roundtable Breakfast and over one hundred registered for the Professional Products Association International in Atlantic City. I enjoyed both!

Enjoy, and as always, good selling...Barry

### Top Ten Biggest Mistakes Cold Callers Make on the Phone - And How to Avoid Them

Over the years we've seen lots of different approaches and talked to lots of people who make their living setting appointments over the phone or by canvassing. Therefore we've been able to craft a methodology with techniques that truly work. We've also seen many techniques that don't. This article covers the top mistakes that we see being made while attempting to set appointments. These mistakes are doubly painful as they not only drain away those precious few hours we've got to make appointment making calls, but crush the spirit as well.

[Read Article...](#)

### Sales Tip of the Month

Seemingly innocent phrases can hurt you...

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[Link to my Blog on Sales Mecca \(includes Archives\)](#)



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**Richardson Chamber of Commerce**

**Small Business Roundtable**

**Barry Caponi to speak September 18, 2008**

**The Power of Questioning Skills**

Surveys consistently show that less than five percent of our universe of suspects is in the market for what we're selling when we call them. However, we all must create opportunities from the remaining ninety-five percent or we shall perish. Creating a prospect from that ninety-five percent category of suspects requires getting them to open their minds to the challenges our Value Proposition



## What You Say Can Hurt You

The concept for this tip came from a newsletter I received from Comunispond, a good little newsletter on presentation skills. And since sales is all about communications, occasionally I'll share one of their ideas with you. You can find them at [www.comunispond.com](http://www.comunispond.com).

"Your customer is talking, and you're hearing information you hoped you would hear from them. It's easy to assume you're both on the same track, but beware of making assumptions. Watch out for questions or statements like:

- "I'm assuming that..."
- "You probably..."
- "Can I assume...?"

When you assume, you make it easy for your customer to give you the answer he or she thinks you want to hear. You make it easy for them to leave out specifics that would help you truly understand their situation. You close down the dialogue. And, while you're assuming, they may be making assumptions in another direction that will cause misunderstandings later on.

Never assume. (Where have we heard that before?) Instead, ask the questions that get your customer to fill in the details. You might even begin by saying, "I think I understand, but just to be sure, what is...?" Then, listen carefully to be sure that what you thought would be the response is really the customer's perspective. That way you're both traveling down the same path-toward finding the best solution for that customer."

[More sales tips...](#)

## Quotes and Proverbs of the Month

### A little food for thought and humor for your day



### Questioning Skills - "Judge a man by his questions, not his answers." - Voltaire

"If you would persuade, you must appeal to interest, rather than intellect." - Benjamin Franklin

"To find the exact answer, one must first ask the exact question." - S. Tobin Webster, clergyman

"Questions necessarily provoke thought, at least if they are good questions. If we hesitate to answer, barring privacy or personal reasons, usually it is because we recognize the complexity of the possible answers." - Beth Althofer, psychologist

### A little Steven Wright for you...

addresses.

That requires thought, preparation and solid questioning skills.

Barry Caponi will actually step us through exercises designed to help us think in terms of your Value Propositions and create a series of 'Power Questions' that help turn those suspects into prospects. They will also share with us tools to effectively plan sales calls that will shorten your buying cycles and raise your closing ratios.

Anatomy of a Lost Sale

What are the Most Common Reasons we Lose Sales and What to Do About it

"My girlfriend asked me how long I would be gone on this tour. I said, "the whole time"."

"A friend of mine is into Voodoo Acupuncture. You don't have to go."

"I have an answering machine in my car. It says, "I'm home right now. But leave me a message and I'll call you when I'm out"."

## Free Webinar Offer



**Would you make more money this year if "Dialing for Dollars" was faster, easier and more productive than it was for you last year?**

Announcing a joint venture with Contact Science - [www.coldcalling101.com](http://www.coldcalling101.com). The first resource to provide **a Total Solution for the sales professional who must telephone prospect to make quota**. Whether you are an Independent sales agent or part of a sales team, this solution is what you have been looking your entire career; a personalized combination of skills, Best Practice and software.

Telephone prospecting is an "individual" effort, which is often the difference between success or failure. It may never be the fun part of the sales cycle, but **it doesn't have to be painful or unproductive**. See what telephone prospectors like you (in a variety of industries) are doing to call twice as many targets during their call blocks, to pursue each of them perfectly and dramatically increase the number of conversations they convert into appointments. Also, see why a successful solution to this challenge will have an ROI that is off the charts.

Attend a free, Open Forum Webinar and in 30 minutes learn:

- Why Telephone Prospecting has been so painful and unproductive in the past,
- How a new but proven approach can solve every single issue that makes your prospecting time unproductive. Once and forever.
- How you can give this Total Solution a spin to experience success for yourself.

If you want to "read ahead" visit [www.coldcalling101.com](http://www.coldcalling101.com). Then, come to the Webinar for details and to ask questions; the microphones will be open.

**Click below to register for one of these two free Webinars.** Take 30 minutes to see **a real solution to a decades old problem.**

If you cannot keep the Pipeline full without "working the phones," this approach is for you. Whether you **cold call or follow-up leads**, don't spend another year fighting the phone. Make telephone prospecting the revenue engine it is supposed to be.

Immediate information is available at [www.coldcalling101.com](http://www.coldcalling101.com) or by phone at 214-483-5800.

**Best Selling,**

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