

# Here are some tips to avoid sounding like a cold caller on the phone...

1. **Start with a friendly greeting:** Begin the call by introducing yourself and offering a warm greeting. This can help put the other person at ease and create a more positive tone for the conversation. Remember enthusiasm is contagious.
2. **Personalise the conversation:** If you have any information about the person or their company, use it to personalise the conversation. This can help show that you are not just making a random call but have a specific reason for reaching out. It also demonstrates that you have done your homework!
3. **Be clear about your purpose:** Clearly state why you are calling and what you hope to achieve. Avoid using vague or generic language, as this can make you sound like a typical cold caller. Language like 'I'm ringing companies', is a major turn off.
4. **Listen actively:** Be sure to actively listen to the other person's responses and engage in a two-way conversation. This can help establish a rapport and build a connection, rather than simply reading from a script.
5. **Respect the other person's time:** Be mindful of the other person's time and try to keep the conversation focused and efficient. Avoid long-winded explanations or sales pitches that can make the other person feel pressured or uncomfortable.

So, the key to avoiding sounding like a cold caller on the phone is to be genuine, respectful, and focused on building a connection with the other person.

If in doubt, get in touch.



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