

In the beginning, it was not easy because I had been told it was a numbers game and some days I made a lot more cold calls than the suggested 20. There were days I made 50.

Then I realized quality mattered. Good questions were important. I began listening to Norman Vincent Peale and Zig Ziglar daily, and my mindset started shifting.

It started working out just as I had been told. All of my efforts resulted in about 20 quotes to deliver per month. An average rep could close at least 25% of those. I found I got pretty comfortable and learned my competitors' strengths and weaknesses so, over time, I had to make fewer and fewer brand-new calls.

The data entry got less cumbersome because I built the base up and could update it instead of creating it from scratch every day. My closing ratio improved and I started to recognize real opportunities before I jumped straight to a quote. I was successful. My job got easier and easier as I built a territory. My closing ratio improved so much that I got very comfortable.

So, if it worked in 1995, will it work today? Cell phones, social media and email are widely used today. But have these technologies just given us more options to do exactly what we did then? Are our efforts and options overwhelming us like my

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50-plus cold calls per day had been overwhelming me? I think all modern things can be wonderful when sprinkled in, but the bottom line is 20 real conversations that often require hearing "no" and "not right now" done consistently with good notekeeping and follow-up will lead to success. Emails and social media are often the path of least resistance, not the path to success. You can do a lot of that type of activity and end up overworked and underpaid. So, focus on the right thing. ■

Reena Philpot is co-owner of BTA member Precision Duplicating Solutions Inc., based in London, Kentucky, where she serves as sales manager. Philpot is also founder of Reena Philpot Sales Coaching and host of the Selling with Charm Podcast. She has spent the last 27 years as a salesperson and has a passion for teaching owners and sales team members simple sales techniques that allow them to hit their targets and goals with ease. Join in weekly as Philpot shares her tips and tricks to selling with charm: <https://selling-with-charm.captivate.fm/listen>.

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