

Phone Busking: How the Sound of Your Voice Determines Your Success While Telephone Cold Calling

Mark Alan Hill



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The first few seconds of your telephone cold call are crucial. If you fail to connect with your prospect during that moment, the likelihood of ending the call with a positive response diminishes greatly. Scientific research has proven that it is not the words you use during that critical period that helps you make a connection, instead, it is the sound of your voice. In fact, even after your introduction, the sound of your voice continues to have a greater influence on whether your prospect will agree to an appointment, let you quote on a project, or even buy from you, than any specific words you use. In Phone Busking: How the Sound of Your Voice Determines Your Success While Telephone Cold Calling, sales professional and author, Mark Alan Hill explores the psychological effects specific features in your voice have on your prospects and demonstrates how using them at just the precise time, can significantly increase your success rate while cold calling.

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