

The Challenges of Starting the Sales Conversation

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Abstract

Getting the sales conversation started can be a challenge for any sales representative. It can be even more difficult obstacle when selling over the phone. Most sports ticket sales start with a phone call. What type of icebreaker is most effective? The goal of the initial sales call is to pique the interest of the buyer to get to the next stage of the sales process. This paper takes a look at the different strategies a salesperson can use to open the sales conversation.

Keywords: Icebreaker, Strategy, Sales Process

Relevance to Marketing Educators, Researchers, and Practitioners:

Getting the sales conversation started can be a challenge for any sales rep. This can be even a bigger obstacle over the phone. This paper looks at the strategies that can be used to overcome this obstacle.

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