

Top Ten Tips For Making A Cold Call

- 1. Make a lot of phone calls** – it gets easier.
- 2. Call the right person** – profile your likely buyer and qualify them.
 - Your time is valuable - what is the minimum \$ sale worth your time?
 - Profile your customer: Industry; company size/annual revenue; frequency/volume of use; decision maker for the purchase (position, title, authority); financial condition (Don't waste your time selling to people that don't have the means/budget to buy what you are selling.); other demographic data.
- 3. Plan your sales call** – don't wing it.
 - Establish call objectives
 - Develop a customer profile and benefits list. (What is the profile of your qualified prospect and what benefit does your product/service give them?)
 - Understand your customer objections. Practice how you will respond.
- 4. Prepare and opening and wrap-up statement**
 - Prepare an opening statement: Don't bother asking your prospect "how are you today?" or "may I have a moment of your time?" or anything else. You have 10 seconds to grab and hold their interest.
 - Get to the point. Know what you want to say, how you want to say it and how you want to represent yourself, your company, your product or service.
 - Prepare a wrap-up statement for when the sale or appointment is made.
- 5. Ask for what you want**
 - A meeting right? 10 to 15 minutes of their time, so that you can introduce yourself, your company, your product or service.
 - Once they agree to a meeting, confirm the prospect's name, title, address, date and time of the meeting.
- 6. Start with the less important leads**
 - Then work towards the more important leads as your comfort level increases.
- 7. Practice**
 - New to cold calling or uncomfortable with cold calling? Practice your pitch out loud. Role-play with friends or colleagues.
 - Practice how you will handle various sales scenarios and customer objections.
 - Check your vocal tone, speed, volume, inflection, and *passion*.
- 8. Stay calm** – let rejection roll off your back.

- Most prospects will appreciate your call (as long as you are not trying to sell long distance telephone service). If they are rude – move on. Don't take it personally. It happens to everyone.

9. Think of yourself as a consultant

- You are a consultant specializing in new business development. You are the expert. You want to help your prospect.

10. Have fun!

- Loosen up, be creative, have some fun!