

Cold Calling 101



Agenda

- Cold Calling Basics
- Successful Cold Calling
- AVR, Gatekeeper, Assistants & Voicemail
- Sample Script
- Questions Before Giving Pricing
- How To Close More Business

The Truth



<https://www.youtube.com/watch?v=emzARZsJntw>



Cold Calling 101 Basics

- What is your goal? Profile/ Appt/Sale
- Focus on your target market
- Profile your company before calling
- Refer to competitors who partner with you
- Think “what do they want” when calling – stay in what does this mean to them
- Always get something from every call
- Buyers have changed
- Need to nurture the lead to a sale

Successful Cold Calling

How to get to the decision maker???

- Know the person's name
- Don't sound like a typical sales person
- Don't get screened! Give them your name and ask if the contact is in today
- Upmarket -Don't leave a VM until you tried a couple times
- Don't be a stalker
- Good News - It is all a numbers game!
- Only 1 in 10 dials will have success in a connection
- Only 1 in 4 calls will have any short term success
- You need to dial the phone 40 times to come away with a lead. You need to find your own number

Calling The Decision Maker



- AVR Systems
- Gatekeeper
- Assistants
- Voicemail

Automatic Voice Response



- Don't hit zero but listen for the directory
- Try a name – Smith
- “ I am sorry Mary...I was trying to reach...
- Customer Service
- Zero for operator
- After 5:00 pm the directory kicks in

Gatekeeper

- The gatekeepers goal is to keep you out
 - Sound professional not friendly
 - Be Brief – “John Jones”
 - You will be screened – Be prepared



Ping Pong

“Who may I say is calling?”

“Maureen Wozniak – is he in?” – ask a question back. This is truly want you want to know – are they in?

Assistants



- Not part of a first attempt
- Try Ping - Pong
- Engage if necessary
- Can be useful – if engaged in the right way
- Be polite and ask of their help

Voicemail



- Hit zero and see if their there
- Upmarket -Don't use on first few attempts
- Can be used to get information in front of them
- Follow up a day later with e-mail
- Don't leave a second message unless they engage

The Message

Hi Mr(s) Jones sorry I missed you. My name is Maureen Wozniak from the BBB and I have helped the ABC company and XYZ company to increase their sales with the leads and inquires we send them through our website. We help buyers find them online and strengthen their online reputation management.

I am reaching out to you to share with (company's name) and how we were able to achieve this. Are you the right person in the organization that looks at these issues? My number is _____ but I realize you must be busy so I will send a follow e-mail with my contact information from (Your Companies Name)."

Thank You

Calling into the C-Level

- Loosen up – these are conversations
- People like to buy – hate to be sold
- Don't rely on them to know they need your solution
- Education (helped With....) and ask questions
- Have you ever looked into _____?
- When does your company look into?
- Who is responsible for _____ decisions? I will keep you updated..
- “Part of my job.....”

Sample Script

- Hi _____ my name is _____ I am the Major Accounts Manager with the Chicago and Northern Illinois Better Business Bureau -I hope your well. I'm calling on a positive note - based on your history, it appears that you are qualified to receive an invitation for accreditation through the BBB. Did you know that you actually have an A+ rating? Y/N - Well, not everyone qualifies to go through accreditation - companies like (competitor & competitor) it really leads to these main benefits - much higher trust with the buyers, greater SEO rankings on Google, online positive reputation management and inbound referrals directly from our site - which here in Chicago and Northern Illinois, gets over 25,000 inquiries - a day!
- Are you familiar with the BBB? Have you looked into getting accredited before?

Questions Before Giving Pricing

- What exactly are you looking for?
- How will that help you with?
- What is your time table to get this in place?
- Who else is going to help you with this decision?
- Have you identify a budget?
- Any reason you would not make this change?

Closing Quesiton

How does the pricing look to you?

We could have this to you by _____ how is that date?

Any reason not to move forward with this? Any reason this would not be a fit for your company?



THANK YOU