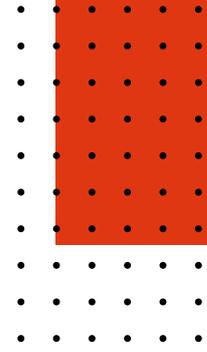


COLD CALLING MASTERY: THE ART OF NEW BUSINESS CALLS

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01. Introduction

The goal of this program is to teach you how to cold call effectively and positively. If you are new to cold calling, then this program will teach you how to avoid many common mistakes and to focus on the most important, practical skills and actions that will deliver the fastest results. If you have been cold calling for a while, perhaps with frustrating results, then this program will introduce you to a better, more positive approach.

This program is based on my real-world selling experience and my personal journey to find a better and more positive way to cold call. Personally, I can tell you that I learned to hate cold calling after experiencing the wrong way to do it too often. But with trial and effort, I found a better way...

Successful cold calling has three critical elements:

- 1) Engagement
- 2) Establishing Trust
- 3) A Compelling Message.

There are no shortcuts. This course will teach you how to engage, establish trust, and present a compelling message in order to close a deal.

One of my first jobs right out of university was working for a paper merchant, selling copy paper to businesses in Calgary, Canada. This was in the early 1980s when B2B cold calling was still done door-to-door. I spent my days going up and down the skyscrapers of Calgary trying to get past the receptionists and find the name of the office manager. At that time, office buildings hadn't yet evolved complex security systems, so it was possible to visit every office on every floor of a thirty-five or forty-floor building.

Occasionally, I would be asked by building security to leave; however, mostly, it was just a matter of dealing with the cold looks from receptionists. This approach avoided the difficulty of the telephone and gave me an opportunity to make a personal connection. Although this was before the Internet, the sales process is still exactly the same, except instead of visiting companies directly, we use the telephone. The difference is that on the telephone, it is much harder to make a human connection and break the ice of a cold call.

02. Is Cold Calling Dead?

There are many who like to say that cold calling is dead and that this disruptive approach to selling doesn't make sense in the internet age. Many argue that the new, better approach is to use paid advertising, blogs, social media, SEO, and a variety of other techniques to drive businesses to call us! I cannot argue with the fact that it is better to have hot, interested leads contact us ready to buy, but the reality for many businesses is that this is simply not going to happen. In some cases, our target markets are too difficult to reach with marketing campaigns, and for many businesses, the budget and time required to develop a market this way is simply out of the question.

Even if we do have the budget to develop significant 'pull' activity, there are also many instances where the only reasonable approach is to pick up the telephone and contact the decision maker. I have sold to Costco, Tesco, Wal-Mart, eBay. The buyers at these companies will never contact your business, no matter how much marketing you do — you need to pick up the telephone. In many cases, a quick call to pitch for a meeting is the fastest, most efficient, and often the only route available.

What is dead, or well on its way to being so, is simply calling everyone in the telephone directory without any filtering to identify if the business is a qualified lead. This mass calling activity has given cold calling a bad name and is the wrong approach — always! Intelligent cold calling is the right approach.

03. The Cold Hard Truth About Cold Calling

I think we need to start with some honesty: cold calling has a very bad name. We have all been disturbed just as we sit down to dinner by the ringing telephone or a knock on the door that turns out to be someone trying to sell us something. At work, we've had the same frustration. Cold calling gets a very bad reputation because it is often done poorly. When done poorly, it is the most disruptive sales technique imaginable.

Joey from the television sitcom "Friends" was famous for his pickup line, "How you doin'?" Most cold calls take a similar approach — pitching a line before any engagement has been established.

Cold calling truly can be disruptive and unwelcome, but we do need to reach out to potential customers — what is the solution?

Businesses do not invest in branding and marketing and then just wait for the telephone to ring will fail. The most successful businesses are always very proactive in contacting target audiences and presenting their value proposition. When Starbucks opens a new location, the first thing the staff do is visit all the neighboring businesses to introduce themselves and hand out coupons — they cold call! The big banks and major corporations make thousands of cold calls every day to businesses.

Binney & Smith, the maker of Crayola products and a client of ours for over fourteen years, is a company that does 3 billion dollars a year in sales, and I can tell you that they cold call businesses to pitch opportunities, joint ventures, and alliances.

So, the cold hard truth is that cold calling is not dead — it just needs to be done the right way.

The Right Way to Cold Call

1. Preparation Is Key: You must prepare for a cold call the same way you would prepare for a meeting. You need to know who you are calling, what they are likely to need, and how your product or service can help them.

2. Engagement: The next step to a successful cold call is engagement. You need to connect with the person you are calling on a human level.

3. Establish Trust: After the engagement, you must establish trust. This can be achieved by understanding the needs of the person or business you are calling and by being genuine in your desire to help.

4. Compelling Message: Finally, you must have a compelling message. This message should be clear, and concise, and convey the value that you can bring to the person or business.

Cold calling, when done properly, can be a highly effective way to generate sales and grow a business. It is all about the approach, the preparation, and the execution. With the right skills and mindset, cold calling can be turned from a dreaded task into a rewarding and profitable activity.

Here are the cold facts about cold calling:

- Scripts don't work!
- Smooth banter doesn't work! (Sorry, Joey!)
- Tricking the gatekeeper doesn't work!
- Gimmicks never work!
- Lying absolutely doesn't work!
- Depending on 'charm' doesn't work.

The 'accepted' method of cold calling is mechanically making call after call, reading from a script, which drives prospects away and is soul-destroying for the salespeople. Too many managers see this doesn't work yet only push for even more calls, hoping to make up for it in volume — calling selling 'a numbers game.' Selling should never be a numbers game!

Doing more of what doesn't work is rarely a good idea!

Here is what works:

- Honesty
- Professionalism
- Directness
- Humility
- Sincerity
- Focus
- Engagement
- Building Trust
- Establishing Relationships

04. Cold Calling Mastery - Who needs this guide?

Surprisingly, almost everyone in business needs to Cold Call at one point or another, and the fast-changing face of business today means that well-established business networks are becoming less and less predictable. There was a time when businesses worked hard to become established, and that was it — they simply carried on working with the same customers forever. This is not the case anymore. Very little is predictable, and even established businesses must continually reinvent themselves. When your market has disappeared because of a change in technology or the way people buy, then you either go out of business or find a new market. Developing a new B2B market requires pioneering sales work, which always includes Cold Calling.

The financial crisis resulted in hundreds of thousands of professionals being made redundant. Many of these professionals launched new ventures — the harsh world of self-employment. Most of these professionals were used to being part of a large corporate machine and never had to consider how to find and pitch to a customer. Many of these newly self-employed have opted for the passive route to new business — networking — but few have found the kind of connections through networking that can sustain a business.

The world is a different place!

In fact, the sales role is not just for salespeople anymore — every person within a business who engages with the customer or is responsible for business development is involved in selling.

Cold Calling is really a skill for every business professional. We all need this guide if we are going to reach out into the business world and make things happen for our careers and our business.

Why This Program?

As a sales recruiter, trainer, and consultant, what I have seen is that Cold Calling is essential for most businesses, but it is very rarely done well. Most salespeople absolutely hate Cold Calling and only do it when forced by sales managers. It is very rare for companies to actually train in Cold Calling, so most people do it the way they have seen others do it — poorly!

Salespeople get quickly burned out, and businesses churn through lower and lower quality salespeople.

Most salespeople consider Cold Calling beneath them and an activity for juniors; however, the highest-paid salespeople Cold Call every day! That is how they made it to the top 5% or even 1%!

This program is the result of needing to find a better way to Cold Call.

05. Why Call Anyway?

Most B2B and many B2C business transactions simply require a face-to-face meeting with a qualified prospect. If the prospect is not, for whatever reason, calling us, then we must call the prospect. A business cannot sit around waiting for the telephone to ring. Being proactive is essential. We call businesses to present our solution in a compelling manner and request a meeting. This is what it's all about.

What doesn't work?

This is the part that drives me crazy. Salespeople and sales managers know what doesn't work. We have all experienced the worst of Cold Calls that waste our time and are clearly being made by people openly reading a script who know nothing about our business. Who wants to be treated like that?

The First Three Seconds

Ask yourself this question.

When you receive a Cold Call, how long does it take before you know it is a Cold Call?

In most cases, it is less than a second. Correct?

Why is this? How do we know that the call is from somebody trying to sell us something? This is our subconscious mind at work.

In psychology, the term 'Adaptive Unconscious' refers to the rapid assessments that we are able to make about people and circumstances.

Three seconds does not give us enough time to consciously judge the value of the call coming to us; however, our subconscious mind — the very part of our mind that lets us walk and drive without active concentration — listens to all the many aural cues and judges that this person on the end of the telephone wants to sell us something. Our reaction is, generally, to shut them down fast.

When you recognize that you have received a Cold Call, how long does it take for you to reject the call?

Most people will reject a Cold Call in the first three seconds.

This guide is going to teach you to be the person who can make a Cold Call and not be instantly categorized as a Cold Caller.

06. The Natural Approach

The more natural, authoritative, friendly, or sincere your voice, the better your chances of getting past the first three seconds and having the opportunity to present your value proposition. Women with attractive voices often manage to bypass the subconscious filter of men. Appealing accents also have an advantage. However, getting past the first three seconds is by no means a guarantee that you will get what you want, but your chances will increase significantly. Once you get past the initial few seconds, you have a real opportunity to present your value proposition. At this point, the person is actively assessing rather than subconsciously, so you have a fighting chance.

Trust

The bottom line is this: We will never deal with anyone we do not trust, and the traditional Cold Call approach of insincerely reading from a script screams ‘Don’t trust me!’. Trust must be established before we will move forward. Trust can be established in seconds, or it may take multiple interactions, but we will never do business with someone we do not trust — not even for a pack of chewing gum.

Many UK-based banks that moved customer service call centers to India or the Philippines have brought them back because British people needed to hear a British voice to establish trust (Just being real about this).

The process of trusting another human being is complex, but because we have been doing it for millions of years, our subconscious mind thankfully takes care of all the details, and we are simply and effectively given a feeling — usually within the first couple of seconds.

So, this is what we assess in just a second or two — after only three to seven words:

1. Is this person 'real'? Authentic?
2. Is this person telling the truth? Believable?
3. Do they know their stuff? Credible?
4. Do they fit my style? Will it work?
5. Are they listening and interested, or just pitching?
6. Do they seem reliable?
7. Do I understand what this is about?
8. Is this appropriate for me?

If the person calling us creates any uncertainty, we will turn it off and shut it down. Once we have shut down, getting the trust back is very hard work, if not impossible.

We have a choice! There is a choice here. You can take the approach that everyone else takes and turn off and shut down the vast majority of the people you call, or you can make one quality call and engage, connect, and get what you want.

Which approach is right for you? Well, I am assuming that since you have invested time and money in this program, you want to learn a better way.

07. Let's Start - The Script!

Now, let me be clear that you should never, ever read a script of any kind during a Cold Call. People can sense it instantly! However, that does not mean that you shouldn't start with a written script as the best way to focus your thoughts and develop a compelling message.

For the purposes of this program, I will assume that the goal of the Cold Call is to set a face-to-face appointment or to get permission to talk in more depth about your product offering on the telephone. This should be a short conversation of just a few minutes, either leading to a face-to-face meeting or as a preface to a longer telephone conversation either following the introduction or at a later date. The goal of the call is to get permission to move to the next step in the process.

This is generally the kind of script I use when calling businesses in an effort to secure a face-to-face meeting to introduce my sales recruitment and training services:

“Hello, this is Wyn. I am hoping you can help me. My company is called The Sales Experts. We are a sales recruitment and training firm. We work with a number of businesses in your sector on the recruitment and training of salespeople and have achieved very strong results for our clients. Our surveys show that 87% of the salespeople we recruit regularly hit or exceed sales targets. I would like to meet and outline our approach... which is very different. Could we schedule 15 minutes sometime in the next few weeks?”

It is the tone and approach of this script that is most important, and I will cover later why it is more conversational and natural than smooth and rehearsed.

Note: The question at the beginning and the uncertain tone of my voice are designed to confuse the subconscious mind. If I have been successful in not setting off alarm bells, I then make what I hope is a compelling message to the conscious mind. In other words, once I get past the instinct to disengage, then I am having a conversation.

There will typically be one or two follow-up questions, and then either I will get the meeting or not. What this approach does not do is set off any alarm bells. If I don't get the meeting, I will ask a few questions to learn a bit about the business, which I will use in follow-up calls. If the prospect has potential, then I will keep calling until I do get that meeting.

Record Your Calls

If you want to improve, record your calls and listen to them later. If you're like me, you might dread hearing your own voice; however, you can learn a great deal from this practice. First, you can review the call to make note of crucial facts discussed. Additionally, you can assess each call's strengths and weaknesses. Pay attention to where you engaged the prospect or where you might have lost their interest. This is a powerful exercise; the more you do it, the more you'll learn and the quicker your cold calling skills will improve. If your phone system doesn't record calls, there are various call recording services available. A Google search for 'call recording services' will present numerous options. If you're developing a sales team, it could be worthwhile to invest in a regular service, which might already be offered by your current telephony provider. There are also services that will quickly transpose a recorded call into a written script that will permit even more self-evaluation.

08. Developing a Prospect List

Investing time and effort in developing a call list—a list of qualified prospects—is critical. Cold calling is fundamental to building business relationships, which typically don't happen instantly but are formed over time. By targeting a specific business, you can compile complete information, construct a company profile, and track the relationship with a system. CRM systems are designed for this purpose. They enable you to record all calls and incrementally add information. It often takes more than one call to reach the desired person, and then several more to establish sufficient trust for a meeting. Cold calling, as a method for business development, is akin to constructing a long brick wall, where each brick contributes gradually until the wall takes shape. While the task may seem daunting, it's simply a time-consuming process that requires consistent attention. Successful salespeople are those who adhere to the fundamentals, and cold calling is one of those essential steps in building a business.

Building a list begins by defining the profile of your ideal customer—those with whom you have experience and understanding. Start with the Internet. Trade associations often have member lists on their websites; sometimes competitors list their clients too. If you deal with retail businesses, complete industry lists are frequently available on manufacturers' websites since they want consumers to know where to buy their products. Be creative and think outside the box.

As your list grows, you'll become more attuned to potential customers and start to recognize opportunities everywhere. Don't overlook your public library; city library branches usually have extensive business databases, and librarians can be a wealth of information and assistance in research. And of course using Google effectively can generate powerful results.

CRM/Outlook

Do not simply make a few cold calls, gain a couple of customers, and then abandon the practice. Regular and consistent cold calling is fundamental to developing a strong sales pipeline. To manage these burgeoning relationships, you'll need a system. I use a simple web-based CRM system called CapsuleCRM, which is user-friendly, in conjunction with Outlook to manage my calendar. Find a system that suits you. Salesforce.com is popular and offers a robust, customizable system for larger businesses. Whatever CRM you choose, make use of it and stay diligent. Inputting data might seem tedious, but the cumulative value is immense. Over time, you will inevitably forget details, and the more history you include in your system, the more valuable it will become. A good CRM system will help regulate your call schedule and add discipline to the process.

09. Create a Strategy

Returning to the brick wall analogy, the true value of this metaphor becomes apparent with a systematic approach to cold calling. Begin with a broad description of the customer you're targeting, then progressively build relationships. Over time, step by step, you will develop a solid pipeline of potential customers.

At one point, I represented a large international office products company, selling to retailers and distributors. I knew my target customers were resellers of office supply products, including both retailers and distributors. My philosophy was not to sell to everyone today but to eventually sell to everyone. After developing a prospect list, my strategy was to target the easiest prospects first—the low-hanging fruit—then gradually tackle the larger and more challenging ones as my knowledge and experience expanded. Over roughly twenty years in the industry, I did business with nearly every office product company globally. I never stopped prospecting and cold calling. The long-term payoff was truly extraordinary. Later, my business evolved from sales support for manufacturers to recruitment, training, and consulting. This change meant building a new customer base, which I did—and continue to do—one brick at a time.

1. Define your target customer.
2. Create a Cold Call list.
3. Begin to call and book appointments to present your service.
4. Call regularly (usually every 3–6 weeks) until you have booked appointments with every potential prospect.

Once you have established regular customers, do not stop cold calling. Always be on the lookout for new potential customers to ensure a healthy and growing business.

10. The Customer Writes the Pitch

What does it mean, 'the customer writes the pitch'? It means when we listen our customer teaches us how to sell to them. Cold calling is a skill that improves with practice and a critical tool for business development. The relationships you build through cold calling can become the most rewarding and profitable of all business activities. Remember, each call is a step towards constructing that long brick wall of business success. Whether you're in the initial stages of your career or you've been in the business for a long time, cold calling remains one of the most effective ways to grow your business.

Always keep learning, remain positive, and remember that every no gets you closer to a yes. Keep building that wall, brick by brick, call by call. Good luck!

Call Frequency

I have had salespeople call me every day for two weeks, trying to close the deal because I showed some interest. In some cases, I would have made a purchase, but their desperation turned me off. One of the important benefits of regular cold calling is that over time, you will have a large pipeline of qualified prospects who will buy at some point in the future. Schedule calls with them every few weeks or even months and slowly build the relationship without burning bridges. Don't push too hard. We have all encountered pushy salespeople, and it is off-putting. There is a balance here – we need to push enough but not too much.

Think of it as 'the persistent soft sell.'

There will be times when you overstep, but if you are genuinely engaging with prospects, these instances should be rare.

11. Mindset is Everything

Our mindset is crucial in selling because it sets the tone for everything. When we decide we have something of true value to offer, and that the prospects we are calling really should and must meet with us, we set in motion a wide range of very subtle powers. We generate confidence and power in our voice, and the entire cadence of every word is forward-moving. The person on the other end of the phone will sense this subconsciously and will tend to react more positively. The more deeply we can instill this mindset, the more power and resolve we will develop. Over time, we will be genuinely surprised when prospects do not agree to meet with us – the impact of this is significant.

On some days, my mood just isn't right. I don't feel powerful, and I lack the commitment and positive expectation. When this happens, I go outside for a short walk, clear my head, drink a glass of cold water, and reset my resolve – then I begin to call! The difference is remarkable.

Call during your natural energy peaks and use the times when your energy is lower to enter data into your CRM or to research prospects. Drinking water throughout the day is essential for maintaining energy levels, and often a glass of cold water will make a significant difference. Even mild dehydration can alter a person's mood, energy level, and ability to think clearly, (according to two studies recently conducted at the University of Connecticut's Human Performance Laboratory).

12. The Voice is the Key to Success

Now, the script discussed earlier has had some serious thought put into it, but it's not the script that makes this approach different or ultimately successful. What makes the approach different and lays the foundation for trust and open dialogue is the voice.

As humans, we are incredibly attuned to our environment, but we are unique in that we have a large brain. Our conscious mind is responsible for active thinking and can process about seven events per second. Our subconscious minds can process 70,000 events per second. The subconscious mind manages all the automatic actions we perform every second, from beating our hearts to walking. The subconscious mind also processes thousands of signals received from the outside world every second and provides us with 'feelings' based on our personal history with the world.

Let me ask you again. When you receive a cold call, how long does it take before you know it's a cold call? Fractions of a second, right? Now, how long does it take for you to shut down when you realize it's a cold call? Just one or two seconds - correct?

This is what happens: our subconscious mind detects stress, insincerity, rehearsal, reading, distraction, and hundreds of other attitudes in the voice of the caller and signals to the conscious mind that something is wrong, categorizing the call as a cold call based on our history. Someone is attempting to sell us something, and that's a situation we tend to avoid.

What happens when you take a traditional approach to cold calling is that you have alerted your prospect to be wary and prepare. So, immediately, the person is on the defense. Now, you're fighting an uphill battle, and only those salespeople with the most compelling message and highly evolved sales skills will get anywhere with a prospect who is already on the defense.

The trick to surviving the cold call is to bypass the subconscious mind without setting off alarm bells. If your message can reach the conscious mind without alarming the subconscious, then you have a chance to present your compelling message and to be intelligently considered by the person at the other end of the telephone.

How is this done? Well, you need to consider how a cold call sounds. Here are a few aspects:

- The caller is tense.
- The caller is reading.
- The caller is rehearsed and smooth.
- The caller is insincere.
- The caller sounds unnatural.

We don't want to trick the person, but we do want to trick their subconscious mind into assessing what we have to say logically and not based on the history of all the insincere salespeople they have ever encountered.

This is achieved through the tone of our voice, our confidence level, and our intent. Earlier, I asked you to think about how long it takes before you can identify a cold caller. Now, I would like you to consider other calls that you may have received—the tax department, the bank when there is a problem with your account, the neighbor who is upset over your new fence—do any of these calls force you to shut down and turn off? No, because our subconscious mind tells us that this call is important, serious, and possibly urgent. We know this within a fraction of a second, the same way we know the salesperson is a cold caller. In the case of a serious call, our response is different. Even before the caller is identified, our listening becomes more focused, we block out distractions, and our mind pays attention to what we feel could be a problem. This assessment comes from the intent, authority, and tone of the caller.

See how our mind leads us?

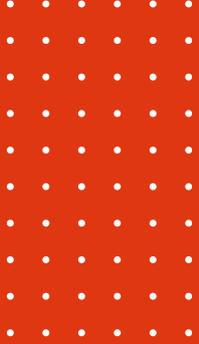
The goal is to persuade the prospect's subconscious mind into thinking we are something we are not—perhaps a customer or a current supplier. We don't do this with words because that would be lying and would hurt us later. We achieve it by using our voices differently, focusing our minds differently, and asking for help rather than pushing.

Once we get past the subconscious mind and have the person's attention, you can proceed with your script (which should not be read). Now the selling begins, and you can use your sales skills to get what you want. Be respectful and professional, avoid assumptions. Be fast and efficient, but don't overdo friendly banter.

Cold calling can be a bit of a battle. Our prospects have their defences up, and we need to get past those defences so that we can have a conversation about our value proposition. Hard selling doesn't work anymore as people have been targeted by sales pitches their entire lives and do not want to be sold to.

Taking a subtle approach, you are going to have much more success. There's another big difference with a more gentle approach. At the end of a day of cold calling, you will be positive and energetic. You will know you have been sincerely engaging with people, honestly presenting your value proposition, and moving your business forward in an ethical and positive manner.

Get started as soon as possible, and remember that with practice, you will gain more success, so be patient with yourself. You are building a wall one brick at a time, and taking the long view is always the best view! With a slightly different approach to cold calling, you will find the experience much more positive and more successful!



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