

## SHOULD YOU STILL BE COLD CALLING?

Ignore every stigma you've ever heard about cold calling. A lot of entrepreneurs and salespeople believe that it is no longer an efficient form of marketing. But then again, many entrepreneurs started their business using cold calling and still believe in its effectiveness.

Basic tips for your cold calling efforts: Start with your target industry. Public annual reports, business organization lists, and press releases are a great place to find prospects to add to your calling list. Also, depending upon your industry, you may need to delve further into research, but it will be worth it when you have a successful list.\*

Call outside normal hours. Do not call several times a day; that's annoying. Instead, call early in the morning, during lunchtime, or after work.

If the person that answered the phone isn't the one you want, act like that person IS the one you're trying to reach. Modify your strategy. And, if they direct you to the correct person, thank them.

Add the phrase "Can you help me?" and many people will!

First off, try NOT to sound like a salesperson. You'll have 10 seconds to catch their attention. Don't waste it making it all about you. Say "Hi (name), my name is (your name). I'm hoping you can help me. I wanted to provide (your product or service) to your company, who would I need to impress to get that business?" Remember, if you sound like a salesperson, you're guaranteed to get a dial tone.

What about rejection? You cannot take it personally. You need to be immune to rejection.

How do you get good clients? In the beginning, it is quantity first because it is impossible to know which of them will be "good." And what is your definition of a good client? Many believe it is the size of the client or the amount of money you make. Or it could be the loyalty of the client – knowing that they will stay with you and that turns into long-term income.

Some of the best clients could come from jobs that some might consider the worst. And some of the worst clients may come from projects that you consider to be the best. So, it is hard to determine who is going to be that "good" client. There is no way to guess.

Think about how many appointments you need to make to close one account and figure the time you need to make that many calls. Then make sure to carve out that amount of time in your day. A few calls a couple times a week could make all the difference.

\*Want a custom call list? We provide that service! Call us at 610-405-0633