

# 14 Steps to Successful Cold- Calling

Presented by J.W. Owens



A Perspective 101 Series



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- The vast majority of salespeople do not enjoy cold-calling. Yet, at the same time, it is an activity that most need to do on a regular basis if you want to sustain sales motivation.
- The biggest reason sales professionals are not more successful in this necessary endeavor is because they fall back on the defense that they have “other things to do.”
- The truth is they will overcome this excuse quickly by being held accountable for making a set number of cold calls each day, each week or each month.
- As much as people would like to believe there is a secret formula for being successful at cold-calling, the only valid one is being disciplined enough to do it. When people avoid cold-calling, they are generally telling themselves that either they don't know enough about what they're selling or they don't believe the outcome will be successful. For this simple reason, it is necessary to be confident in yourself and what you are selling.

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The following may be beneficial as you begin to practice the critical discipline of cold-calling.

1. Have a dedicated time each day to prospect.
2. Know the reason for calling before you call: customer benefits, not product features.
3. Leave short voice mail messages.
4. Assume your voice mail messages will never be returned.
5. Always call one level higher in an organization than you believe is necessary.

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6. Be confident and competent.

7. Phone calls placed before 8:30 a.m. are the most likely to be answered by the person you called.

8. Respect the gate-keeper by treating them in the same manner you would treat the prospect.

9. Prospecting calls on Monday mornings and Friday afternoons will have the worst results.

10. Prospecting on “semi-holidays” and inclement weather days will get a higher response.

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11. Make it your goal to earn the right, privilege and honor to talk to the person again.
12. Believe in what you're selling and the benefits that the prospect will receive from your products and services.
13. Believe in yourself and your professionalism.
14. Anytime is a good time to make a call; don't wait for the "perfect" time.

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Sure, you could try to convince yourself that cold-calling really isn't necessary.

The truth, however, is that the most successful salespeople consistently develop new leads using a variety of methods, including cold-calling.

By practicing and persevering, both your skills and confidence will improve.

Furthermore, making yourself accountable will help you turn your excuses into successful sales.

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This is a series of Training for your  
Management, Sales & Office TEAM

## Good Selling !



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