

Appointment Setter's SCRIPTS and TIPS (Part 5)

Presented by J.W. Owens



A Perspective 101 Series



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How to Succeed at Cold Calling

Here are 4 things you can do to achieve better results when cold calling.

- **1. Target your calls** People who achieve the best results use a carefully targeted list of companies who have used or need their product, service or solution.
- Ask any cold calling expert and they will tell you that the quality of your list will have a direct impact on your results.

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- **2. Research** Once you have a good list of companies to contact, you need to do a bit of research. This research will help you determine the best approach to take and how to capture your contact's attention.

For example, as a sales trainer, if I learned that a company recently downsized their sales team, I would use this information to craft my opening

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- **3. Refine your opening** Your opening needs to be short, concise and to the point (ideally no longer than 20-25 seconds) while also demonstrating how your prospect might benefit from your offering.
- **4. Use a referral** It is much more effective to connect with a prospect if you both know someone in common.
- Whenever possible, use your existing network to connect with new prospects.
- Cold calling is still an effective way to generate new sales leads and revenues. Use the ideas in this post to improve your results and stop wasting your time.

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- **Drive around your entire area.** Look for sandwich boards announcing specials, under new management signs, new hours signs, balloons, pennants, grand opening signs, coming soon signs.
- **Take a different route** to your area daily – you'll see new stuff.
- **Get off the main drags** – that is where all the ad salespeople drive.
- **Prospect five to seven miles** out from your office.
- **Remember**, if you see someone who is advertising in your area, even though they may be located **15 or 20 miles** from your office, call them-they want to do business with people in the area you are working with, or you would not be seeing their ads.

PROSPECTING IS THE KEY TO YOUR SUCCESS—DON'T SHORT CHANGE YOURSELF OR YOUR FAMILY!

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WORKSHEET

- **Good morning** _____
- **I'm** _____
- **with** _____.
- **We specialize in working with** _____
- **helping them to** _____
- **so that they can** _____
- **The reason for my call is that**
- **We have a new** _____
- **and I'd like to ask a few questions to see if this might be of some value to you.**
- **How do you currently** _____

When you say you specialize in something specific, you sound like the expert!

The premium customer will seek out the knowledgeable specialist for help in making buying decisions.

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

Good Selling !



J.W. Owens - 561-372-5922
results.jwowens@gmail.com

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