



THE DO'S AND DON'TS OF COLD CALLING

MICHAEL HALPER

**Founder and CEO
SalesScripter.com**

sales SCRIPTER

TABLE OF CONTENTS

Introduction.....	1
Getting Prepared.....	2
The Cold Call Introduction.....	4
Checking Availability.....	6
Getting Around Gatekeepers.....	9
Qualifying the Prospect.....	14
Disarming the Prospect.....	16
Dealing with Objections.....	17
Managing the Call.....	19
Building Interest.....	22
Leaving Voicemail	25
Using Email to Improve Cold Calling.....	31
Closing the Prospect.....	34
Conclusion.....	36
About Author.....	37
Additional Resources	38

INTRODUCTION

Cold calling and doing business over the phone is becoming a more significant part of a sales person's job every year. This is not very good news for many sales people as just about everybody can agree that cold calling is one of the more difficult and less desirable activities that needs to be done during the day.

Does cold calling work?

There are many that say that cold calling is a waste of time and that it does not work anymore. Are they right? Well, the reality is that yes, the business environment has changed. Not only are there more ways to communicate with prospects, it is also a more challenging environment that you are calling into.

There are new alternatives for finding and connecting with prospects—social media, internet marketing, email marketing, professional networking, etc. While those should be part of your sales and marketing mix, there is still a place in the mix for cold calling.

A good analogy to use here is a bag of golf clubs. There are a number of different golf clubs and each hits the ball a different distance with a different level of accuracy. To be an effective and efficient golfer, you will need a mix of different as each club serves its own purpose and will be used at particular times.

Your sales and marketing mix should be similar to this as you should use many different tools and methods—networking, email, social media, internet marketing, direct mail cold calling, etc. It is a good balance and mix that will lead to a healthy pipeline.



This ebook will focus on helping you to improve the cold calling component of your sales and marketing mix. We will outline key “do’s” and “don’ts” and everything discussed will be easy and practical to adopt. Implement just a few of these and you should see an immediate improvement in your results.

GETTING PREPARED

Improving your level of preparedness when cold calling can help tremendously. Sounds simple right? Well, this is worth discussing as the majority of sales people use an improvisational approach when cold calling. This involves a sales person pulling up a contact to call, picking up the phone, and then relying on their experience and knowledge to guide them during call.

Just about all of us can attest to doing this and it is OK when performing warm calling where there have been some past discussions. But when performing true cold calling, the terrain is much more rugged and you really need to operate with more proficiency in order to be successful.

Do you ever think to yourself after a call, "Oh, I should have asked or said this!" This is more likely to happen when you improvise as it can sometimes be hard to think of the right thing to say when thinking off the cuff. The real challenge with this is that the time you have with prospects is tremendously valuable and this can lead not getting the most out of your interactions, leading to not setting enough appointments and generating leads.

Be Like a Pro

Let's stop to look at how a professional football player might prepare. Does he jump right into the game without any practice and planning? Of course he does not—there will be a set of plays that he has memorized, he will study the opposition to be prepared for what he might face, and he will practice drills all the way up until the real competition. It is this preparation that allows the pro athlete to perform at a high level, and operate with both composure and accuracy.



If you want to be a sales professional that consistently performs at a high level, you should have the same approach. This might include have a set of plays to work from that help you to know what to say and ask when cold calling prospects. You do not necessarily need to script out everything word for word, but listing out key questions to ask, points to make, and responses for objections at a minimum can greatly improve your results.

Don't

Completely improvise when picking up the phone to make cold calls.

Do

Build a list of the key questions that you should ask, points you should make, and responses for objections.



SalesScripter

will provide you with a library of call scripts helping you to be more prepared.

THE COLD CALL INTRODUCTION

When you first connect with a prospect, you will need to introduce yourself and state a purpose for the call. This is a very important part of the call as you need to say something that both grabs the prospect's attention and tells why they should stop what they are doing to talk with you.

What is in it for me?

One thing to always keep in mind is that the main thing that the prospect cares about is "What is in it for me?" If you are performing true cold calling, then you are going to be talking with prospects that have not expressed interest in what you sell. They might not care at this point about your products, what they do, and the company that you work for.

What the prospect might care about is how you can improve things for them. Below are some things that a typical business owner or manager might want to improve:

- Increasing revenue
- Decreasing costs
- Making processes better, easier, quicker, more automated
- Making the employees perform better
- Improve the delivery of business services
- Making customers happier



Tailor your introduction so that you communicate how you help with areas like these and this will help you to answer the question of "What is in it for me?"

Focus on Your Value

One way to clearly and concisely communicate how you help in your introduction is to deliver some sort of value statement. This is a one sentence statement that describes



the value that your products or services offer. The key thing here is that your value offered is not what your products do; it is what they help your customers to do or to achieve.

When you identify the value that you have to offer, you can then develop your value statement and that can be used at the beginning of your call as part of your introduction. Your value statement will be more likely to grab

the prospect's attention, will tell them why they should talk to you, and will answer their question of "What is in it for me?"

Don't Focus on your products, your role, or your company in your introduction.

Do Include a value statement in your introduction to tell your prospect what is in it for them and why they should stop what they are doing to talk with you.



SalesScripter

will help you to develop your value statement.

salesSCRIPTER

CHECKING AVAILABILITY

When cold calling, you are calling someone unexpectedly and your call is technically uninvited so you need to be completely respectful of the prospect's time.

Think of Talking with a Coworker

Consider a scenario where you go to talk with a coworker without having a meeting on the schedule. When you get to the coworker's office, you notice that they are busy working on something. Would you just sit down, interrupt what they are doing and start talking about what is on your mind? The best first step to take here is to check to see if the coworker is busy or if they have a moment. This is helpful because you may have no idea what the coworker is working on and what is going on in their head at that particular moment. They might be right in the middle of something that is very important and they are completely unavailable to talk with you.

If you really wanted to handle things smoothly when trying to talk to a coworker without a meeting scheduled, you could first peek your head in the doorway of their office and ask them if they have a moment to talk. This simple step accomplishes a lot of different things:

- You will be proceeding with permission
- You will know that you are not interrupting anything
- You have just bought yourself a window of time to work with
- You have shown the coworker that you respect their time
- You will add to the level of rapport that you have with the coworker
- You minimize the possibility being a disruption

Applying to Cold Calling

You can apply this exact same logic when cold calling as you really have no idea what is going on with the prospect at the time of your call. As a result, it can be helpful to check in at the beginning of the call to make sure the prospect has a couple of minutes available to talk.

Don't

Jump right into your cold call without checking to see if the prospect is busy.

Do

Check to make sure the prospect is available before proceeding with your call.

It is important to point out that asking if the prospect is available during a cold call is actually a debatable topic as there are many that will say that your prospects are always busy so why ask if they are and give them an opportunity to get rid of you by telling you that they are busy.

The truth is that, yes, your prospects are always busy. And that is one of the reasons why this is an important tactic to consider. The key thing to identify here is whether or not your prospect is normal busy or crazy busy. Normal busy is where the prospect is at their desk and busy working on normal daily tasks and could stop what they are doing without causing a major disruption. Crazy busy is where the prospect answered the phone but is really not available to talk for even a few minutes due to dealing with a fire, right in the middle of something, someone sitting in their office, etc.

The reason to determine whether the prospect is normal busy or crazy busy is that we might not want to try to get into the flow of our cold call when the prospect is crazy busy as we will not have their full attention and will not get much time to work with. And if we try to power through, we could negatively impact the image that we make as we will begin to become a disruption.

While we recommend checking to make sure the prospect is available, we do not recommend confirming this by asking if the prospect is "busy" from a wording perspective. If you ask the prospect if they are busy, the answer has a very high probability to be "yes" and that would not get you going in the right direction. Another reason to not use the word "busy" is that you might present yourself as not having something of value to offer them since you are worried that they might be too busy for you. Think if I had a bag of money to give you. I would not worry about you being too busy to discuss the bag of money.

A great way to handle this is to replace asking if they are busy with asking if you have caught them in the middle of something. Of course they are busy and we are safe to always assume that. But identifying if they are in the middle of something determines whether or not they have at least a minute or two to talk or if we should call them back at another time.

Don't Ask if the prospect if they are "busy" when confirming availability. They are always "busy".

Do Ask the prospect if you have caught them in the middle of something when confirming availability.

If you do identify that the prospect is in the middle of something, it might not be the best time for you to try to execute your cold call. Not only will they not be as responsive to what you try to accomplish on the call, but you may also damage the level of rapport by trying to keep the call going. In this situation, you can let the prospect determine whether to continue or not by simply saying, "Oh I understand. I can be very brief or I can call back at another time, which would you prefer?"

Don't Push through with the call if the prospect says that they are in the middle of something.

Do If the prospect is in the middle of something, let them determine whether to continue by saying, "Oh I understand. I can be very brief or I can call back at another time, which would you prefer?"

GETTING AROUND GATEKEEPERS

You can sometimes spend as much as 50% of your time cold calling dealing with gatekeepers. With that being such a large percentage, simply improving how you handle this one area can lead to an improvement in your results.

One thing that it is important to not do with gatekeepers is to get too upset when they are being difficult. This is an important thing to remember as it can be very deflating when getting repeatedly blocked out and treated poorly by gatekeepers. Just keep in mind that they are just doing their job when they are difficult and that it is nothing personal against you. And in most cases, they have been given strict instructions to not let any cold callers in.



Don't

Take it personally or seriously when a gatekeeper is difficult and rude to you.

Do

Remember that they are just doing their job and usually have been given strict instructions to not let any cold callers in.

Are you a friend or foe?

One thing that the gatekeeper will try to do is determine if you are “friend” or “foe”. The best way to think of who they see as a friend is someone who is not calling to sell something. Although, a sales person can be seen as a friend if they are already doing business with the company. A foe is a sales person that is calling to sell something and more of an outsider trying to get in.



From the moment the gatekeeper hears you ask to speak to somebody, they will focus on trying to determine if you are a foe. And once they are able to identify you as a foe, they will then know that it is their responsibility to keep you out and everything that they do will be toward this goal. As a result, you must do what you can to prevent yourself from getting labeled as a foe.

One of the main ways that the gatekeeper will try to identify if you are a sales person is to ask you “What is this call in regards to?” If you were to answer that with a direct and honest answer, you may end up responding with something like:

- I am calling to schedule a meeting.
- I am calling to introduce myself.
- I am calling to learn more about your needs.
- I am calling to see if you all need what we provide.

A response from you that is anywhere close to any of those will alert the gatekeeper that you are indeed a sales person and it is time to block you out.

One very simple thing to do when the gatekeeper asks you this is to respond with your value statement. For example, "The reason why I am calling is that we help businesses to decrease their cost of goods sold." This does not necessarily tell the gatekeeper to let you in, but it also does not tell him to immediately shut you down.

It is also more difficult for the gatekeeper to respond to your value statement with an objection. "We do not need that" or "we are not interested in that" will not make sense for them to say as just about everybody could benefit from the value that you offer. For example, if your value statement is "we help businesses to decrease their inventory cost", it is will not make much sense for a gatekeeper to say, "We are not interested in decreasing our inventory cost."

Don't

Respond to the "What is this in regards to?" with an answer that makes you look like a sales person.

Do

Respond to "What is this in regards to?" with your value statement.



SalesScripter

will provide you with objection responses for you to use when getting blocked by gatekeepers.

Name Drop to Create Social Proof

Another thing that you can do to make the gatekeeper feel like you are more of a friend than foe is to name drop other people in the organization that you have talked to or met with. Even if the gatekeeper senses that you are sales person, hearing that you are already in contact with other people in the organization will tell him that you are not a foe and it is OK to let you in.



If you have not spoken to anybody yet, which is often the case when cold calling, you can name drop individuals in the organization that you are planning to reach out to. For example, something like below can make you sound like you are not completely an outsider even though you are:

"We are planning to meet with Martha Gonzales, but would like to reach out the IT director prior to that. Can you point me in the right direction?"

Do

Name drop individuals in the organization to present the image that you are more of an insider than outsider.

Ask your Qualifying Questions

Sometimes you might feel like you have reached a stalemate with a gatekeeper and they have done a good job of blocking you out. When you reach a point like this, one option to use is to ask the gatekeeper some of your qualifying questions. For example, you can say something like below:

"I understand. If I could ask you real quick, do you know when the last time you all performed an AP audit was?"

This can be powerful for a few reasons:

- This can help to keep the conversation going versus the gatekeeper bringing the call to an end.
- The gatekeeper may have some valuable knowledge and you might be able to use this opportunity to extract some key information.
- If the gatekeeper is not able to answer your questions, this presents a reason why you need to get connected with the person they are blocking you from talking to.



When you hit a dead-end with a gatekeeper, ask them your qualifying questions.



SalesScripter

will provide you with qualifying questions that you can ask the gatekeeper.

QUALIFYING THE PROSPECT

Whether selling over the phone or face-to-face, we can easily fall into the trap of trying to sell to anyone that will give us their attention. The reality is that not everybody fits well with what you have to offer and you should not waste your valuable time with someone that does not fit well.



To help protect everybody's time, include some questions to qualify or at least prequalify the prospect to identify if it makes sense to continue talking.

Don't

Try to sell to everybody that will take your call.

Do

Ask a few questions to prequalify the prospect to make sure it even makes sense to talk.



SalesScripter

will provide you with the key questions that you should ask to qualify prospects.

salesSCRIPTER

Asking some qualifying questions on a cold call can help for a number of reasons:

- Shifts focus of the call from you to the prospect
- Makes the call more interactive and engaging
- Gives a purpose to the call
- Extracts valuable information
- Helps you to protect your valuable time
- Makes you seem more professional, less pushy

Find Pain when Qualifying

One thing to look for when qualifying the prospect over a cold call is if they have any of the pain that you help to resolve. If the prospect does not have any of the challenges that you can help with, it might not make sense to spend too much time talking with them as even if you are persuasive enough to get discussions going, if things are working pretty well in the area that you help with, they might not be able to justify spending money on your products and services.



Don't

Spend your valuable time with prospects that don't have any pain in the areas that you help with.

Do

Try to determine if the prospect has pain that you typically help to resolve when qualifying during a cold call.



SalesScripter

will help you to identify the key pain points that you should look for when talking with prospects.

salesSCRIPTER

DISARMING THE PROSPECT

When a prospect answers your call, they will have their guard up at a medium level as they will be trying to determine who you are and what you want. Everything that you say will either get them to increase or decrease this guardedness.

There are two things that you can consciously do to help keep their guard at a medium level and possibly get them to lower it. The first thing you want to do is avoid sounding like a sales person as much as possible. This is accomplished by minimizing the amount of focus that you put on your products, your role, and your company. As soon as you start to go into detail in any of those areas, alerts start to go off on the prospect's side saying "SALES PERSON TRYING TO SELL SOMETHING! GET AWAY!!"



The second thing that you can do to decrease the prospect's guard is to share a disqualification statement with the prospect. This is a statement that doubts or questions whether or not the prospect fits with what you are calling about. Here are some examples:

- I don't know if you need what we provide.
- I don't know if it makes sense for us to talk.
- I don't know if you are the right person to speak with.

When you drop a statement like this early in a call, it can be powerful as it tells the prospect that you are not going to push something on them that they do not need and that you are looking out for their best interest. This can not only help to disarm the prospect and decrease their guardedness, but it can also help to build rapport.

Don't

Try not to say anything early in a call that makes you sound like sales person selling something as this will trigger the prospect's guardedness.

Do

Include a disqualify statement early in a call to disarm the prospect.

DEALING WITH OBJECTIONS

The bad news—you are guaranteed to face objections on just about every cold call. The good news—there are only around 10 objections that you will consistently face. Here are some examples of objections that will regularly come up:

- I am busy right now.
- I am not interested.
- We already use something today.
- What is this call in regards to?
- Just send me some information.
- We are not looking at making any changes.
- We do not have budget right now.



A small step that can have a big impact is to simply list out the objections that you anticipate facing and then prepare responses for each that have a good chance of keeping the conversation going.

Don't Try to "wing it" and improvise when it comes to the objections that you are sure to face.

Do List out objections that you can anticipate facing and prepare responses that stand to keep conversations going for each objection.



SalesScripter

will provide you with an objections map that will list out responses to all of the most common objections.

salesSCRIPTER

Try to Get Around the Objection

Another thing to consider with objections is how best to respond. Our natural instinct will be to try to respond by resolving or overcoming the objection. For example, when the prospect says she is not interested—I feel like I need to try to make her interested in order to keep going. This natural instinct actually leads you down a bad path as the cold call is not the right time to try to overcome an objection as you simply don't have the time to work with to try to take on something so ambitious.

Not only is trying to resolve the objection a big task to take on, it is really not necessary as you do not need to resolve the objection to keep the call going, which is really your main goal at that point. As a result, resist your natural urge to resolve the objection and just focus on trying to keep the call going.

Don't Try to resolve the objection.

Do Focus on just trying to keep the call going when facing an objection.

One way to keep the call going without trying to resolve the objection is to redirect the conversation into a new, yet still related area. An easy way to do this is to redirect to one of your qualifying questions or common pain points.

Do Redirect the objection by responding with one of your qualifying questions or a common pain point that you resolve.



SalesScripter

will provide you qualifying questions and pain points that can be used to redirect objections.

salesSCRIPTER

MANAGING THE CALL

Once you connect with a prospect, it is up to you to manage the flow and direction of the call. One of the more important things to keep in mind is the length of the call. A cold call should only last between 2 to 5 minutes. Any longer and you are either moving too slowly or you have progressed beyond the cold call and moved into the next stage of your sales process.

Go for the Appointment

If you get into a good conversation with the prospect, it can sometimes make sense to try to wrap up the call and reposition the deeper discussion for another day and schedule an appointment or meeting. Getting back together at a later time will typically provide you more time and attention with the prospect compared to getting into a discussion during the cold call.



Don't Let a cold call go past 5 minutes, it should only last between 2 to 5 minutes.

Do If you get into a good discussion on a cold call, slow down the conversation and reposition the discussion for another day in the form of an appointment or meeting.

Of course there are also times to just roll with it when you find yourself getting into a deeper conversation on a cold call. This can be the case when your sale is more trans-

actional and you can possibly close the sale right there or if you are talking to someone that you think it will be difficult to connect with again.

Focus on the Prospect

One natural instinct that we all have is wanting to talk about ourselves. Applying that to sales people, we can jump at a chance to talk about our products and company. Going with this urge on a cold call can be detrimental for a few reasons:

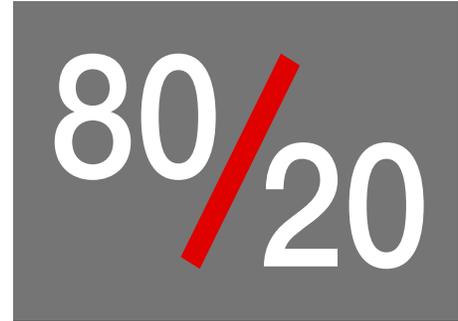


- The prospect is not in “buying” mode
- The prospect’s guard is at a medium level and will start to increase
- This is an “all about me” approach—my products, my company
- This does not create a real engaging conversation
- This does not answer “what is in it for me?”

One very powerful change to make when trying to manage the flow and direction of the call is to try to avoid talking about yourself and instead focus on the prospect. A good way to do this is to shift from talking about your details toward asking questions about the prospect's needs and what they are doing. Focus on your qualifying questions and the prospect's pain. This will not only help you to grab and maintain the prospect's attention, but it will also help you to extract very valuable information.

80 / 20 Rule

You will need to talk about yourself at some point on the call. One approach for this is to focus 80% of the cold call on the prospect and 20% on you. A good flow is to focus the beginning and middle of the call on the prospect and then use the end to share information about you and how you help your clients or customers. To stay within the 20% range, the goal is to build just enough interest to get the prospect to agree to move to the next stage your sales process.



Don't

Talk primarily about yourself, your products, and your company on a cold call.

Do

Focus more on the prospect to grab and maintain their attention and to extract valuable information.

Do

Try to use the 80/20 rule with spending 80% of the cold call on the prospect and 20% on you.

Do

Try to build just enough interest for the prospect to agree to move to the next stage in your sales process.



SalesScripter

provides some call script outlines that will help you manage the flow of your cold calls.

BUILDING INTEREST

At some point in the cold call, you will need to try to get the prospect interested in what you have to offer. One trap that we can easily fall into here is trying to build interest to point where the prospect is ready to buy. We need to be careful of this as this is a goal that is too ambitious for a cold call and focusing on that goal will decrease your results and your ability to get prospects to move forward.

Build Just Enough Interest

Another way to go is simply focus on building enough interest so that the prospect is interested in continuing the conversation and continuing to the next stage in your sales process. This is a much lower bar and much more attainable during a 2 to 5 minute conversation.

Don't

Try to build interest to the level of the prospect wanting buy your product during a cold call.

Do

Focus on building enough interest so that the prospect is interested in continuing the conversation and moving on to the next stage in your sales process.

You Have Control Over Building Interest



It can be easy to sometimes feel like there is not much you can do to build interest—the prospect will either be interested and need what you are selling or they won't and there is not much that you can do other than talk about what your products do to generate interest. This is not a valid line of thinking as there are many things that you can include into what you say during a cold call to trigger interest and curiosity.

One thing to keep in mind is that when cold calling, you are typically calling a prospect that has not raised their hand or expressed interest for what you sell and they are not likely in any type of “buying mode” when they answer your call. As a result, talking about your products and what they do might not be the most powerful way to trigger interest. This approach could actually trigger the prospect to think “who cares?” and “uh oh, a sales person selling something, must get rid of them.”

What is in it for me?

You may be asking yourself, “If we can’t talk about our products and company, how are we going to build interest?” To start to answer this, one thing to never lose sight of is that, whether selling over the phone or in person, the main thing that the prospect cares about is “What is in it for me?” They don’t care about all the great things your product does. What they care about is what your product can help them to do.



Describing the features and functionality of your products does not answer this question for the prospect. What does answer this is communicating the value that your products and services have to offer. This is how your products help the client or what they help them to achieve. When you shift your messaging to focusing on the value that you offer, not only will you be able to grab the prospects attention, you will be able to trigger interest.

Don't Describe the features and functionality of your products to create interest.

Do Focus on the value that your products offer and what they will help your clients to do and achieve to build interest.



SalesScripter

will help you to communicate the value that you offer.

salesSCRIPTER

Building Interest Silver Bullets

When you are describing how you help, there are some very subtle statements that you can say to trigger curiosity and interest on the prospect's side and some categories of those are listed below:

- Share ROI details
- Share client success story
- Be quantifiable in how you can and have helped
- Explain how you differ from other options
- Paint a picture of a future state with using your product or service
- Describe the impact of doing nothing



SalesScripter

will help you to develop statements that can trigger interest on a cold call.

LEAVING VOICEMAIL

Unfortunately, one of the biggest challenges that you will face when cold calling today is just getting prospects to answer their phone. There are a few factors that influence this trend:

- Prospects able to screen calls with Caller ID
- The decision makers you are trying to reach are in meetings all day and away from their desk
- When the prospect is at their desk, they are too busy to answer the phone
- The prospect gets cold calls from sales people all day and cannot answer any incoming calls or they would talk to sales people all day



Those factors are simply part of the world that we live in and there is not much that we can do to change any of those. And how they impact us is that we can spend more than 50% of our prospecting time reaching voicemail boxes.

A Key Assumption to Make

With all of that being what it is, it is helpful to have some sort of game plan for how to handle voicemail. And before we look at what to do, let's point out one very important assumption to keep in mind and that is to assume that the prospect is not likely to return your call from a cold call voicemail message, regardless of what you say. This is a safe assumption based on four very reasonable factors:

- 1. The prospect is not interested:** The prospect may have zero interest in what you are calling about. This does not mean that they will never have interest; they just do not have interest at the time that you leave the message because a voicemail message is not a very effective method to use to create interest.
- 2. The prospect is too busy:** The prospect is interested actually writes down your name and number and intends to call you back but never get around to it from being too busy.
- 3. The prospect waits for you to call back:** The prospect hears your message and has some slight interest in talking to you, but knows that you are a sales person and you will probably call back and they do not return the call based on the expectation for you to call again. Or the prospect waits for you to call back based on ego and not feeling like they should have to call you back.
- 4. The prospect does not listen to your message:** A decision maker can get so many voicemail messages from sales people that they might not even listen to all their messages or at least listen to every message in its entirety.

If you agree with any of that, then it should be clear to see how it is safe to assume that there is a low probability that the prospect will return your call when you are cold calling, regardless of the message that you leave. That expectation can vary a little when you have spoken to the prospect before or when you are performing warm calling.

Why is this assumption important? Well, if the prospect is not likely to call you back, that should impact whether you leave a message or not, the message you leave, and your expectations and actions after the message is left.

What to Say on a Message

If there is a low probability of the prospect returning your, this does not mean that you should not leave a message as voicemail is one additional tool that you can use to communicate with the prospect. Instead of using voicemail as a tool to trigger action from the prospect in the form of a call back, use it to deliver a message that educates the prospect on why you are calling and why it would make sense to briefly talk at some point.

Don't

Have expectations that the prospect is going to return your voicemail when cold calling.

Do

Change the goal of your message from trying to get the prospect to call you back to a goal of trying to educate the prospect on why you are calling and why it would make sense for you to briefly talk at some point.

Here are some areas where you can focus to create a message that educates the prospect on why you are calling and why they should talk with you:

- **Value:** Share some brief details around the value that your products or services offer.
- **Pain:** Outline some of the common pain points that your clients experience and that you help to resolve.
- **Name Drop:** Share a brief example of how you helped one of your past or current customers.
- **ROI:** Share some details on the ROI that you have helped your clients to achieve.
- **Differentiation:** Briefly share how you differ from other companies out there that do what you do.



SalesScripter

will provide you with a number of voicemail scripts that are designed to educate the prospect and build interest.

Maintain Control

Since you can assume that the prospect is likely to not call you back, tell the prospect you are going to call them back in place of asking them to call you. You can still leave your information in the event that they want to call you back.

"I will call you again tomorrow morning (or at the end of the week, or next week, etc.). If you would like to reach me in the meantime, you can call me at 555-555-5555."

Not only does this prevent you from waiting around for the prospect to call back, it allows you to keep the power to make the call back happen. This also allows you to prevent a scenario where you ask a prospect to call you and they do not call you back and you end up making the next call anyways.

-  **Don't** Ask the prospect to call you back in your message.
-  **Do** Tell the prospect that you will call them back and still leave your contact info in case they chose to call you prior to that.

To leave a message or not leave a message?

Another factor to think about is when to actually leave a voicemail message and when to hang up without leaving a message. There are a couple of factors to consider with this. First, it can be fairly time consuming to leave messages, especially if you are putting in a number of dials. If it takes 30 seconds to leave your message and you are making 50 to 100 dials per day and you will have to listen to the prospect's greeting before having the opportunity to record your message, you could spend almost an hour per day just leaving voicemail messages.

One way to decrease the amount of time adding up from leaving messages is to press # during the prospect's greeting to go right to the point where recording your message begins. This can eliminate time spent having to listen to the entire greeting, which can add up.

The second factor to consider here is that after you leave a message, there is an implied rule that you need to let some time go by before you call the prospect again. For example, if I leave you a voicemail on Tuesday morning, I should probably wait a couple days to a week before calling you again otherwise I may look a little pushy, aggressive, or desperate. But if I call you on a Tuesday morning and get your voicemail, I can hang up and call you back Tuesday afternoon and not be as concerned about making a negative impression because I am operating under the assumption that you do not know that I called you already.



With everything that has been outlined so far, one approach that can make sense is to primarily call without leaving voicemail messages so that you can keep calling the prospect back until you reach them and save time. But when your continued calling does not lead to connecting with the prospect, you can sporadically leave messages in an effort to educate the prospect on who you are, why you are calling, and why the prospect should talk with you. A good balance is to leave a message every 5 to 10 attempts, depending on the amount of time between attempts.

Don't

Leave a voicemail message on every call attempt in so that you can keep calling back and maintain efficiency.

Do

Leave a message every 5 to 10 call attempts to educate the prospect on who you are, why you are calling, and why the prospect should talk with you.

Leaving Your Contact Info

Even though there is a low probability that the prospect returns our call from a voicemail, we still need to provide our contact info. And the worst thing that could happen is that the prospect wants to call you back but cannot easily get your contact info from the message. To help with this, say your phone number at a pace to match someone writing it down.

Although, even if you speak clearly and slowly, there is a very good chance that an interested prospect will not be able to get the phone number on the first pass. And nobody likes to rewind a voicemail and listen to it again just to get the number. This can sometimes prevent an interested prospect from taking action and to prevent this, simply repeat your number twice at the end of your message.

*"If you would like to reach me in the meantime, you can call me at 555-555-5555.
Again this is Michael Halper, 555-555-5555."*

One last step that you can take to make sure the prospect has your information is to send an email to the prospect after every voicemail that you leave. Not only is an email an easier place for the prospect to extract your contact info, but it is also easier for them to save and access later on another day.

Don't Talk too fast when leaving your phone number.

Do Share your phone number at a pace where someone could be writing it down at the same time and say the number again after that.

Do Send a prospect an email after you leave a voicemail to help them to extract and save your contact information.

3. Post-Call Email

When you are able to get the prospect on the phone, regardless of how long the conversation is, it can help to send an email to the prospect right after the call. The prospect may often prompt the step with the request for you to send over your information. But whether requested or not, a post-call email that includes some sort of summary of why you were calling or what you have to offer can be very helpful.

Do

Send the prospect an email before making your cold call to warm up the call and possibly connect without having to cold call.

Do

Follow up every voicemail message with an email.

Do

Send emails after speaking with prospects that communicate the value you offer and pain you resolve.

Create Templates

The three scenarios that prompt those cold call emails recur again and again. To prevent wasting valuable time and energy writing those out each time you need one, you can create reusable templates that you can easily and quickly fire off when needed.

If you decide to incorporate email templates, you can go about it a couple of ways. The first step is to create email templates for each of the different scenarios that you feel like you regularly come across. From there, you can those templates save as documents that you can copy and paste into what you use for email and send from there.

Another and more thorough way to incorporate cold call email templates is to set them up in a customer relationship management system. This will allow you to easily and quickly select and send the templates as you are making your calls.

- Don't** Spend your valuable time writing out the same types of emails again and again.
- Do** Create templates of emails for similar situations that can get reused again and again.



SalesScripter

will provide you with pre-call, post-call, and post-voicemail email templates.

Email Automation

One thing that can be helpful is to use a tool to automate and track the delivery of your emails. This will allow you to send out your email templates to a large list of prospects at one time increasing your efficiency and reach.

In addition to that, most systems will allow you to and track the prospects that open and click links in your message. This is tremendously valuable data to use when cold calling as you can prioritize your effort by calling the prospects that open and click first as those are the prospects that are communicating the most interest with what you have to offer.

- Do** Use tools to send your emails out on a mass scale and track opens and clicks.
- Do** Focus your cold calling on the prospects that open and click in your emails.

CLOSING THE PROSPECT

At any given point in selling, you have two goals—an ultimate goal and an immediate goal. The ultimate goal is typically to close the sale. The immediate goal will vary but more often than not it is to get the prospect to move on to the next stage of the sales process. An example of an immediate goal may be to schedule an appointment, get the prospect to attend an event, gather information, get the prospect to agree to have a conversation, etc.

It is important to identify and separate these two goals because the ultimate goal of closing the sale is typically too much to try to achieve on the initial cold call. Unless your product is very transactional, in which case closing the sale might be both the ultimate and immediate goal.

-  *Identify what your ultimate goal and immediate goal is when cold calling.*
-  *Focus on your ultimate goal when cold calling.*
-  *Focus primarily on your immediate goal when cold calling.*

This might sound like common sense or not something that you need to spend too much time thinking about. But the reality is that this is easy to forget when we get a prospect on the phone as we are somewhat wired to always be closing. Sometimes you really have to remind yourself that the only real goal that you need to focus on when cold calling is to get the prospect to go to the next step in the process:

- Establish dialogue between your two companies
- Open the lines of communications
- Learn more about what they are doing today

- Share with them how you have helped some similar organizations
- Simply have a conversation



This mindset shift also helps when you run into objections like “we are not interested”, “we do not have any budget”, and “we cannot make any changes right now”. If you are focused on the ultimate goal of trying to sell your product, those are legitimate objections and reasons to shut you down—you are trying to sell the product and the prospect is not buying.

But if your immediate goal is to move the prospect to the next stage in your sales process, which might be to have a conversation, those objections do not give the prospect a real reason to stop the process. Not being interested or not having budget is a valid reason not to buy, but it is not a valid reason to not keep talking. For example, the prospect not having money or already using someone today is not a valid reason for them to simply meet with you to have a conversation.

CONCLUSION

That completes our list of quick do's and don'ts. One thing that we like about them is that they are all fairly easy to implement regardless of your existing level of skills and experience. We hope you find some of them to be new ideas that you can add to what you are already doing.

If you would like more information or help, please check out the Additional Resources section at the end of this book. Good luck and let us know if you have any questions!

ABOUT AUTHOR

Michael Halper, author of [The Cold Calling Equation—PROBLEM SOLVED](#) and creator of the [SalesScripter](#), helps business owners and sales professionals to increase sales results by improving the areas of sales prospecting and lead generation.

Michael's professional career was spent primarily in hunting roles working for technology companies where he was responsible for securing net new clients in undeveloped territories. Fighting in the trenches year after year and experiencing both ups and downs helped him to develop a sales methodology that generated leads and sales results.



Today, Michael shares this expertise and methodology with others as founder and CEO of Launch Pad Solutions, LLC, a sales training and consulting firm, and also as founder and CEO of SalesScripter, LLC, a web-based solution that helps sales professionals to develop their sales messaging. He is also President of the American Association of Inside Sales Professionals Houston Chapter.

Michael combines his real-world experience with a strong educational background including a BBA in Marketing, an MBA in Management, a Graduate Certificate in Executive Coaching, and he is currently working on a Masters of Science in Organizational Behavior at the University of Texas at Dallas. He is also a certified professional coach currently holding an ICF Associate Certified Coach credential.

View more information and connect with on Michael on LinkedIn [here](#).

ADDITIONAL RESOURCES

If you found any of this information to be helpful, here are some additional resources that you can look into.

SalesScripter

You may have noticed some mentions of [SalesScripter](#) throughout this ebook. SalesScripter is a web-based application that helps you to figure out what best to say when prospecting. It does this by asking you a few questions about what you sell and plugs the answers into a library of sales scripts, email templates, and sales tools.



SalesScripter is completely aligned with all of the concepts outlined here and using it will help you to implement and adopt most of them. You can test out SalesScripter for completely no cost under the Scriptor Basic subscription level. Click [here](#) to get started.

Sales Growth Hub

The [Sales Growth Hub](#) is a community where businesses and sales and marketing experts come together to help drive sales results.

A rising tide raises all ships and that is what happens in the hub. We pay it forward first and that leads to businesses growing, lives changing, and communities strengthening.



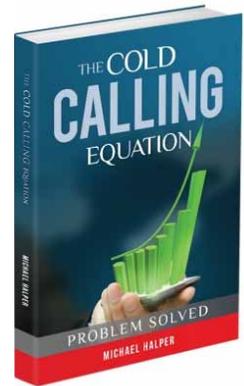
There is no way to be an expert at everything. Come to the Sales Growth Hub to leverage some of the industries brightest minds.

There is plethora of free advice and content. Should you need additional help beyond what is available at no cost, you can find a vetted provider through our directory of hub members.



The Cold Calling Equation—Problem Solved

If you thought this ebook was helpful, you may want to check out a book called The Cold Calling Equation—Problem Solved, written by the same author of this ebook. There is of course some overlap as they are both on improving cold calling but this book goes into more detail on all of these topics as well as others and can be purchased [here](#).



Launch Pad Solutions

The two resources just outlined provide very good DIY (do it yourself) options for you if you would like to work on your own to master and improve your cold calling. If you would like more instructional direction and help, Launch Pad Solutions is a company that provides sales coaching, consulting, and training. Similar to SalesScripter and The Cold Calling Equation, everything that Launch Pad does is completely aligned with the concepts discussed in this ebook. More information can be found [here](#).



SalesNexus

When we talked about the cold calling emails, we discussed how automating and tracking email can help to accelerate your results. One solution that works really well in this area is SalesNexus as it is both a CRM and email marketing solution. SalesNexus will allow you to send cold call emails out on a mass scale and will tell you who to call. In addition to email automation, SalesNexus is a CRM and will allow you to log and schedule all of your activities, make notes, and manage customer information. Sign up for a free 30 day trial of SalesNexus [here](#).



LeadFerret

This entire ebook is about cold calling and cold emailing. But do you know who to call and what their contact info is? If not, check out LeadFerret, a business contact database that provides contact info including email addresses at no cost. Find out more [here](#).

