

Introduction

Cold calling is a necessary activity that many salespeople dread, as it requires a great deal of persistence and typically results in plenty of rejection. However, effective cold calling can make the difference between sales success and failure. Any successful cold calling process should include several basic elements that help the salesperson get in the door and ultimately make the sale

Source: <http://smallbusiness.chron.com/5-key-elements-successful-cold-call-50011.html>

Preparation

Taking the time to prepare for a cold call helps you relax and gives you a boost of confidence. Practice your sales pitch on your co-workers, friends or family members until you have perfected it. Learn as much as possible about your prospect in advance to help you establish rapport. If you are making a cold call to a business, take a few minutes to browse its website to learn about its products and services.

Asking Permission

Asking permission to speak to the prospect is a cold call element that many salespeople overlook, according to Ron LaVine, president of Accelerated Cold Call Training Inc. If the prospect indicates that now is not a good time to speak with you, attempt to establish a time where the prospect is willing and able to give you her undivided attention.

Grabbing Attention

You generally only have a few seconds to grab you prospect's attention during a cold call. After identifying yourself and your company, make a succinct statement or ask a pertinent question that resonates with the prospect. For example, when you make a cold call to a business, say "Would you be interested in increasing your revenues by 20 percent over the next six months?"

Questioning and Listening

Your presentation should include open-ended questions that draw the prospect out and identify his needs. Common questions can begin with, "How do you currently handle...?" or "What do you think about...?" By carefully listening to the prospect's responses, you'll be able to gauge his interest while engaging in a conversation that can pave the way for future action

Cold Call: Best Times to Call

Want To Win In Sales? 5 Best Times To Cold Call

The calling methodology can create the competitive distinction between being a top 10% performer year after year and simply taking home a participation trophy.

- 1. Early Mornings**
Stop the madness of reaching contact before salespeople arrive, meetings begin and the day is lost to a myriad of business issues.
- 2. Friday Afternoons, after 3pm**
While other salespeople are ending their day, you're making a fresh charge. Connect with an executive or a busy professional who just made a trustworthy impression on someone who will be there until the end.
- 3. Saturday Mornings, 9am-10:30am**
You need to reach a single decision maker. Get to him when you do connect with those precious few, they're big wins.
- 4. Day Afternoon Before a Holiday**
This is a fantastic opportunity to separate yourself from the pack and if necessary, leave potential contacts with the strongest impression as a commitment to your customers.
- 5. Week Between Christmas and New Year**
This is a response time. The office is quiet and executives generally use this week for thinking ahead and planning the coming year. What better time to make a new connection?

Moving Forward

If the cold call results in an interested prospect, you're ready to move forward with the next phase of the sales process. Depending on the type of product or service you are selling, this could be sending additional information or scheduling an appointment for an in-depth presentation or demonstration. Make it clear to the prospect what the next step entails and follow up on any commitments you make



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