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Better Cold Calling: How to Use Cold Calling the Right Way to Grow Your Business

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Works with leaders to find the right customers, fast.

Today's Event

Based on Guerrilla TeleSelling

Elements of Your Sales Success

Traditional Cold Calling is Broken

Gives sales a bad name

Expensive

Time consuming

Degrades your brand

Ruins you call list with "Do Not Call" requests

Cell phones limit access

Burns out good people

Very low results because you sell a high-consideration offering.

The True Purpose of Cold Calling

Talk with people in your community to get acquainted

Identify who might find you valuable

Let them know what you do

Let them know how you can help

Be the first of a series of conversations that create trust and confidence.

What to Expect from Cold Calling

Fewer than 2% of sales are made on the first call

More than 80% are made after the eighth call

It takes 7 positive impressions to take a prospective customer from total apathy to purchase readiness.

Why You Never Want to Make an Offer on Your First Call

How many customers do you have in your territory?

If 98 percent want no relationship on the first call, how quickly will you run out of opportunity?

What percentage of the "yes's" are "pity quotes?"

What percentage of those become repeat customers?

How to Fix Cold Calling

Stop pitching a product on a cold call

Offer something of value to the customer to which they're likely to say "yes."

Start a Relationship that Leads to Deals...

Use the principles of *Influence: The Psychology of Persuasion* by Robert Cialdini

Consistency

Always leave a message

Reciprocity

Give them something of relevant value

Authority

Let them know you're the leader.

Proof

Customer success stories

Vendor endorsements

Scarcity

Limited number available

Liking

Be nice.

Your Relevant Offer

Education and training

In person

Webinar

Video

Open house

Breakfast briefing

Celebration

Special event.

Who Do You Call...?

Past Customers

"We miss you!"

Present Customers

Referrals – have a relationship with your customer

"Who do you know?"

Prospective Customers

"We want to get to know you!"

Leads – have asked to be contacted

Target accounts – you want to know them

Do your research

Google – become expert at advanced search

LinkedIn based on Google findings.

The "Done My Research" Introduction

"Before I meet with people, I do some homework because you're a busy person and I don't want to waste your time. And guess what I found?"

Tell me a little about that..." – Sam Richter

Prospects Need to Know Four Things:

Why are you bothering me?

Who cares?

Why should I believe you?

Why should I do anything about it?

Why Scripts?

Scripts set the context, customer's response sets the content

Perfect start

Correct psychology

Stay on objective

Room to adapt to the situation

Higher probability of a "yes."

Your Voice Mail Script

"Hello, (their name)! I'm _____ with _____. We are the people in your community who (the outcome you deliver with proof point.)"

"I'm calling to introduce us and invite you to (your relevant, valuable offer)."

"Who do you know that would find that valuable?"

"Please call me at (your number). That's (you're number)."

"I only have (number) available for this month, so please call me now to claim yours, (their name)."

Your First Words

"Is this a good time to speak?"

"No" > "When shall I call back?"

"Yes" > Your conversation opener

"What's this about?" > Your conversation

opener.

Your Conversation Opener

"Hello! I'm _____ with _____. We are the people in your community who (the outcome you deliver.)"

"I'm calling to introduce us and invite you to (your relevant, valuable offer)."

"Who do you know that would find that valuable?"

Getting Though the Gate Keeper

"Hello! I'm _____ with _____. We are the people in your community who (the outcome you deliver.)"

"I'm calling to introduce us and invite your (target customer title) to (your relevant, valuable offer)."

"But first, I want to make sure that it won't waste their time. May I ask you two questions?"

Questions to Never Ask on a Cold Call

"Would you like to save money?"

"If I could show you how..."

"How much are you spending on..."

"Who makes the decision about..."

Questions to Find the One Who Cares

"How do you plan and budget for (product) (outcome)?"

"No? Who does?"

"Not well? We're the people who work with companies like yours to plan and budget for (product) (outcome) so that there are no surprises. Shall we have a conversation about that?"

"Yes? How would you like that to change?"

How to Set Up the Next Call...

BAMFAM or FAIL!

Book A Meeting From A Meeting or Forget About It Later!

"When shall we talk about this next?"

I'll call you: "I know you're a busy person. Let's put 10 minutes on the calendar in two weeks so that this doesn't slip away."

"Based on what you've told me so far, I recommend..."

"There's a fine line between being persistent and being a pest..."

"When do you need updates from me?"

"May I call you when we are doing this again?"

Closing the Call

Ask them about the best thing they heard on the call

Tell them what you'll do and when

Give them homework

Schedule the next contact

Update your records.

How to Get Dialing...

1. You're no worse off

2. Just ask

3. Match your demographics

4. Say no first

5. Swallow a frog

6. Get a coach

7. Dream big

8. Expect the sale
9. No excuses
10. Put it in writing
11. Call a customer first
12. Prep the first two for tomorrow
13. Fasten your seat belt
14. "This is a cold call..."
15. Never make cold calls
16. Research special reports
17. Record yourself
18. Tag-team telephone
19. Go public
20. Keep score
21. Thirteen, twelve, thirteen, twelve
22. Head-to-head competition
23. Blitz 'em
24. Celebrate wins
25. Reward yourself
26. Get beaten by a jerk
27. Blow one for fun.

What's Next

What are the three best ideas from today's event?

What are you going to do first?

Let me know how it works and I'll invest 30 minutes with you to tune it up –
MarksSchedule.com

If you liked today's program tell others and send me your comments.

Connect with Me

Let's talk about strategic planning, marketing plans, executive coaching, customer acquisition systems.

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A recording of every event I've done for Varnex
BijaCo.com/Varnex

Weekly eMail with Customer Acquisition Tips
MarksEzine.com