



TAKE THE CHILL OUT OF COLD CALLS

*Cold Calling Techniques
to Give You The Skills & Confidence to Succeed!*

August 21, 2001

Presented To:



Presenter:

C

3151 Eton Avenue, Suite 102
Berkeley, CA 94705
(510) 547-0664
(510) 595-9512 Fax
craig@craigspeaks.com
www.craigspeaks.com



Cold Calling

HSMIAI

Keys to Success



1. It's a Numbers Game!



2. You Can't Take Rejection Personally

3. Preparation Takes Many Forms:

Research, Your *Tool Kit*, Voice Warm Ups, etc.

4. Become a Script Writer



5. Bypass Gatekeepers

6. Ask Questions and Listen



7. Handle Objections

8. Persistence is the Key



For Future Reference

Overview and Definitions	1
What is a Cold Call?	
Purpose of a Cold Call	
Anatomy of a Cold Call	
All About Cold Calls	2
Who's Calling?	3
Sample Cold Call Scripts	4
Write Your Own!	5
Handling Objections	6-8
Gatekeepers	
Using Objections to Sell Further	
Your Responses to Anticipated Objections	
Cold Calling Tool Kit	9
Cold Call Tracking Systems	10
Paper Copies	
Contact Management & Sales Software	
Recommended Reading	11
About Craig Harrison	Last



Cold Calling

The Basics



What is a Cold Call?

A phone call or face-to-face meeting with a stranger. They don't know you and you don't know them.

Its Purpose

To identify whether this stranger, or his/her company, is a prospect (A.K.A. Qualifying).

To generate interest.

Your Goals

1. Get your questions answered
2. Gather information about their needs
3. Begin to build a relationship
4. Get to and pitch the decision maker



All About Cold Calls

Did You Know?

- ▶ The person who asks the questions controls the conversation!
- ▶ People make decisions based on emotion — backed by logic.
- ▶ People think at 1,000-1,200 words a minute, but speak at only ~300 words a minute
- ▶ Belief in yourself comes through — even on the phone.
- ▶ 20 cold calls will lead to 5 appointments that may net 1 sale. This is standard.
- ▶ 63% of sales made after 5th rejection! You may hear 5 No's before getting to Yes.
- ▶ 75% of salespeople give up after first rejection;
95% of all sales are made by 25% of the salespeople.

Try the Following:

- ▶ Visualize success prior to calling.
- ▶ Think like your customer.
- ▶ Smile when you speak. Exude confidence and generate excitement.
- ▶ Sound conversational (especially when speaking from your Script).
- ▶ Speak clearly. Use short sentences. Be concise.
- ▶ Project authority, sincerity, warmth so as to instill trust.
- ▶ Ask questions that can't be answered in 'Yes' or 'No' so as to elicit information
- ▶ Listen intently and take notes. Don't interrupt and don't jump to conclusions.
- ▶ Relate to your client as a human, not as a salesperson speaking to a prospect.

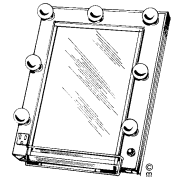
DON'T take the rejection personally.

It's



Before You Call Them...

By the Way, Who are YOU?



To effectively sell your company's products and services, you must be clear about what *you're* bringing to the party. Knowing what you want is important. So too, is knowing what you are offering.

What is the Unique Selling Proposition (USP) of The Toll House?

(What distinguishes you from your competition, or is unique about what you do or how you do it? Is it your training or experience, your location, history, partnerships, or something else all together?)

List several of the biggest BENEFITS of your deliverables?

1. _____
2. _____
3. _____
4. _____
5. _____

(Make sure to list BENEFITS, not FEATURES of your hotel, catering & convention services, etc.)

For more of an explanation of Features vs. Benefits,
see Craig's booklet *Sixteen Seconds to Success: Riding Your Elevator Speech to the Top*.
http://www.craigspeaks.com/elevator_booklet.html

SAMPLE COLD CALL SCRIPTS

Hi Mr. Gardino,

I'm Freeda Jenkins, sales associate with THE TOLL HOUSE HOTEL. We offer small town charm and easy Silicon Valley access for all our guests.

Are you currently planning offsites, retreats or conferences? (pause)

Our rooms and suites offer T-1 high speed internet access, as well as traditional amenities. Our meeting facilities are offer comfort, elegance and charm unmatched in the Valley. (smile)

Where *have* you been holding your company's special events? (pause)

(Smile) Clients such as Oracle, Sun and Intel value our unique environment. We'd like to invite you for a tour and taste.

When are you free to come and visit us?

Address person by their name (get their attention) and

Introduce self and company (establish credibility)

Quick description of organization and what you do.

Question to elicit dialog. Either way, you'll continue. If answer is *No* you may touch on benefits of such training.

Continue the sell — mention Benefit or a Unique Selling Proposition.

Gather more information to ascertain if an immediate need exists.

Open ended question to probe nature of their issues.

Address person by their name (get their attention).

Introduces self, company, and overview of what they offer. Multiple deliverables help the listener see the various ways she can help. This flows off her tongue in confident manner.

Yes/No Question before continuing.. If response is Yes... (continue; if not, ask who is and thank them.)

Sandi's willingness to come by shows her commitment to customer service and confidence in her offerings.

Her question assumes I'm in — the only question is when!

Here she comes!

Good afternoon Ms. Hennington, I'm Sandy Johnston, with the Toll House Hotel in lovely Los Gatos. (pause)

We're a full service hotel offering indoor and outdoor event facilities, modern rooms and old world charm for weddings, conferences, Bar Mitzvahs and more. (smile)

Are you the person responsible for finding sites for conferences, special events and off-site meetings? (Listen)

This month we're reintroducing ourselves to the South Bay community.

I would be delighted to drop off materials and give you a brief overview of our services and capabilities. Would Wednesday or Friday work best for you? (Smile)

Looking forward to meeting you then. Thank you for your time.

Goodbye.



DEVELOPING *YOUR* COLD CALLING SCRIPT



Greeting & Introduction:

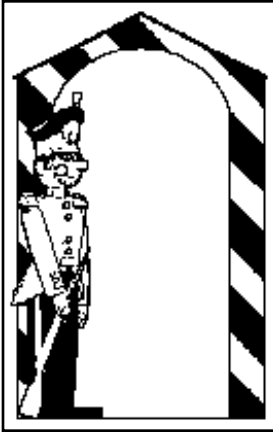
Descriptor About Your Services or Business:

Question to Gain Agreement / Solidarity:

Description with Benefits:

Questions to Elicit Information: (Ascertain Their Needs, Qualify Your Listener)

Close / Appointment:



Getting Past the Gatekeepers

GATEKEEPERS (GK), those guarding the DECISION MAKERS (DM) you wish to reach, can be your adversaries or allies, depending on your approach. They serve as a filter for their bosses. Your challenge is to be regarded as valuable enough to be allowed into the inner sanctum. GATEKEEPERS may be Administrative assistants, secretaries, voice mail systems or main switchboard operators. They may also be temporary workers or human resource representatives.

Here are my rules of thumb for “Passing Go” and receiving consideration by decision makers:

1. Turn GATEKEEPERS into Allies: treat them with respect, humor and compassion. Their job can be tough too. They get it from both ends.
2. Help them look good in their boss’s eyes. Can you solve his/her problem? Let GK know. Let the GK present you as his/her solution to DM’s problem.
3. Recognize GKs as vital to your information gathering mission. Learn more about the DM, his/her department, recent trends, internal machinations within company, from the GK.
4. Call at different times if your initial attempts are rebuffed. Learn your DM’s schedule & moods!
5. Calling before/after GK’s shift will get you through directly. Many DECISION MAKERS work long hours and feel less pressured before/after hours.
6. The phrase “returning his/her call” upgrades the call’s importance in GK’s eyes.
7. When leaving repeated voice mail messages, list a different benefit during each message.
8. Don’t use up entire voice mail tape. Make your messages succinct: short and sweet.
9. Stay upbeat — even if it’s the 10th unreturned message you’re leaving.
10. Be creative/funny/distinguishable so as to get consideration.
11. Humor works. Self-effacing humor and humor in solidarity with the GK help open doors.
12. When all else fails, have your GATEKEEPER call theirs!



HANDLING OBJECTIONS



Objections offer an opportunity to understand your prospect's fears and concerns, and also provide you a chance to further sell your product or service. Listen carefully and follow these basic rules when responding to objections.

Basic Rules Concerning Objections (A.K.A. Getting beyond "No"):

- Don't argue or confront. Say "I understand." [Repeat]
- Isolate the objection: "Is this the only objection?" [Reframe]
- Rephrase the objection so as to dissipate it. [Reassure]
- Suggest your solution. [Resume]

Strategies abound for handling objections. Below are the most common objections you can expect to encounter during your cold calls. Formulate your responses prior to making your call so the objections won't catch you completely unaware.

Common Objections

Methods of Responding

JUST SEND ME YOUR LITERATURE. I'll be in your vicinity Thursday and can drop it off around 3pm.
 Will you be in?
 I'll call Wednesday to confirm.

WE HANDLE NEED FOR YOUR PRODUCT/SERVICE INTERNALLY. Great!
 (Need for your P/S has been established.)
 We are available to supplement your internal production.
 (Emphasize advantages of outsourcing.)

WE HAVE AN EXISTING RELATIONSHIP WITH A HOTEL Great.
 What one thing could you change about your existing relationship?
 (Emphasize your Unique Selling Proposition[s])

I'M NOT THE RIGHT PERSON FOR THIS. Sorry to bother you.
 Please help me identify the appropriate person.
 I'll be happy to contact them directly.

WE DON'T HAVE A BUDGET FOR OFFSITE MEETINGS Yet you might need us down the road.
 Let's explore what the future may hold.

YOUR PRICE IS TOO HIGH. Our price reflects the value you're receiving.
 (Use math to minimize cost over length of time,
 factor in absence of maintenance/repair/upkeep/tech. support costs, etc.)

DISSATISFIED IN PAST WITH YOUR HOTEL We've changed processes/staff/management.
 Just give us a chance to show you we're a different company.



HANDLING OBJECTIONS



Anticipated Rejections and your Formulated Response

1.

Response:

2.

Response:

3.

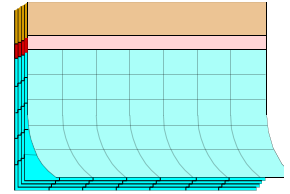
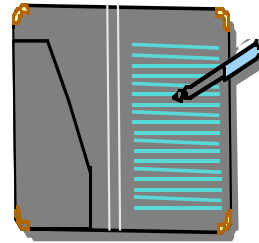
Response:

4.

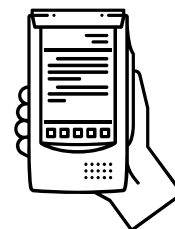
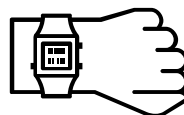
Response:



COLD CALLING TOOLKIT



- 1. Mirror** Are you sitting or standing up straight, looking sharp, acting professionally and smiling?
- 2. Telephone Headset** A headset telephone keeps both of your hands free and your neck relaxed so you can access papers and records.
- 3. Timing Device** A watch, clock or other timing device can monitor the time you spend on the phone. Most calls should be 2-3 min.
- 4. Script** Work from a script so that you're consistent and confident. Your facts and strategy are in front of you, freeing you to concentrate on prospect's responses.
- 5. Tape Recorder** A recorder can help you monitor and review how you sound. Are you confident? Do you sound hesitant? Where do you falter?
- 6. Pad and Paper** Take notes of names, dates and details of conversations. Don't tax your memory...when in doubt, write it out.
- 7. Lead Tracking System** Document your leads and how often you call them, what you discuss. Track sales and calendar in follow up calls and visits.
- 8. Calendar** Use your calendar to set up appointments, schedule your time.
- 9. Cup O Java** Whatever fuels you... coffee, tea or sasparrilla!



TAKING THE CHILL OUT OF COLD CALLS



Ary, Winnie, *We Shoot Every Third Salesperson...The Second One Just Left*
Dubuque, IA: Kendall Hunt Publishing Company, Inc. 1997.

Becker, Hal, *Can I have 5 Minutes of your Time?* Akron OH: Oakhill Press 1993.

Goldner, Paul S., *Red-Hot Cold Call Selling*.
New York: American Management Association, 1995.

Gamble, Teri and Michael, *Sales Scripts that Sell!*
New York: American Management Association, 1992.

Harrison, Craig, *At Your Service!* (A free monthly E-letter on marketing/communications and customer service), subscribe@craigspeaks.com

Helmstetter, Shad, *What to Say When You Talk To Yourself*
Scottsdale AZ: Grindle Press, 1982.

Hopkins, Tom, *Selling for Dummies*. Foster City CA: IDG Books Inc. 1995.

Lagatree, Kirsten M., *Feng Shui at Work*
New York: Villard Books (Random House) 1998.

Levinson, Jay Conrad, *Guerrilla Marketing*. New York: Houghton Mifflin 1993.

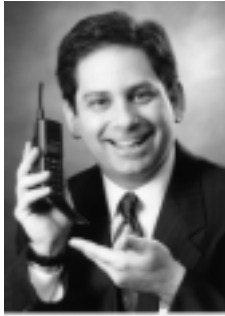
Mahford, Phillip E., *TeleSelling*. Probus 1990.

Parinello, Anthony, *Selling to VITO: The Very Important Top Officer*. Second Edition,
Hollbrook MA: Adams Media Corporation 1999.

Schiffman, Stephan, *Cold Calling Techniques (that Really Work!)* Third Edition
Hollbrook MA: Adams Media Corporation 1990.

Slutsky, Jeff, *StreetSmart Marketing*. New York: Wiley 1989.

About Your Presenter



CRAIG HARRISON has been profiled in *The Wall Street Journal*, interviewed by 60 MINUTES, fielded questions on K-101 FM and his columns run regularly in the *San Francisco Chronicle & Examiner*.

Craig's articles on Customer Service and Communication have appeared in the *California Job Journal*, *Customer Service Newsletter*, *The Professional Caterer*, *City News* and *The Toastmaster Magazine*, and his "Sixteen Seconds to Success" Elevator Speech booklet was touted by Leah Garchik in the *San Francisco Chronicle*. He is on the faculty for UC Santa Cruz Extension and even an online expert for MATCH.COM, THE MOTIVATIONAL MINUTE and CLOUDWISE.COM. Isn't it time you hear him speak!

Craig combines humor, wisdom and practical sense to help you communicate with confidence and clarity. Let him help you experience the sweet taste of success.

Background

As a manager, consultant, publisher and curriculum developer in Silicon Valley Craig developed his digital finesse, helping the technical world train and communicate more effectively. His work with a database company, publishing houses and a consulting firm also helped Craig develop his strong customer service orientation.

As a director of communications with the non-profit PROS FOR KIDS, Craig coached with Olympians and Hall of Fame athletes, helping young people enhance their self esteem, become confident communicators and recognize the importance of healthy living.

As a youth basketball coach Craig has led teams domestically and internationally for non-profit organizations such as SPORTS FOR UNDERSTANDING and MACCABI YOUTH SPORTS PROGRAMS, and educational institutions such as Oakland's HEAD-ROYCE and COLLEGE PREPARATORY HIGH SCHOOLS.

- Keynotes
- Break-Outs
- Workshops
- Retreats
- Training Courses

Dynamic presentations covering a variety of performance topics:
Communication Leadership Customer Service
Humor in the Workplace Team building Excellence

"The skilled and confident communicator
opens doors, builds new relationships,
serves others effectively and enhances one's own leadership."

—Craig Harrison

CRAIG HARRISON



3151 Eton Avenue, Suite 102, Berkeley, CA 94705

888-450-0664 Direct

craig@craigspeaks.com

Fax: 510-595-9512

www.craigspeaks.com

