

4 Tips for Successful Cold Calling

Work smarter not harder to see results.

- Make it customized.
 - All of you who are doing mass email campaigns and baiting and switching with LinkedIn connects, how effective is this truly? How much time are you wasting for the few leads you are getting and how many of those leads are converting? From what we are hearing from others, not that many.
 - The art of the cold call requires you to do some research. Yes, this takes more time than just doing a mass outreach, but it wastes less time and gives you a better chance of success.
 - You need to determine how you are going to be of value to the person you are reaching out to. Which means you need to understand their business, motivations, current frustrations and use that as a way in. Show that the person means enough that you did your homework.
 - Avoid: Generic statements especially if they aren't true.
- Offer immediate value without gating it.
 - This assumes you have done your homework and your target would be interested in this value. The effectiveness of this is totally contingent on the set-up. This takes some savvy.
 - The way we do this is by sending podcast episodes we think may help. These are our calling cards so to speak. The target gets immediate value which we hope builds credibility and encourages them to engage further. You could do something similar through a piece of content you create and host on a legit site.
 - You can also offer the value in the body of an email. If you truly have reviewed their site, give them specifics of what you found. You don't have to give away everything, but give a teaser.
 - Avoid: Asking for their time right off the bat (a favorite is when they ask to go in and schedule time). Sending docs. Nobody will click on them because they are afraid of scams.
 - Actually do your homework. When you offer your credibility freely it makes people take their guard down. Especially if you have something worthwhile to say.
- Be professional in tone and style.
 - Many of the cold calls we get can be aggressive. Especially if they are shooting follow-ups on a daily basis.
 - Table stakes is good grammar, punctuation, correct spelling, and a respectful, non-pushy tone.
 - Avoid: Being repetitive in your ask: can we set-up a call? Disrespecting the fact that you barged into their personal space: "just let me know if you don't want to hear from me." If I wanted to hear from you, don't you think I would have responded? Why should I be inconvenienced when you intruded into my personal space.
- Make them an irresistible offer.
 - Remember, you are cold calling them, so make it easier for them to say yes.
 - Give them a special trial offer.
 - Offer a free audit or consult to get them in the door.
 - Offer a money-back guarantee.
 - Give them a gift card to compensate them for their time in listening to you.
 - Give them exposure. Offer to promote them on your LinkedIn to your network. Invite them to be a guest on your podcast. Offer to let them come in and speak to your team about the services/products they sell.
 - Offer to connect them/refer them to legit potential clients.

