



RYAN WELLNITZ & ASSOCIATES
Strategic Communications for Business and Industry

Cold-Call Tips: It's Easier than You Think

"The only way you can fail at prospecting is to fail to prospect," Jacob Belt tells me. Jacob is a Sandler Sales Training franchise and the best sales trainer I have ever known. (The best salesman I have ever known was my father.)

Cold calling is a vital part of prospecting, and the part most of us like the least. Here are eight tips for successful cold calling. All but number 3 come from Geoffrey James, who writes and speaks on sales. Number three is my addition.

"Target the right people. In most cases, this will be top executives because they're the most likely to make strategic decisions," James says. Many people in an organization have the authority to say "no" to a sales proposal. Few have the authority to say "yes," only one person, in some organizations. Why waste your time talking to someone who can tell you "no," but cannot say "yes"?

1. **Change your attitude.** Don't focus on the first contact, but on the relationship that you'll be building in the future.
2. **Create a structure.** Set aside half a day each week to make calls to people who might be (or know) your target prospects.
3. **Rehearse** with a list of bullet points you want to cover, in order. Not a script, but a set of key points. Say your opening out loud a few times before you call. Don't mumble it, or you will mumble on the phone. As you rehearse, keep in mind tip no. 7.
4. **Discover multiple points of contact.** You are no more than 2 or 3 links away from anybody you'd like to meet.
5. **Be authentic.** Use the same tonality and vocabulary that you'd use if you were calling somebody inside your firm.
6. **Be realistic.** Position your offering as something that might be able to help rather than a "must buy" offering.
7. **Be a business person not a sales rep.** Approach the decision maker as an equal rather than a supplicant.
8. **Sell to the gatekeeper.** Most gatekeepers for top executives wield enormous power. Get them on your side.

— Hugh Ryan

P.S. If you want a referral to Jacob Belt, request it through our Contact Page.

124 Shore Drive, Barrington, RI 02806
t 401.246.2300
f 401.246.2301

info@ryanwellnitz.com
www.ryanwellnitz.com