



The Secret Recipe for Converting Cold Calls

It's commonly understood that sales staff would almost certainly rather be driving the car than driving the telephone. People loathe making cold calls - and for good reason! Cold calls force us from our comfort zone. They are stressful and the constant fear of rejection is enough to discourage most reluctant callers from even picking up the phone in the first place. Unfortunately, cold calls are often an essential step for first contacting potential leads and encouraging new business.

So how can you better use the cold-call process to develop leads and generate new customers, in a way that doesn't have both parties running for the hills?

The answer is very simple – it all comes down to showing a bit of discipline.

To see success from the telephone account management process, a concentrated effort must be seen to ensure the calls are actually made. In a large number of businesses we see, sales staff are often tasked with several other responsibilities, which take priority over picking up the phone. The longer it takes to make a call, the higher the chance that the lead will lose interest.

Another big part of the problem with cold calling is the sales staff's attitude towards the process. There is a common perception that the initial phone call is a desperate opportunity to close a sale.

In fact, telephone staff must shift their focus to building a relationship with the customer first. Doing so diffuses any perceived expectations from either party and enables the staff member to obtain genuine and usable information from the prospect, which can be used in future. People buy from people they like. Be genuine and actually get to ***know*** them! This makes it much easier to have an engaging conversation in a follow up call, by which point the call is no longer cold! The lifetime value of the prospective customer is far more important than closing a one-time sale.

Sadly getting to that point is not always straightforward. Establishing a long term relationship and obtaining usable information from the lead often requires the experience of a skilled operator. By knowing what questions to ask and how to guide the conversation, a specialist will be able to obtain more information from a lead than someone less experienced.

Establishing the right environment for cold telephone campaigns is hard work, but can be immensely profitable with a bit of discipline. Profit Sense have been successfully applying these disciplined techniques learnt from over thirty years combined experience.

*If you need help with lead generation and telephone account management, **Please contact us** – we're here to help!*