

Thawing Your Cold Call

“I don't wanna call!”



Mistakes

- HAYT Crimes

Mindset

- It's a prospecting call
- Expect to get the appointment
- Think of the big picture – why am I making these calls?
- Focus on the process not the outcome
- Be yourself – be slow!

If you feel it, say it!

Format

1. PATTERN INTERRUPT	Hi _____, [YOUR NAME] (PAUSE FOR RESPONSE) – I'm guessing my name doesn't ring any bells?
2. GROUND RULES	Let me take a minute and tell you the reason for my call and perhaps when we're done we can both decide if it makes sense to get together or not – fair?
3. 30 SECOND OPEN	I'm the [YOUR POSITION] of [YOUR COMPANY] you've probably never heard of us? (PAUSE) Not a problem we are a [INSERT WHAT YOU DO] and do a lot of work with [CLIENT SECTOR] businesses and we're invited in by ambitious owners and MDs who typically they tell us things like
4. PAIN	we've got a good business and good people, but we're not in front of enough new opportunities and we don't see new revenue growing at the rate we would like to see, or sometimes they say we are in front of enough new opportunities, but not closing the business, deals slip through the cracks and we're not always sure why, and sometimes [PROSPECT NAME] people just say we are closing deals but the sales cycle is taking too long and the business environment has become increasingly competitive, we do a lot of 'free consulting' and the margins are shrinking away.

5. HOOK QUESTION	I don't want to make any presumptions about your business [PROSPECT NAME] but are any of these familiar to you?	
	YES	NO
6. CONVERSATION	Which one of these is most relevant to you? In what way? Can you tell me more? Can you give me an example?	I wasn't sure. [PROSPECT NAME] so you're not having a problem with
		<ul style="list-style-type: none"> • Turnover? • And your salespeople are achieving? • And you're taking market share from your competitors? • And you're winning all the business you go after? • And it's all profitable? • And your salespeople wouldn't dare leave? • And no-one has failed?

	HELP	CAN'T HELP
7. CLOSE	<p>Can I make a suggestion? [PAUSE] Why don't you invite me in and let's take 45 minutes to an hour to talk about these issues and maybe others that are relevant? I can learn more about your business and where you want to take it.</p> <p>I'll share with you a little bit more about me and my business and how we help businesses in similar situations to yours [PAUSE]</p> <p>Worst case scenario we discover there's no reason to go any further and that's fine – what we do isn't right for everybody.</p> <p>On the other hand you may begin to ask me questions like "where do we go from here, how can you help".</p> <p>Now I don't know what that will look like exactly but we can take the last 5 minutes to decide what the next best step is.</p> <p>Maybe there's an opportunity for us to start working together at that point or maybe we'll set up one final meeting to come to that conclusion – fair?</p> <p>What day are you looking at?</p>	<p>[PROSPECT NAME] it doesn't sound like I can help you – but could you help me?</p> <p>Is there anyone in your centre of influence a partner someone you know from a club a neighbour Another business owner a vendor of even a competitor</p> <p>That would be open minded to a conversation not too unlike the one we've just had here?</p>
	<p>[PROSPECT NAME] looking forward to meeting you on [DATE/TIME] at [LOCATION].</p> <p>It's in my diary and won't change short of an emergency.</p> <p>Is there anything on your side that might cause a last minute cancellation?</p>	
DEBRIEF	<p>What went right? What went wrong? 1 thing to do differently</p>	

Notes

Making It

1. PATTERN INTERRUPT	
2. GROUND RULES	
3. 30 SECOND OPEN	
4. PAIN	

6. CONVERSATION	YES	NO
7. CLOSE	HELP	CAN'T HELP