

Cold Calling

Coaching Questions

How do you pick up the phone for the first time? How do you keep picking up the phone?

- Picking up the phone is the most difficult part of cold calling. The fear of rejection and the unknown combine into something that most people would put off.
- The most important things to remember is that;
 1. You are a human being and deserve respect.
 2. When picking up the phone, if they hang up on you, you are in no worse off situation than if you had never picked up the phone. Either way, they aren't doing business with you.
- How do you keep picking up the phone?
 - Is it the fact that you are seeing some success?
 - Do you have a goal each day of getting one appointment or five emails out?
 - Do you promise yourself to make 50 phone calls a day?
 - Is it the fact that the next phone call could be a massive sale?

How do you fix your pitch to make it as effective as possible?

- Every time that you pick up the phone, you will learn something. It is impossible for your first phone call to be perfect. And no matter how good you get on the phone, it will always remain (to some extent) a numbers game.
- To improve, it is important to find out what you are doing ineffectively. Keep track of the objections that you are getting from customers. Why don't they listen to you? Why do they hang up? Now change your pitch to prevent this objection from happening the next time you pick up the phone.
- What phrases keep them on the phone? Find out what those are and use them extensively.

Can you close over the phone? What's the goal that you should aim for each time you pick up the phone?

- Closing over the phone is possible, but not always necessary. Many individuals who pick up the phone merely want to send out an email or have a meeting face to face with the individual later. Decide on what your end objective is of your phone calling, and stick to it.
- If you push a customer to an objective that is too much (getting the sale), you could talk yourself out of a sale over the phone. Stick with a realistic goal to see results.

How many phone calls are you planning on doing a week?

- Make a goal of how many new customers you want to reach out to in a week.
- The average number of phone calls per hour that you should be able to make is 10 or higher. That means that if you want to reach out to 50 new customers a week it will only take you 5 hours!
- Follow up is crucial, especially with voicemails and how busy people are. So call at least twice.

