



Cold Calling – A basic guide

During a cold call, you have just 30 seconds to interest a potential customer in what you've got to offer. Luckily, in just a few minutes you can learn some basic tips for improving your cold call success.

- ① Firstly, think about how you come across. Enthusiasm and an articulate approach are crucial. Don't be pushy. Instead, listen carefully and respond to what the customer says.
- ① Before picking up the phone, plan the timing of your call. For example, ask receptionists about busy periods and good times to ring. Most people are more responsive to calls made in the morning.
- ① Once you've got through to the right person, introduce yourself and state the reason for your call. Try taking your cue from the customer. If he or she seems busy or impatient, ask if there's a better time to speak. Otherwise, find out how long the customer has, and be ready to keep your call short.
- ① Now's the time to give a brief description of your product or service. Stress the key benefit your product has for this particular customer. You can then ask if the customer is interested in what you've said so far. If so, congratulations — you're well on the way to making a sale. If not, try to find out why. Your call may be more welcome six months down the line.