

5 cold calling tips you can use to get meetings with anyone

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Cold calling may sound daunting but can yield great results when done right. This article gives five foolproof cold-calling tips that will get you meetings with anyone.



Advances in technology have forced businesses to rethink their sales techniques and how they interact with prospective customers. This is especially true for those that have long relied on cold calling as a sales strategy. Today, buyers are more knowledgeable and tech-savvy. They use technology to get information on what to purchase, when, and where, and have little patience for random calls from salespeople.

These changing dynamics mean that businesses have to reconsider traditional cold calling. In the 1980s and 1990s, businesses set up call centers with agents whose work was to make call after call to unsuspecting customers. It's hard to imagine that this model worked, but it did, until the arrival of the internet.

With digitisation, customers now screen their calls and send any unknown numbers straight to voicemail. Additionally, the problem with cold calling is not only with prospects. In one [study](#), 63% of salespeople admitted that cold calling is what they dislike the most about their jobs. Admittedly, it can be pretty daunting to call up a stranger, perhaps catch them at a bad time, and still try to sell them something.

Despite these challenges, cold calling has remained a viable sales technique. This belief is reinforced by [research](#) showing that phone conversations remain the number two sales method for businesses. One reason why [cold calling has stood the test of time](#) is that it involves a human connection. When you send an email or create a blog post, you cannot control who reads it and how they react to it. When you speak to a person on the phone, you are better positioned to gain more information and get an immediate reaction to your service or product.

If you are looking for ways to scale up cold calling for your business in 2021, here are our five best tips that will get you a meeting with anyone.

1. Research before you call

As seen, traditional cold calling doesn't fly anymore, at least not in 2021. Calling up a lead who has not shown any interest in your product or service to convince them to buy is not productive. Before you make a cold call to a prospect, try to learn as much as you can about them.

Take advantage of social media sites such as LinkedIn and Twitter to research their company and its challenges (which hopefully you can help solve). If possible, find out the name and position of the person you need to speak to and dig up a few facts about them that can help you initiate conversation. Did they recently get promoted or win an award? Understanding your prospect will help you tailor-make your message and thus deliver value.

2. Know your product

This may sound obvious, but it doesn't hurt to repeat. The more you understand what you are selling, the better you can convince another person why they need it. Knowing your product (or service) means that you understand what it is, how it works, its benefits, advantages, and even disadvantages, if any! This also includes having your company information at your fingertips. Basically, you should be ready to answer any product question that a prospective lead may have.

Knowing your product also entails understanding who your competition is and how their product/service is doing in the market. Similarly, track all customer reviews and comments on your product to understand how it is perceived in the market.

3. Work on your cold-calling script

There is a bit of a debate on whether salespeople should rely on cold calling scripts. Opponents argue that scripts are mechanical and robot-like, which may put off a lead. Proponents find that a script aids in keeping the conversation short and to the point. Whichever the case, a script is essential as it helps a salesperson build confidence, mainly if they are inexperienced.

To bridge this divide, coming up with a 'hybrid' script can be useful. This is a script that doesn't include too many pleasantries or meaningless monologues. Similarly, it is one that allows the lead to talk more about themselves and their pain points. An experienced salesperson will not read a script verbatim but will only refer to it knowing that [the goal is not to sell but to set up a meeting](#) or establish a useful connection.

4. Aim to show benefits, not sell

One of the reasons why prospective customers dread cold calls is the persistence of a stranger on the other end trying to sell them something that they don't need. However, if that person was giving them information that they find valuable or telling them about a solution to a problem that they have, they are more inclined to listen.

Showing prospects that you are genuinely interested in solving their problem or giving them some value without getting any immediate benefit will resonate with them. This will result in a relationship leading to a meeting and a future sale. Premature pitches will only generate hang-ups.

5. Get referrals where possible

Having a referral can change tables drastically in cold calling. A LinkedIn [study](#) found that 76.2% of business buyers prefer to work with vendors who have been referred to them. In the same study, sales reps confirmed that referrals yield the best leads.

Trust is a hard currency when it comes to business. When you call a prospect and mention that ABC referred you, it can give you instant credibility, leading to a meeting. It also helps you bypass gatekeepers and the need to prove yourself.

Referrals can also bring in a prospective customer that you had not considered for your business.

When you ask for a referral to a client who could benefit from your product/service, aim to get an introduction as well. An introduction means that the prospect already knows who you are and expects your call/email.

Conclusion

Advances in technology have forced businesses to re-evaluate sales techniques and cold calling in particular. However, phone interactions remain a focal point when doing business, and when done right, cold calling can yield results.

Conducting proper research, understanding the product, and refining the script can put you ahead of the game. Similarly, getting referrals and showing customers what benefits they stand to gain from your product will undoubtedly open locked doors and get you that meeting.

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