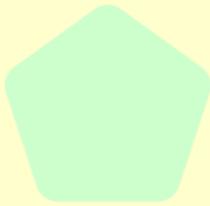


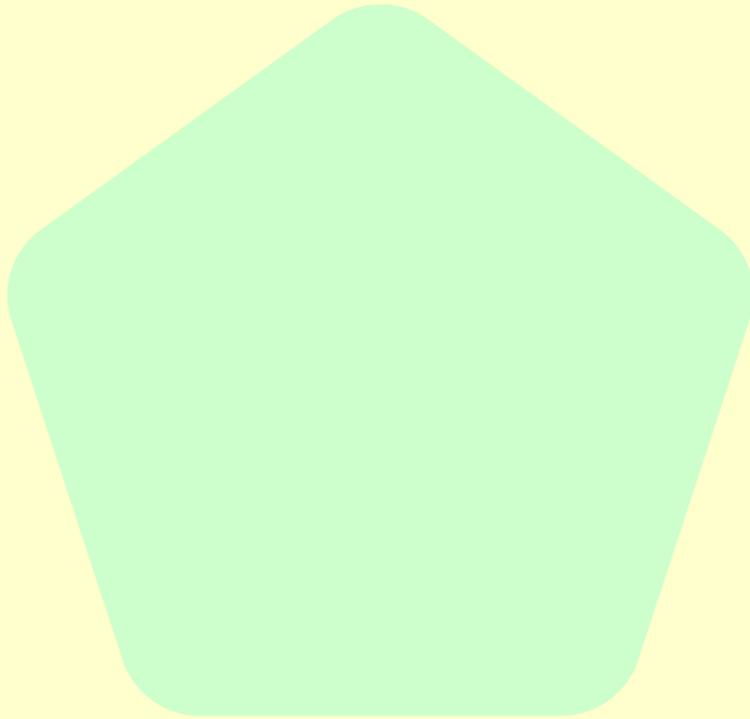
# salesmentor.



## **Cold Calling 101**

**Top tips to improve your cold calling campaigns and supercharge your sales performance**

This short guide is full of practical suggestions to help you with your cold calling campaigns. It is intended to assist SaaS founders and their teams to become better at selling. It is based on over 20 years of experience, selling complex B2B SaaS and technology solutions.



## 1. Do your research

Focus on who is likely to buy your product/solution and who, at the same time, has the authority to sign the cheque. Do not waste time targeting junior prospects. Whilst it might be easier to get a meeting with a less senior person at a target company, these, often, do not have the buy-in from management and do not influence decisions on vendors. It is best to target the C level players and then be referred down the food chain by them. Typically, if you are selling a technical solution, you are best off going after Chief Technology Officers or the CEO. You can find out who is who within a company by searching for specific job titles within LinkedIn.

## 2. Make the call

In my 20 plus year in sales, I have never come across anyone who loves cold calling. It is, nevertheless, a very cost-effective way of connecting with prospects and getting that all-important first meeting.

When cold calling, you are likely to reach a switchboard or receptionist in the first instance. State your name, company name and the name of the person you wish to speak to. Be confident.

*“Good morning. My name is Daniel Feander at salesmentor. “Mr Head of IT please. Thank you.”*

## 3. Make warm calls

What I mean by this is ask yourself “what can I do to make the call less out of the blue and more attention grabbing?”. You could research the prospect on LinkedIn and find contacts in common, so you can mention these on the call. You could research the company to see if there have been any changes recently, for example, a new head of technology. You could provide free content, in return for the prospect’s contact details.

*“Hello Mr Brown, this is Daniel Feander calling from salesmentor. I see that we both know X at ABC company. You downloaded our guide on 101 sales skills last week. We have been helping similar companies*

*to yours to increase their sales and since we have not met before, I thought a 15-minute intro call next week would be a good opportunity to show you what we do. Would Tuesday at 10am or Friday at 3pm work for you?"*

#### **4. Purpose of call**

The aim of the call is to get the prospect to agree to a 15-minute meeting where you can learn about their challenges and present your offering as a solution to their problems. You are not going to close a complex B2B sale over the phone. So, be clear on what you are asking for – the meeting! Remember, that by calling someone out of the blue you are interrupting their day and they will want to get you off the phone as quickly as possible so they can get back to what they were doing. Therefore, be brief and confident.

*"Hello Mr Brown, this is Daniel Feander from salesmentor. Can you speak? I've been doing a lot of work with SaaS companies in the London area, helping them to bring in more sales with targeted sales coaching. I'd like to stop by next Tuesday when I am in town and just tell you about some of the things we've done locally. Would 11:45 or would 13:30 on Tuesday be better?"*

If the prospect says neither be ready to offer alternative dates. Persist!

#### **5. Speak slowly**

Making cold calls can be stressful. Our voices naturally go higher, and we speak quicker when we are under pressure. By slowly down and speaking in a lower voice, you will feel naturally calmer and come across as having more gravitas. Remember, people want to do business with people who project confidence.

#### **6. Gatekeepers**

Inevitably, if you are trying to reach senior level decision makers, you will be connected to secretaries, whose job it is to protect the senior person from receiving sales calls. Do not, I repeat, do not engage in underhand tactics, such as pretending you are a friend, in order to get through to your prospect. This will only annoy them, and no one will

do business with someone who they feel has lied and been deceitful. Instead, try and engage the gatekeeper and get them to help you. You might say:

*“I wonder if you could assist me with something, please?”*

The PA will likely reply, *“yes, I will try to”*

To which you say something along the lines of:

*“I am interested in getting some advice on how I should submit a proposition to your organization about the ways in which we could provide several benefits in the area of your >put in your services key area<”.*

The worst that can happen is that they refuse to help. If they direct you to a department, ask for a name and follow through.

## **7. Call outside of regular hours and at weekends**

I have used this approach to reach senior decision makers and it works. Most gatekeepers work 9 to 5 so by calling outside these hours, you stand a high probability that the senior guy will pick up the phone. Likewise, at weekends, you stand a higher chance of getting through to the decision maker.

## **8. Don't ask them how they are**

Nothing says “this is a sales guy” more than the following:

*“Hi, Mr Wallace, this is Jamie Henderson from Alpha Solutions. How are you today?”*

Arrrgh. You know that this is a sales call and you will want to get him off the phone asap.

## **9. Leave a voicemail**

I am surprised by how many salespeople get through to voicemail and never leave a message. Those that do, often leave a long and garbled

message, which results in the recipient deleting the message within a few seconds of playback and never calling back. When leaving a voice message remember that less is more. You want to be very brief and intrigue them enough so they call you back:

*“Good afternoon, Mr Johnson. My name is Daniel Feander. I am calling regarding your sales department. Would you mind calling me back please. My number is 020 7000 1234.”*

## **10.Be persistent**

Do not dwell on failures and just move on to the next call. If you have a bad call, there are many more companies to pursue. Keep a record in your CRM of who you’ve called and what was discussed. You should set a reminder to follow-up at regular intervals because evidence shows that persistence pays off. Remember:

*90% of sales people make the first call  
50% of sales people make the second call (with 4 weeks)  
35% of sales people make the third call  
20% of sales people make the fourth call  
10% of sales people make the fifth call  
5% of sales people make the sixth call (and get the business)*

### **Schedule a call to get expert help with your cold calling**

This guide offers just a few tips that we hope you find useful. For bespoke help with your cold calling campaigns (plus other aspects of growing your business), please contact us at:

[enquiries@salesmentor.io](mailto:enquiries@salesmentor.io)

[www.salesmentor.io](http://www.salesmentor.io)

