

# V6 – Top tips for cold calling

- **Research prospect business** - to bring insight, and ask informed questions demonstrating professional capability
- **Research the individual** – assists in establishing common ground and rapport building
- **Consider your specific strengths** in relation to this prospect – tailor your approach to lead towards these strengths
- **Prepare short bullet points for call structure** – also helps confidence and guards against ‘call reluctance’. But **avoid a script** – if you sound scripted you are likely to lose rapport
- **Always be qualifying [ABQ]** – qualify OUT as well as qualifying IN. Don’t be a busy fool!
- **The gatekeeper** - engage with them/ build rapport. They hold influence and decide whether to put you through
- If you get through, **introduce yourself** and your business, but keep it short – one sentence
- If you do not get through, **leave a voicemail** – it adds a layer of ‘humanness’
- Bring **insight** - use your knowledge of the prospect and their wider sector to teach them something new
- **Ask questions** and show interest
- **Suggest the next step** – suggesting ten- or fifteen-minute online fits easily in prospect schedules
- **Have a ‘fall back’ position** - that moves the sales process forward. Maybe agreement to call again