

## **COLD CALLS OR COLD FEET**

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Target Marketing and cold calling can be successful when properly planned. In order to succeed at 'cold calling' sales representatives need to determine: What are the needs of my client? What methods of approaching this client are appropriate? What obstacles might I face at the initial 'cold call'?

The cold call requires a logical and well-organized strategy. If the desired outcome of the cold call is to have a face-to-face meeting with a decision maker, then careful research needs to be done to determine the hierarchy of power within that organization, that is exactly who does what.

One simple method of researching potential customers/organizations is using the Internet. Web sites can offer pertinent information about a company and it's structure. Once a prospective customer is identified then it becomes necessary to determine exactly what their position is within their company. Refer to the classified section of any newspaper, and you will be able to research the job descriptions of many of your future customers. Understanding their skill sets, and their role will assist in your cold call plan, and help determine what method of approaching this person is appropriate.

At the initial meeting with your prospective customer, the sales representative will have acquired excellent communication skills, and be a master at effective listening. The confidence builder is that you know that customer, and understand their needs, and you know what you sell!

What if they say YES? When the new customer welcomes your presentation on the spot, the cold-caller must be prepared to answer questions correctly! Judgments are made on product knowledge and an ability to be confident! This scenario is a trust-building opportunity! That means, knowing diseases, disabilities, and manifestations of disease, products and their features, and sources of funding!

### **Create a Cold Calling Sales Strategy by Using the Seven C's Template**

**Co-operation:** Determine exactly what you are selling. Is it a single product to an individual client, or multiple products to many clients? How will I handle after-sales service?

**Competence:** Determine exactly who needs your product?

**Climate:** What can you do to make your customer want your product? What impact will this product have on the customer?

**Communication:** How will I tell my customer about my product/service?

**Compassion:** Do I understand my client's needs?

**Coordination:** What is the best method of contacting the decision-maker?

**Consistency:** Do I have sufficient knowledge to make this cold call?