

# **E-phone Contact**

business by phone newsletter from  
**the telephone man**

## **In this issue:**

- Thought for the day
- Feature - Improving your cold calling: tips and systems
- Credible communications: using email as an adjunct to your telephone sales calls
- *Better Business By Phone* workshop from [the telephone man](#)

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Thought for the day from [the telephone man](#):

**It's not how many times you get knocked down that counts,  
it's how often you get back up.**

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## **Improving your cold calling techniques**

Recently I have received quite a few emails from *E-Phone Contact* readers asking for ideas and proven systems to improve their cold calling techniques.

While we talked about cold calling tips in an earlier *E-Phone Contact*, I thought a more detailed resource and explanation might come in handy, especially for you managers and team leaders who have requested information to circulate amongst your teams.

I have also asked my communications specialist, Lynnaire, to give you a few proven ideas and tips to ensure continuity between the close of a call and a prospect receiving your mail-out. Valuable stuff this and helps your marketing hard copy reflect the interest you generated in the prospect during your sales call.

I hope it helps you all to have your best sales week ever.

Matthew Mewse  
[the telephone man](#)

## **Cold Calling Tips and Systems**

There are times when looking at a long list of telephone numbers or sifting through business or residential directories can be a soul-destroying task. Especially when faced with cold calling day after day.

The secret of cold calling success is to get organised!

Make sure you have your leads in a manageable state, your schedules identified and the targets or outcomes decided for each calling period. Sound obvious? Well ... maybe ... but just

in case, the next few paragraphs explain why this system can mean the difference between being a little cold calling success or becoming a **BIG ONE!**

### **Finding the good prospects**

Many people make the mistake of always attempting to make a presentation to anyone who answers the phone. If you think about this for a moment, you can soon see that this will quickly become a negative way to cold call.

Not every prospect is a good one. For starters, some may not respond well to being called, some fall into the 10% of no-hopers, while others are just plain rude!

If you spend your time trying to present to everyone in order to turn each prospect into a buyer, the chances are that not only will you be exhausted at the end of a week, but you'll also lack enthusiasm and fire in your presentation.

On the phone, you only have a mind and a voice. If the prospect picks up anything but enthusiastic confidence, they'll quickly be turned off your call.

So how do you weed out the good from the indifferent? It's not rocket science, but it does require technique and self-discipline along with the persistence to be different from the rest of the tele-sales crowd.

The first secret to successful cold calling is to create an introduction that makes the good prospect stand out from the not-so-good and allows you to find those prime prospects as quickly as possible.

The prospects we're looking for should react in a positive way to the **"hot-button"** introduction crafted into our script. This hot button, when pushed, creates interest and attention in our good prospect and their reaction means they **deserve** the next part of the presentation.

If the prospect doesn't respond well to your introduction and **proven** "hot-button" question; I recommend you say:

***"Thank you very much for your time."***

and move on!

You see, when cold calling, if you spend too much time with the wrong kind of prospect, they drain your energy and keep you away from the good prospects and all the **"yeses"** you know are out there somewhere!

When you find a good prospect who responds well to your **"hot-button"** you'll be ready to make your presentation and also be on form. If you follow the "block calling" method as well (see below), you will find that while you might make 30-40 high quality introductions, you will usually only make five full presentations through to the close, in each calling session.

### **Block Calling**

This is a system for approaching cold leads that allows you to take a manageable number of leads and schedule them into a single calling period.

**Example:** If you're working from a directory like Yellow Pages, mark off 25-35 numbers in a block. If you're using other lead sources like magazines, lists etc, just pick the same number of leads and have them ready and visible before you start. You can adapt similar calling strategies even if you're working from a database on screen.

The trick here is to discipline yourself to make a complete block of calls in any one session.

Sometimes marking the blocks or leads with a highlighter pen makes a session easier.

Once you start, finish! Whatever the outcome of a particular call, press on and ring the next number. All your admin, database entry and other activity can be completed at the end of the block of calls.

Sometimes you might find that there's a sale or appointment on call two. Don't get suckered into any other thought than "I'll write that up later" and just carry on calling.

Ask yourself this: After you've closed or sold a prospect, when is the best time to make the next call? **Exactly! Straight away.**

You'll find that you fly through the calls using this "block system" and before you know it, you've found the good prospects and got the desired results.

One tip though, after you've called each block of leads, give yourself a five minute break. You can write up the deals, send out the info or grab a coffee. Make sure you stop and review the last block of calls and then take the positive into the next series of calls.

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## Credible Communications: email mail-outs

Often during the course of a telephone sales conversation you will be asked to "send some info" about the product or service you're selling and perhaps about your company, too. It is perfectly appropriate to send this by email but there are some things to keep in mind when doing so.

The most important of these are reinforcement, format and relevance.

### Reinforcement

Your prospect will need to be reminded about your call, so make sure your email message reinforces the points you made on the phone and reiterates those "**hot buttons**" you used. This repetition will refresh your prospect's memory and remind them why they are interested in buying from you.

### Format

The information you attach to your message needs to be in a format your prospect's computer can download and open. Many company email servers do not, for example, accept attachments which have graphics embedded in them and will reject your email. Even your company logo could be viewed as a potential virus-carrying graphic.

One of the best ways to send attachments is in portable document format or PDF. These can be read by most modern computers, which have Acrobat Reader as standard software and, if not, is downloadable free from the [www.adobe.com](http://www.adobe.com) website. Sending documents as PDFs is now routine. The only downside is if your company does not have the software to turn documents into PDFs, which unfortunately you have to pay for. Ask your IT people about acquiring it as you will find it hugely useful.

Sometimes, you will not have problems if your document is in Microsoft Word but this is not always the case and the desktop publishing capabilities of Word can be difficult to master. Besides, graphics might again cause problems for your prospect's computer.

Your prospect will most likely want to print out what you have sent them so ensure that your choice of format prints out well in terms of colours, spacing and margins.

In an earlier *E-Phone Contact*, Matthew mentioned that you should **never** send out any hard-copy information until you have made your presentation or qualified your prospect. Doing this only wastes your time, if you're not certain they're a serious buyer.

You will need to find out the best way to email your prospect your material. While you are discussing sending them further information, you have the opportunity to ask what format they would prefer to receive it in. Offer some options if you have them - Word, pdf, etc. Send your material in the format they elect, otherwise they will not open it and may just delete your email. And, again, you will have wasted your time and theirs.

## Relevance

Many people will just send out whatever material they have to hand without giving any consideration to what it contains. Your mail-out must contain more of those "hot buttons" to reinforce your telephone sales message and it must do several other things. It must answer any questions they have and prove beyond doubt that your company is an organisation worthy of doing business with. In other words - it must be relevant to them. In the last *E-Phone Contact*, I wrote about the importance of putting yourself in your prospect's shoes. Think what it would be like to receive a communication from you. That point is just as relevant to email messages as it is to any other sort of communication.

So, if you keep in mind these three elements: reinforcement, format and relevance, you won't go far wrong with your mail-outs to prospects.

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## Better Business By Phone

the telephone man's most popular workshop

Why is it in such demand? Because the techniques taught by Matthew give every caller the opportunity to make improvements from their very next call. Callers become more motivated by the information they receive, causing them to make their calls with renewed enthusiasm and increased skill.

For more details about this perennially popular workshop email:  
[workshops@telephoneman.co.nz](mailto:workshops@telephoneman.co.nz)

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*E-Phone Contact* is brought to you by Matthew Mewse, the telephone man,  
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