

# ***Cold Calling Tips for Consultants***

## **Research your prospect**

Their website / Officers / Press Releases / Products and Services

Dunn & Bradstreet ( D & B ) type of business and number of employees

The phone book

Local Business publications ( Nashville Business Journal, The Tennessean, Chamber of Commerce Book of Lists )

Chamber of Commerce website

Ask your personal network if they know anyone on the inside

Attend ASTD meetings to gather info.

## **Getting past the gate keeper**

Treat the little people as nice as you treat the big decision makers

Speak confidently one level louder than you normally speak.

Identify yourself by first and last name ( but don't say who you are with unless they ask ) and ask for your prospect by their first name (as if you already know them).

"This is Mike Smith's ofc, how may I help you? This is Bill Jones. May I speak with Mike?"

Don't leave a message.

## **During the call ( first call )**

Plan to make this a two call approach. The first call is all about them and their problem. Uncover their needs.

Briefly explain how you have helped other similar businesses with challenges like their's

Explain how you can help them.

Before you make any direct verbal contact, **PRACTICE WHAT YOU ARE GOING TO SAY!**

Record yourself to see how you sound. Do this no less then 3 times. You will be surprised at how much improvement you will make after 3 practices

Establish credibility by knowing what their industry's or their specific business is challenged with. For info on what their industry's specific challenges are, go to the website of their professional association.

Probe for what they think the root of the problem is.

Confirm that they agree this is a problem.

Have they tried to fix this problem before? Did that work? What are they going to do now if it didn't work.

How much is this problem costing them?

As much as possible, make the call about them, not about you or what you can do for them. That happens on the next call.

## **Your proposal ( second call )**

Develop a proposal that outlines how your expertise can address their problem.

Start out with a simple overview statement and then break each part down into more detailed specifics.

## **After the call**

Send a hand written note within 24 hours. This is not a summary or a sales pitch. It must be a sincere appreciation of what your discussion covered.

## **Miscellaneous**

3rd Party Introductions work great

Introductions from your networking efforts are better then cold calling