

Cold Calls

The basic elements that comprise a cold call are:

1. Deliver your opener.
 2. Ask power (thought provoking) questions to create meaningful dialog.
 3. Make power (benefit) statements to establish credibility.
 4. Qualify the prospect as to need, desire, decision making capability and money.
 5. Gather information.
 6. Get what you came for, make the next step in your sales cycle.
 7. Have the right attitude and focus.
- Opening impressions are important. The way you look and come across in the first 30-seconds often (not always) determines your outcome.
 - After you deliver the opener, make the prospect think. Your questions (power questions) and statements (power statements) are critical to gaining prospect confidence. Ask questions that show knowledge, imply prospect areas of weakness, and gather vital information. Make statements that are creatively descriptive, imply benefits and build your credibility.
 - Get to the point fast. The prospect is busy and will be insulted if you beat around the bush.
 - If you are asked for price, give it immediately. Try to do it in the most creative way you can, but give it.
 - Determine what your prospect needs: 1. by understanding the problems of their operation., 2. by appealing to their sense of greed., 3. by evoking their fears., 4. by appealing to their vanity., 5. by determining what the prospect's customer needs., 6. by finding (searching for) the hot button - then pushing it.
 - They will resist you -- So what? It takes seven exposures, seven tries to get the prospect to become a customer. If you quit after just one or two, the sale will go to the next person who shows up.
 - They will buy to solve a business problem or satisfy a need. Statements and questions need to be pointed in that direction. Stress benefits. Emphasize what they will gain -- profit, pride, reputation. Prove that they will avoid pain, loss,

criticism. Failure to express benefits in terms of customer needs will preclude the sale.

- Focus on negative prevention. Get them to share what dissatisfies them. Motivate them to show discontent with their current situation. Tell how they miss out on profits, eliminate worry, overcome fear, and avoid the terror of customer complaints.
- Gain buyer confidence. Use every weapon in your sales arsenal. Bring in testimonials, references and similar situations whenever possible.
- Every time you go through a door, get what you came for. Know what your objective is for this cold call. Close the prospect on the next step in your sales cycle. The biggest fear isn't making the call, it's asking for the sale. Focus on asking and push for it until you get it. Here are a few asks that work:
 - Which will be better for you...?
 - Who should I...?
 - If I... Would you...?
 - When can I...?

For Successful Phone Calls:

* Plan, but don't memorize, your calls. Think about what you'll cover and how. Have a specific objective in mind like getting an appointment or determining the extent of any upcoming construction program.

* Don 't start with the trite "how are you?" Instead, say, Hello, my name is...."

* Concisely cover vital information in the first several seconds of the call. Explain who you are, who you believe the other person is, why you're calling, how you heard about this project, what possibility you see for working together and how long this should take.

* Assess how the other person sounds. Ask if this is a convenient time. If not, suggest that you call back at a specific time. Showing respect for a prospect's time builds your credibility.

* Establish what the other person knows about you. (" Perhaps you heard about Stone Legends, I'd like to tell you more").

* Sound strong and confident. Don 't apologize for calling.

* Help people visualize you, ("I'm calling from Dallas").

Samples:

'Good afternoon, Mr. Marshall. This is John Doe with Stone Legends. I read on your website that you are soon We specialize in services that allow you to reduce and maximize I'd like to ask a few questions to determine whether our products and services might meet your needs.'"

To An Architect

Hello Jerry, Don Jones from Stone Legends, we manufacture cast stone and cut stone. To help architects with design ideas and product knowledge we are providing a 500-page catalog that showcases our cast stone product (columns, window and door surrounds, balustrades etc.) Additionally, we provide a CD of our profiles and unit drawings to help architects reduce drawing times and attachment drawings to address installation issues.

Are you interested in receiving our catalog and CD-ROM?

Transition into our contact entry

1. The how did you hear about question: BTW: We advertise in Architectural Digest, etc., if you receive any of these magazines, you've seen our add.
2. Is your work mostly commercial or residential
3. I'll check back with you in a few days to verify that you've received our catalog?

To A Builder

Hello Jerry, Don Jones from Stone Legends, we manufacture cast stone and cut stone. To help builders with design ideas and product knowledge we are providing a 500-page catalog that showcases our cast stone product (columns, window and door surrounds, balustrades etc.) Additionally, we provide a CD of our profiles and unit drawings to help builders reduce drawing times. Also included are attachment drawings to address installation issues.

To A Mason

Hello Jerry, Don Jones from Stone Legends, we manufacture cast stone and cut stone. To help builders with design ideas and product knowledge we are providing a 500-page catalog that showcases our cast stone product (columns, window and door surrounds, balustrades etc.) Additionally, we provide a CD of our profiles and unit drawings to help reduce drawing times, included also are attachment drawings to address installation issues.