

Here's some general guidance for cold calling:

- *Remember that rejection is an illusion.* Just because somebody doesn't want to talk to you doesn't mean that you've failed, much less that the person you called is rejecting you.
- *Seek to build a relationship.* You are not calling simply to sell but rather to build a relationship. If the prospect does not want to build a relationship right now, then you can build it later.
- *Be professional but curious.* Being professional means no false friendliness. Being curious means that you're interested in the prospect and observant of his or her reactions.

The Opener

"Hello [prospect's first name], this is [your name] from Domco Technology. Have I caught you in the middle of something?"

In most cases, the prospect will respond one of three ways:

1. "It's always a bad time, but what's this all about?" Continue to "The Closer."
2. "No, this is not a bad time. What can I do for you?" Continue to "The Closer."
3. "You know, I'm glad you asked, because I'm right in the middle of heading out the door. Call me [at some future point in time]." Jump to "The Follow-up."

The Closer

"I know I'm calling you out of the blue, [first name], but sometimes, if I don't know anyone at the company I'm calling, this is the only way to develop a relationship. All I want to do right now is quickly introduce myself, my firm, and my offering to you. As I mentioned, I'm with Domco Technology and we help companies with their software solutions for our industries largest issues, and I was wondering how I would best position myself to determine if our products may be a fit for you?"

Please note this is not a "sales pitch" but a way to start a conversation. The purpose of that conversation is to schedule an actual meeting where you can assess needs and determine whether your offering is a good fit.

When you're having this conversation, handle objections and get that all-important commitment.

The Follow-Up

You should be reading this section only if the prospect has suggested that you call back. When you call back, one of two things will happen.

1. You get through to the prospect. Go back to "The Closer."
2. You get the prospect's voice mail. Continue to "The Voice Mail."

The First Voice Mail

"[First name], you asked that I call you around this time, but it looks like you're out. Call me at [your number], but if I don't hear back from you by this Friday, I'll call you on [a few business days from now]."

Call back when you said you would. When you actually do so, you'll separate yourself from 95 percent of the folks out there.

When you call back, one of two things will happen.

1. You get through to the prospect. Go back to "The Closer."
2. You get the prospect's voice mail. Continue to "The Second Voice Mail."

The Second Voice Mail

"[First name], I've called you last week and this week and you must be very busy. You can contact me at XYZ number. Otherwise, I'll try you back in three months."

Call back when you said you would. When you actually do so, you'll separate yourself from 95 percent of the folks out there.

When you call back, one of two things will happen.

1. You get through to them. Go back to "The Closer."
2. You get their voice mail again. Go back to "The First Voice Mail."

