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Effective Promotion with the Use of Cold Calls

By Rachel Goldstein

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Article submitted by <http://www.Allfreelancework.com>

Cold calls tend to be the least effective form of marketing for consultants. But, if implemented effectively "cold calls" can land you a gig, maybe even your first gig. The trick is to place yourself in the shoes of the prospect on the other end of the line. Anyone can pull it off with a little bit of strategy.

Before you can start dialing numbers, you will need to do a little research. What is your area of expertise? What businesses or individuals would benefit from your service? Try to think of every possible use of your service. Write down all of these possibilities. Once you have figured out who all of your clients could be, now you need to compile a list of:

1. Name
2. Company Name
3. Address
4. Phone Number

You should keep all of this gathered information in a database, Rolodex, or on index cards. (I recommend writing down the information on large index cards. When you find a prospective client, take their card with you and write down personal information on the back of this card. This way, next time you visit the client, you can ask him how his sick aunt is feeling.)

Some good resources for you to use in your search are:

1. Yellow Pages
2. Chamber of Commerce
3. Government – Department of Small Business Development
4. Trade Associations
5. Search Engines
6. Purchased Lists

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There are not many people that enjoy cold calling, so I assume that you might be a little worried about this. Believe me, I hate cold calling as much as you. But if you are in need of a gig, I would give it a shot. With use of a script, and a lot of practice, cold calling will seem much less intimidating. Take a look at the following example:

SCRIPT

A: Hello, this is Joe Schmo from Joe Schmo Consulting Firm. Is this a good time to talk?

B: Yes.

A: With whom may I ask I am speaking?

B: Mike

A: I am an expert in the web design field. You might have seen some of my work: deezin.com, allfreelance.com, and artistdesignerjobs.com. I could design a site for your business at the lowest rate around. If you are interested, I could give you a free 1-hour consultation.

B: Well, we were thinking about putting up a website, just didn't know when. I'll take you up on your offer of a free consultation.

A: Great! Is 3 o'clock next Tuesday okay for you?

B: 4 o'clock is better.

A: I will be there at 4, Thank you. I look forward to meeting you.

Above, please take a look at the example script. Notice that at initial contact, Joe Schmo is polite enough to make sure that it is a good time to talk. Joe Schmo then states a few of his past achievement in order to establish credibility. If you don't have any past gigs to refer to, try using different tactics to elicit positive feedback. You could:

1. Offer your services for free in order to have a client for your portfolio and as a reference
2. Offer one service that you provide for free in return for a purchase of another one of your services
3. Offer to work on spec .If the client likes what they see, they can hire you on for the gig

Next, Joe Schmo puts his sales pitch. Notice that Joe Schmo says that he has the lowest rate around, he is trying to catch the attention of the potential client. Now Joes listens for a response. It is important to listen to the potential client. If you don't listen and respond accordingly, the potential client will think that you are reading from a script. In addition, by listening you will find out what the prospective client's problems are. While the prospect is speaking, try to think of open-ended questions that might get the prospect to open up and tell you even more. Joe gets a positive response and sets up an appointment time.

You will need to be ready for a negative response and rude replies. Not every call goes as well as Joe's did. Try to figure out ahead of time what kind of objections you might receive. Always respond with a polite business response. Never curse or say rude things back. Negative responses aren't always a bad sign. If the potential client says " I don't need a web designer now, I need brochures not banners." Maybe your expertise includes print design too, go in for the kill and get the gig. Maybe you want to educate the potential client on the need of a web site to promote his or her business. If you think ahead and know your responses beforehand, you will do great. Good Luck!

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Schedule telemarketing time for more success

By Stan Rosenzweig

Telephone canvassing, or cold calling, is the practice of sitting down with a long list of potential prospects you've never met and telephoning them, one at a time, to learn which of them needs what you sell and then arranging to sell it to them.

Believe me, nobody likes telephone cold calling. Salesmen don't like it because they perceive that cold calls are to unfriendly, unkind strangers who would rather see you in a California kickboxing ring, going one-on-one with Governor Arnold, than see you in their offices. It's true. They are. They would.

Prospects don't always appreciate cold calls, because they are from people they don't know, asking questions they don't want to discuss. These calls are unscheduled, intrusive and sometimes can be a general pain in the South Forty.

At other times, however, prospects do respond well to cold calls. They open up freely and give us the chance to sell them what they need.

So, here's the dilemma: If we don't like doing it, and prospects don't always know when they like it done to them, why is it that we all **MUST** make cold phone calls part of our selling strategy? There are countless reasons. Here are just a few:

1. It's the fastest way to qualify prospects and maximize valuable selling time.
2. It's also the fastest way to them know what we do.
3. It's targeted. It's the best way to find the decision-maker.
4. It creates a quick personal relationship with the buyer.
5. It keeps us productive when store traffic is down.
6. It reaches prospects we'll never run across in our other selling activities.

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Every time you sit down to make telephone–canvassing calls, can you clear your mind of self–doubt? Concentrate on the goal of the moment and you will find that each new day will bring you new business, will raise you to new heights in professional productivity, and will give you a great sense of personal satisfaction.

Stan Rosenzweig is a sales trainer, marketing consultant and author. He creates customized corporate

sales training and directs strategic marketing, product development and cost management consulting for large and middle sized companies and offers free selling advice at

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