

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Too Cold Call Or Not To Cold Call For Your Small Business**

**By Brandt Stohr**

I hate cold-calling. In fact, there are a lot of horrible pains I would suffer before cold-calling someone. And I think that many small business owners feel the way I do.

It's true that there are a number of means of small business marketing - direct mail, personal letters, advertising, networking, public relations, internet marketing - and alas, cold calling is one of them. When it comes to small business marketing - any business activity, really - at some point you just have to buckle down and do what you gotta' do if you want to succeed. But is cold-calling one of those small business marketing activities that small business owners simply have to suffer through in order to succeed in business?

Some experts say, loudly and with vigor: "Yes!" Others say, "Absolutely not."

The truth about the value of cold-calling as part of your small business marketing strategy is that it's somewhere in between, and it depends on your particular business. If, for example, you retail small-dollar items through a catalog and on the Internet, cold-calling your potential customers probably isn't cost-effective: if each customer might spend \$10 with you, spending 20 minutes or more on the phone with that prospect doesn't make sense. If, on the other hand, you're a manufacturer of small-dollar items that you sell to retailers who may spend \$1,000 or more buying your products in bulk, then picking up the phone and making a call may well be worth your while.

If you decide to make cold-calling a part of your small business marketing strategy, there are a few things you can do to maximize the chances that your cold call will turn into a new client:

Cold-calling small business marketing tip #1: Take initiative. When you ask the potential client at the other end of the line "When would be a good time to meet?" you open the door for them to say "Never!" Instead, ask "How would next Tuesday at 11:00 work for you to meet?"

Cold-calling small business marketing tip #2: Approach the call with the idea that your goal is to help your prospective customer. Resist the urge to make the call about you - what you do, what you want. Instead, make the call about the prospect at the other end of the line. Ask the prospect about his needs

## Too Cold Call Or Not To Cold Call For Your Small Business

and wants. Then suggest that you can help - and if he meets you next Tuesday at 11:00 you'll tell him how.

Cold-calling small business marketing tip #3: Get to the point. The prospect at the other end of the line is going to feel, right off the bat, that you're wasting her time. So, by all means, be brief. Be clear and concise. Avoid saying "um."

Cold-calling small business marketing tip #4: Ask questions. This tip reflects back to small business marketing tip #2, making the call about the prospect, not about you. Asking questions also helps steer you to the right information and will help you tailor your sales pitch - for you to deliver at the appointment.

Cold-calling small business marketing tip #5: Save the sales pitch. Effective cold-calling isn't about selling your product or service. It's about getting an appointment so that you can sell your product or

service in person.

As with any small business marketing strategy, the best way to figure out if it works is to try it. Make enough cold calls so that you can accurately measure their effectiveness. Then compare that measurement to your other small business marketing tools.

Brandt Stohr, The Small Business Marketing Genius has brought startup one man operations to billion dollar corporations by using creative marketing techniques rather than investors and capital. Brandt Stohr has helped hundreds of entrepreneurs to get their small businesses exploding with sales without the use of expensive traditional marketing techniques. For more information and a free report on the ten deadly mistakes most small businesses are still making visit Brandt Stohr's site at

<http://www.smallbusinessmktng.com>

. For a web version go to

[http://www.smallbusinessmktng.com/Brandt\\_Stohr-to\\_cold\\_call\\_or\\_not.htm](http://www.smallbusinessmktng.com/Brandt_Stohr-to_cold_call_or_not.htm)

### **Field Implementation: Getting Referred Leads When Prospecting©**

**By Bill Truax**

In our training workshops we often get questions about how to get "referred leads" so sales professional don't have to prospect anymore. It seems as if we will go to any length to avoid having to make cold calls.

In the 28 years that I have been training sales professionals, I have seen very few who actually know how to actively pursue referred leads and even fewer who actually do.

## Too Cold Call Or Not To Cold Call For Your Small Business

Now when we talk about getting referred leads when making cold calls, most sales people will think I am crazy.

We I was cold calling in Houston with a salesman not long ago we got at least one referred lead from every cold call we made. Even I was amazed.

The way I do cold calls, they are simply brief calls made to meet the prospect, introduce myself and my company, get an appointment to comeback, and then get out. We are finding that many times the prospect will give you time right then. The idea behind the my prospecting system is that you should never simply drive past a good potential customer without stopping.

One of the things you find when you make cold calls on a regular basis is that you will have a lot of the prospects sit and talk with you. I am not sure why this is happening more now than before. It is either that people are getting more comfortable making the cold calls or the prospects are not being called enough and welcome the company. Either way, it is really fun to prospect in the field these days.

We were calling on people involved with quality assurance and I could see a plaque in everybody's office indicating membership in the local chapter of their association.

One of the first prospects we called on suggested that we call on one of his friends from the association in another company. We did and got an appointment two days later which included a complete tour of their testing facilities.

Acting on that premise, everyone that we called on for that week we simply asked, "Is there anyone else that you know in this area that we might call on?" They would give us a name and I would ask if it was all right to use their name. Everyone said it was OK.

My assignment was to help the salesman develop his skill at prospecting, making cold calls. But it turned into a week of going from one cold call to referred lead, after referred lead.

This may not work in every industry, but when you call on people who have a strong tie to a common organization or association, give it a try. The secret is simple you just have to do it.

Who knows, maybe you too will get referred leads when prospecting.

Sell Well and Often™

Bill Truax  
Bill@BlitzCall.com

© Copyright 2006 WJ Truax

Bill Truax is a Sales Management and Field Operations Consultant living in Cleveland, Oh. He

conducts Sales Team Assessments, trains Managers and Leaders, and Field Sales Professionals both in the field and in workshops. He has written 3 books on Prospecting and Making Cold Calls and conducts a variety of skill based seminars, workshops, and train the trainer programs. Visit his website at

[www.BlitzCall.com](http://www.BlitzCall.com)



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**