

IN-PERSON COLD-CALLING TIPS



As time progresses and technology advances, in-person cold calling has become increasingly rare. Although fewer businesses choose to pursue this method of selling, it remains an effective means of making first contact with a potential customer. While in-person cold calling can be intimidating, these tips will help minimize your fears and help you get the most out of your in-person cold-calling experience.

The Receptionist is Key

Many people overlook the receptionist and miss out on the opportunity to mine key information needed in the in-person cold-calling process. They know who the decision maker(s) are, how they feel about the product they currently own, and what each person's schedule is like. Asking the receptionist the right questions could save ample time.

Remain Alert and Aware

As soon as you walk in the front door, take note. The main idea behind a cold call is to gather as much information as possible. In fact, the more you learn about a specific company, the more you may find proceeding with the sale may not be mutually beneficial. In short, it pays to understand the company and its needs.

Be Personable

Be sure to learn the first names of everyone whom you come into contact — you never know who the decision maker may be. Take advantage of meeting everyone, and don't be afraid to ask questions; even the most basic question can provide surprising insight. The more you know about the inner workings of the company, the easier it will be to create a natural flowing conversation and find common ground with the decision maker.

Change Your Perspective

If you have trouble walking in the front door to a company, change your perspective. You may have the capability to reduce your prospect's expenditures by X amount with your product/service. See yourself as a vital piece of the puzzle to your prospect's solution. You never know the benefits you may be able to offer.

Goal of In-Person Cold Call

1. Meet the decision maker. The decision maker could be anyone in an organization who is responsible for making the final decision in the buying process. It should be your goal to meet and introduce yourself to them.
2. Make the most of your visit by gathering three pieces of information. This can include the decision maker's contact information, contact information of other key people in the organization, or the decision maker's current vendor or a similar product the decision maker may have.
3. Set an appointment. The ultimate goal should be to set up an appointment with the decision maker — it is only then do you have his or her undivided attention. This time provides an excellent opportunity to build rapport and exchange information, which in turn helps close the sale.



WWW.CONKLINROOFINGSYSTEMS.COM