



What's the real goal of a cold call?



allbusinessdotcom. 27 th June 2007.

Keith Rosen dissects the real goal of a cold call. It may not be what you think. See more videos and how-to business information at <http://allbusiness.com>

Think about the primary objectives of a “cold call” or “prospective call”. It’s probably not what you think. Most salespeople will say: “well Keith the goal of a call is to get the sale or to get the appointment or make the demo or even submit that proposal”. In truth it is not what the primary goal of a “cold call” is. So, I’m going to turn your world upside down a little bit.

Well this might sound a little strange but the primary objective of a cold call is not to get their business but instead to determine if you and that prospect actually are a good fit.

Now think for a moment how this change in your attitude will actually affect your behavior and how you approach “cold calling”. Why your traditional approach might be to go ahead and produce some measurable result, now your approach is just to determine to see if you and that prospect have a good match that’s worth pursuing and moving on to the next step in your sale cycle.

The fact is, pushing the sale process forward before a prospect is ready is only creating what you want to avoid, which is putting pressure on the prospect and creating an adversely position right from the start.

So be curious when you’re making calls. If the primary objective now is to see if there is a fit then naturally you are going to ask more questions. So instead of saying how can I go ahead and sell this person; ask yourself : “do I even want this person as a customer?”

I’ve learnt a long time ago that if you want to develop a career that you hate then work with people that you can’t stand. Instead of the prospect interviewing a qualifying you, now you’re the one doing the qualifying. This brings a whole new meaning to the phrase “qualify your prospects”. Now you’re the one doing the qualifying. The fact is the interview process goes both ways.



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