

A collection of tips, tricks and traps  
for sales professionals who quickly  
need new customers

---

# **COLD CALLING SELLING SECRETS**

---

Your next new  
customer is just a  
phone call away

**BY PATRICK HELMERS**



"Stand, smile and dial. It's just that easy"  
- Pat Helmers

# Cold Calling Selling Secrets

Sales Babble €2013 by Patrick Helmers

All rights reserved.

Printed in the United States of America. No part of this book may be used or reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles and reviews.

For information address Big Rock Creek Publishers

13725 E. Main Street, Plano IL 60545

Phone 1.630.768.3134

# Cold Calling Selling Secrets

By the Selling Secrets Strategist Pat Helmers

Despite what you read, cold calling is not dead. Not by a long shot.

Social selling (using social media to network) is a great way to make acquaintances with people you might never meet in person. Either online or offline, great selling is about building relationships. Your goal is to turn strangers into friends and friends into customers.

I have lots of connections on LinkedIn. But LinkedIn prospecting is a long game. It takes time. Time you may not have.

Maybe you've faced this situation. What if your prospect never logs into LinkedIn? What if they don't have an account? What if your prospect is very busy and can't be bothered to use LinkedIn? What can you do to connect?

The solution is as simple as pulling the phone out of your pocket or purse. Your new customer is just a phone call away. But you do need to overcome one thing.

## The Telephone Challenge

Take a look around. Have you noticed how everyone is texting one another? These days people will text *"Hey is this a good time to call"*. There is a belief that it's rude to call someone out of the blue. This wasn't the case in the former world of landlines.

This texting behavior is a barrier that didn't exist few years ago. But it doesn't have to be a deal breaker. If you're finding social selling is going too slow it might be worth making some calls. With Google and LinkedIn you can often find a phone number and names of the executives in just a few queries.

But what good is a number if you don't know what to say? That sounds frightening, doesn't it?

## Cold Calling Selling Secrets

Don't worry. It's not as hard as it looks. If you have a plan and follow the plan it will be as simple as calling up an old friend to find a time to get together again. Keep that mindset!

### Have A Plan

You can't get to a destination if you don't have a destination in mind. For every call, have a destination in mind and call it your call objective. In fact set both a primary and secondary call objective. Depending on which way a call goes, you'll be prepared to advance the sale.

#### **Primary Objective:**

Gathering intelligence, learning about the client, learning the language of the industry, gauging if they understand your value proposition, feeling out if the problem you solve is a problem that's important to them.

#### **Secondary Objective:**

If it looks like the prospect is qualified for your solution, set up a meeting (either in person, on the phone or a webinar) before you hang up. It's much easier to get them to open up their calendar now, vs later.

Studies show that when it comes to making a compelling call,

- 75% of the call is based on how you say it,
- 25% on the words you use.

### Your Best Behavior

Your tone of voice matters! Always use positive language when speaking with a prospect and it's best to be **permission based**. By that I mean saying things like .....

- *I was wondering if you could help me....*
- *I was wondering if you could give some advice.....*
- *Oh I hope I'm not taking you away from something more important....*
- *I really appreciate you being so generous with your time....*
- *This is really great information, I really appreciate your help....*

# Cold Calling Selling Secrets

## Selling With Confidence

Confidence comes from knowing what you're going to say, before you say it. The entire script is choreographed with the following goals:

1. Connect with the prospect so they agree to have a conversation
2. Discover their pain or desires
3. Assess if they are qualified to buy my products or services
4. Show how my products/services address the problems and desire they just mentioned
5. Get them to agree to a follow up meeting i.e.. get an appointment.
6. The goal is to set up an appointment and complete the call in just a few minutes.

## Step by Step

This script assumes you've done your homework and have a good idea they are a qualified buyer. You can learn amazing things on social media, their website and the demographic of the customers they serve. It also assumes that you have a value proposition.

A quick review of your **Value Proposition** is

*"I help BLANK types of PEOPLE with BLANK problems  
by giving BLANK solutions  
so they experience BLANK types of benefits."*

Each statement you make has a reason. Notice that most of your statements are questions. The goal of any cold call is to complete your primary and secondary objectives: discover if they're qualified and if so schedule a sales appointment.

## Step One: Call

Pickup the phone and dial. Read the script and get permission to engage in a conversation

- Ask for them by name and mention how you know them. I'm a big fan of LinkedIn and use it to warm them up. This is what's called **social selling**. When you see those ads that say "Never cold call again!", that's what they're doing. But it doesn't have to be social selling. You could also say, I met you at a networking meeting, or a conference, or someone recommended you reach out to them. Make it seem natural that you and they have a common connection and it makes sense for the two of you to be communicating.
- When they agree give you a minute of their time, the power shifts from them to you. They've given you permission to take a bit of their time. Use this gift wisely.
- Quickly get to the punch line sharing your value proposition .

## Cold Calling Selling Secrets

Frame conversations positively. Negative language does not perform as well positive. It's important to create a winning opener to get your foot in the door. Imply you have a right to be there. The opener should have an explicit or implicit referral.

- *“Good morning John, I met Mary at the XYZ conference and she asked me to reach out and set up a time to talk”*
- *Good morning John, I reached out to connect with Mary because she is interested in XYZ. “*

### Step Two: Share A Reason

You must always have a reason for calling. The reason doesn't need to be all that important but you must be calling with purpose. Having a reason addresses your call reluctance in amazing ways. Consider these:

- Maybe you have a special offer.
- Maybe you're going to be in town next Tuesday and would like to meet up..
- Maybe you just launched a new product.
- Maybe you sent them a brochure in the mail
- Maybe it's Tuesday and you always like to connect with people on Tuesdays

Always have a reason. Short and sweet.

- *“Good morning John, I was talking to one of my clients last week and they were experiencing an interesting XYZ problem Do you see that issue too?”*
- *Good morning John, We just announced to the press last week that we have a new solution that fixes a problem 70% of clients like you often experience, ABC. Have you seen that issue at your company?”*

### Step 3: Qualify with Questions

Use your value proposition to guide your qualification questions. Let's see if they're a good fit. In other Selling Secrets eBooks we talk about the SORT method [1], This is a series of questions that sort out the qualified prospects from the unqualified prospects.

To recap the SORT questions you ask:

- **Story questions** - how did your company get where to this point in time
- **Obstacle question** - what's stopping your success
- **Ramification question** - whats the negative effects that come from the obstacles
- **Transformation question** - if the obstacles disappeared how would it transform the business

## Cold Calling Selling Secrets

Ask these questions and listen. **Really listen hard.**

Don't interrupt.

Don't tell.

Ask questions and follow up the question with more questions.

The more the prospect talks, the higher the likelihood you can advance the sale. Insightful questions cultivate a natural conversation, not a presentation or worse, a lecture.

Don't fall into "selling telling". If you're talking more than a couple minutes I have an internal timer that starts ringing. I immediately start getting concerned that I'm boring them or not adding value. So I ask a question to engage and listen.

### Compliment

Compliment them. For example I might say nice things about their website. No matter how good or bad it is, it's good for you. It gives you insight into the kind of company they aspire to be. When meeting in person I always compliment the building or something in the person's office. Do what comes natural as if you're talking to someone you already know.

### Look for Urgency

Keep asking questions and listen for the severity of their pain or desire. Is it high on the list or further down. Discover their pain and the ramifications of their pain. Find out if your competition has already beat you to this customer. Yet remember your greatest competition is doing nothing.

### Ask What Else

Don't cut them off keep them talking. Keep the conversation going by asking **What Else**. When I was in college I worked for a marketing company during the summer. I was one of those people who stood with a clipboard in the mall asking people questions about consumer products like cars, rice and beer. One trick they taught us to ask "*What Else?*" after every open ended question.

It was amazing what people would say. Often it was the third, fourth or fifth "What Else" before they really got to the thing that mattered most to them.

## Step 4: Schedule Appointment

Once your prospect agrees they have a problem, you've taken a big step forward. Don't argue or debate over their objections. They are concerned about cost, quality, profit, time and being

## Cold Calling Selling Secrets

conned. You can't blame them given all the sketchy sales people out there. Let them know you're listening respectfully

Once all the what elses are done, show how you overcome their concerns. Use examples of successful past clients. Offer free services to instigate a follow up in-person sales call.

The goal of the call is to get an appointment. While you have them on the phone get them on your calendar. Don't say you'll call them back to set up a time. Never leave the call without a follow up scheduled.

I might ask about the possibility of doing a free assessment. This way I don't get a hard no answer. Most anything is possible. If they can agree to a possibility, you've advanced the sale.

Get on the prospects calendar to fully share your value proposition.

### Mindset

Too often sellers are focused on what's good for them versus what's good for the customer. Buyers can smell this a mile away. This attitude creates a wall of distrust. On the other hand if a seller has a mindset of helping their customers, amazing possibilities are created in the conversation.

Have the attitude **I'm here to help my customer**. I'm not going to take advantage of them. I'm going to earn their trust for life. If I can't help them maybe I can refer them to someone who can. **I'm here to help.**

Treat everyone like a distant cousin, someone you see once and awhile. You don't know them that well but you feel related to them. You want to do right by them.

Think about your family, close friends, colleagues and community. Consider the skills that you use to build teams, help one another, listen, go the extra mile, partner. Consider those skills and use them when calling.

Sales isn't something separate from life. It is life. What works in personal relationships, works in sales relationships. What works with people close to you, works in sales.

After that you might immediately give your pitch and then say,

**Win or lose, every conversation has value!**

Again, be prepared. Selling with confidence comes from knowing what you're going to say, before you say it. Build a script, memorize it and use it!



### Overcoming the Gatekeeper

In many industries large companies have administrative staff to answer the phone. Sometimes it's difficult to persuade them to connect with the boss. They are guards to keep away sales people. They are commonly known as the "Gatekeeper".

Always treat administrative people as if they're the CEOs. They often know the the challenges their organizations face and love to be respected and valued. Focus on probing questions during the conversation. Write them down before you start calling and have them readily available.

As soon as I can, I try to get them to laugh.

Don't let the gatekeeper fluster you. Nor let the executive flummox when you get them on the phone. Have the mindset that you're a business executive too. You're equal to a CEO.

When you ask questions it tells the prospect you are truly interested in understanding their problem. When you get objections that's good news. Objections are questions that show they are interested in what you have to say. Love the objections.

### Honor Your Goals

To wrap this up let's create some goals to raise the productivity of your cold calling:

1. Always have a reason to call.
2. Set a goal to talk to 20 companies in a 2 hour time span.
3. Generate 4-5 meaningful conversations of the 20 companies
4. Full sales cycle sales reps should target two, 2-hour blocks per week.
5. Embrace habit. Create a workspace for repeatable work.
6. Set a timer and you will succeed.

## Cold Calling Selling Secrets

### Conclusion

It's hard to cover everything about cold calling in a small eBook. Every situation is different. The process demands flexibility. You're going to have to think on your feet and pivot. You may wonder *"how will I know what to say?"*

Keep this in mind by repeating after me:

*"I'm here to help. I'm here to help."*

As you fill out the worksheet below, you may have questions. It's understandable. You are not alone.

If you would like to talk to me, go to [www.salesbabble.com](http://www.salesbabble.com) and click the "Babble Me" button. Ask me a question. Let's talk about your challenge. Let's find a time and get you to start selling with confidence.

I'm here to help. I'd love to help.

# Cold Call Worksheet

Before picking up the phone, let's get you prepared by collecting our thoughts, value proposition, goals and the script we will follow.

## Your Value Proposition

My ideal client can be described like this \_\_\_\_\_

My clients have these problems \_\_\_\_\_

I help my client by giving them this product/service \_\_\_\_\_

Because of my product/service my clients experience these three benefits

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Your Goals

I will call \_\_\_\_\_ per week.

I will call for \_\_\_\_\_ many minutes.

I will have \_\_\_\_\_ quality phone calls.

I will set up \_\_\_\_\_ appointments.

## Cold Calling Selling Secrets

### Your Cold Call Script

Hi \_\_\_\_\_(their name)

this is \_\_\_\_\_(your name)

And I'm calling about  
\_\_\_\_\_(reason)

I just noticed \_\_\_\_\_(compliment)

Did I catch you at a bad time? Do you have a minute?

We help \_\_\_\_\_(Value Proposition)

Do you have that problem? \_\_\_\_\_

The reason I'm calling is \_\_\_\_\_

I don't want to take up any more of your time, let's schedule a time to discuss this, would next week work?

Thank you

**NOTE:** Discover their story and obstacles.

- a. Tell me more, what else, how does that impact your business
- b. Search for competition
- c. Discover how this problem rates in relation to their total business challenge

# Cold Calling Selling Secrets

## The Author

Pat Helmers is an international business consultant and technology startup coach. He is the author of the Selling With Confidence sales system and host of the [award winning](#) Sales Babble podcast.

Pat has been in the tech world his entire professional career. Pat started his career as a software engineer for Bell Laboratories. It was there he became an inventor in GSM wireless technologies, earning two patents. He leveraged his expertise and became a trainer for emerging software Object Oriented methodologies, training 1000s of engineers in the USA and Europe. He was promoted and managed various training groups and a technology adoption organization promoting technology transfer.

He then entered the software startup arena, pursuing a career in business development for software startups, enrolling and selling early adopters on new technologies. Eventually Pat was promoted to the Vice President of Sales for an enterprise SaaS startup, building from scratch an inside and outside sales team that generated 8 figure revenues.

Still having the start-up bug, Pat created the *Sales Babble* brand with the [Sales Babble Podcast](#). Sales Babble was created to stop the babble and myth that only pushy salespeople are successful in sales. He believes **anyone** can become skilled in sales. All it takes is an attitude of “helping” clients and adding “value” to their lives and businesses. From the podcast sprung his consulting and coaching practice as well as authoring the [Selling With Confidence](#) sales system.

When he's not podcasting, Pat is a startup business consultant. He helps businesses find prospects that ache for their products, convert those prospects into clients, then scale up that process for phenomenal growth.

Pat enjoys golf, bicycling, history, and world travel. He is an avid father, husband and loyal friend.

## Cold Calling Selling Secrets