

Sales Coach Series

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Cold calling

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Deborah is cold calling King Industries, expecting voice mail again. Then -

'Hello, Andrew South'

Oh, hello, sorry, I wasn't expecting you to answer so quickly! This is Deborah Smith of Bodge IT. How are you?'

'Yes, I'm fine'

'Good, umm, Bodge IT provide a wide range of networking solutions to companies like yours. Err, I'd like to arrange a meeting to talk about how we can help you. How about 10:30 on Tuesday or would 3pm on Thursday be better?'

 (Deborah prides herself on her alternate close).

'Can you send me some literature first and I'll get back to you?'

 comes the response.

So, how could Deborah have improved that call? Well, did she know that King Industries had just announced a merger? Did she ask about the impact? Did she explain how Bodge IT might help? In fact, she said nothing to inspire confidence or generate interest. If she had read the business and IT press, demonstrated knowledge about King and shown genuine interest by asking open questions, she might have matched Bodge IT's capabilities to King's needs and won the multi-million pound project to link the two IT networks. Now all she'll ever get is voice mail.