



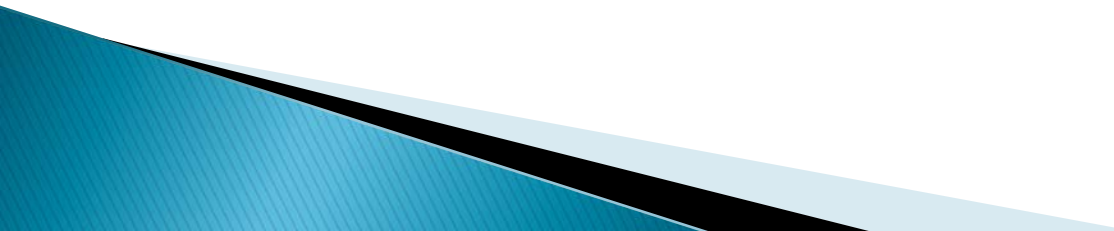
Cold Calling

By: Marc Didemus

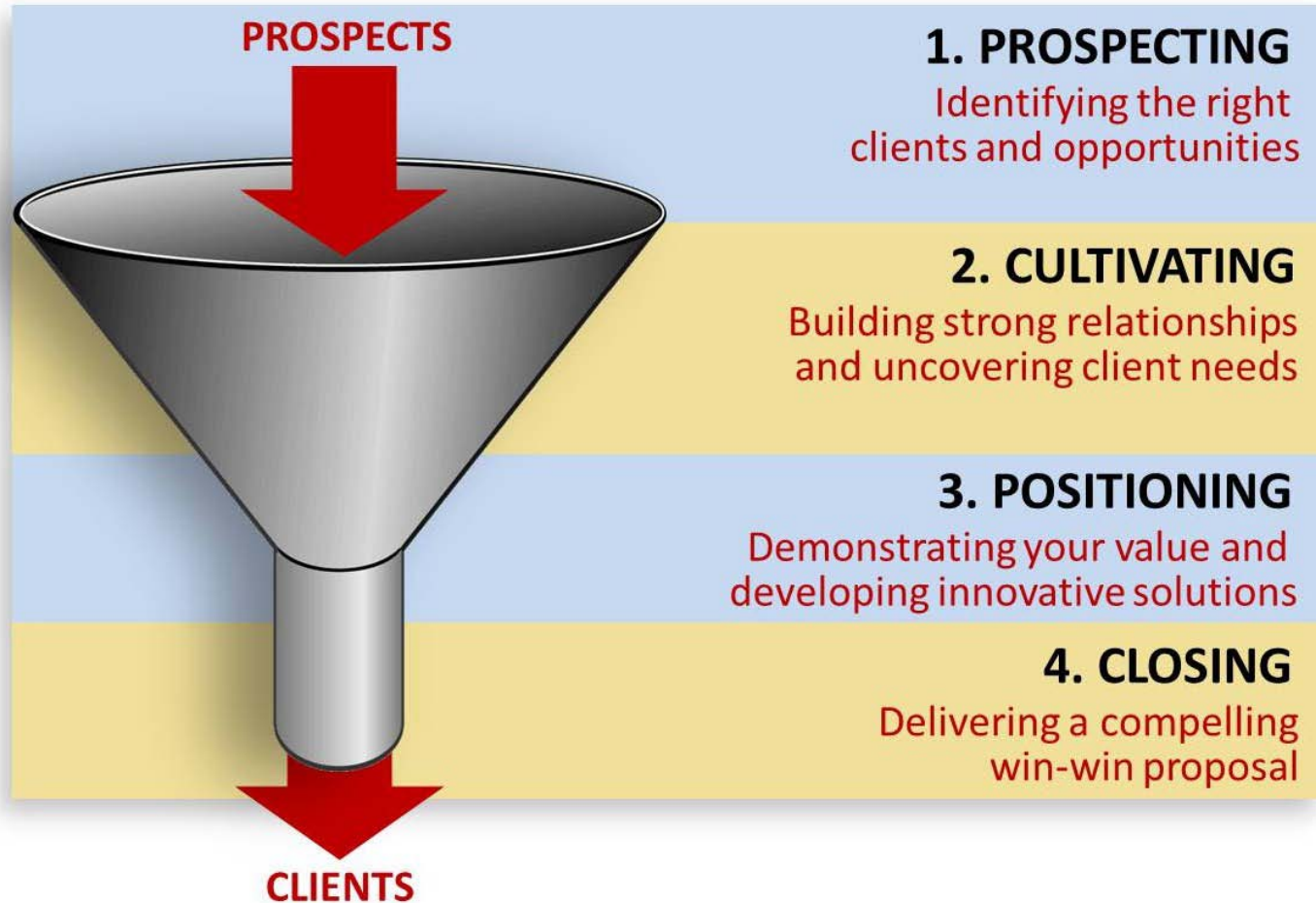
Purpose

- ▶ Create new sales leads
 - ▶ Pre-empt the competition
 - ▶ Ensure that you are not missing prospects
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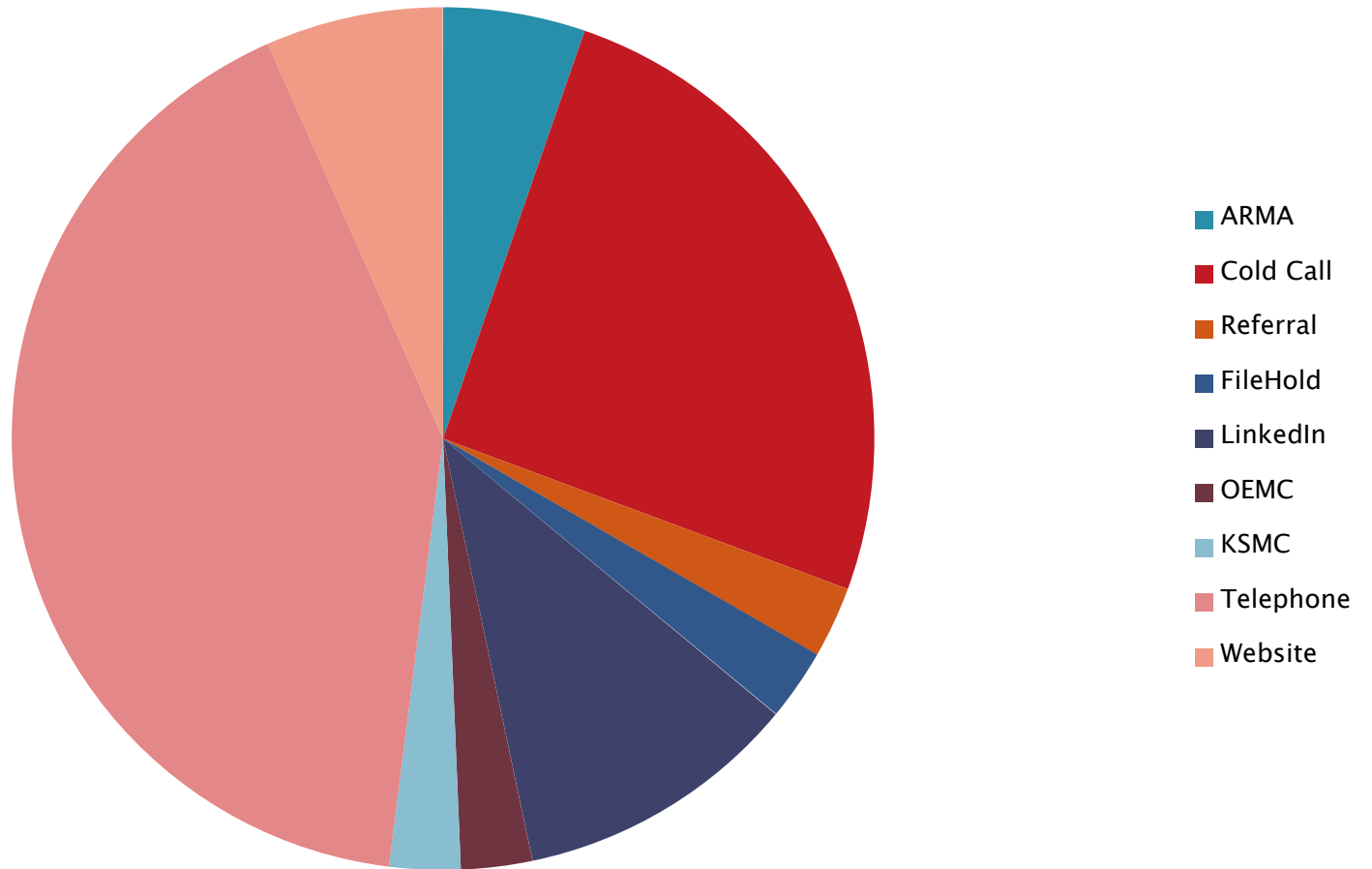
What is it?

- ▶ Some people think of Cold Calling as telephone marketing. I think of Cold Calling is physical, door to door marketing.
 - ▶ The cold calling that I do is B2B or B2G although it can also be used as B2P. B2P used to be common, everybody remembers the encyclopedia or vacuum cleaner salesmen. By the way, some of the best salespeople I have ever met came from this background.
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The Sales Funnel



Effectiveness

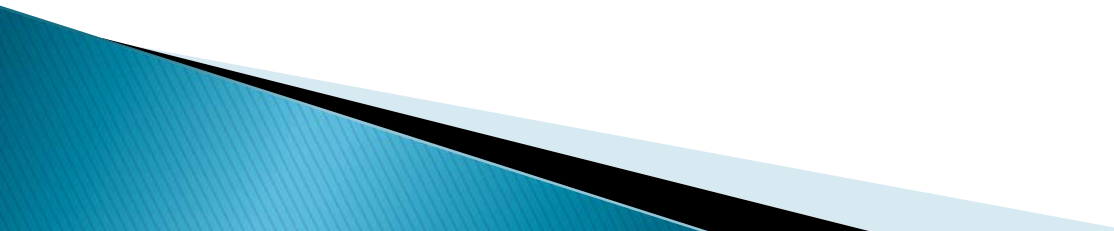


Don't be Shy – Be Confident



"Can I stress that this technique must only be used as a last resort."

The Process

- ▶ Be prepared, have business cards, a portfolio and possibly brochures to leave behind.
 - ▶ Dress appropriately, neat and tidy, suit not necessary.
 - ▶ Cold Call geographically, map your progress.
 - ▶ Make Cold Call.
 - ▶ Follow up on leads.
 - ▶ Track performance.
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The Script

Hi, my name is Marc Didemus and I'm with Image Advantage. We're a document scanning and archiving company (hand over business card). Who would I speak to here about the scanning of your paper records.

Keep it short and simple



The Script – B2C

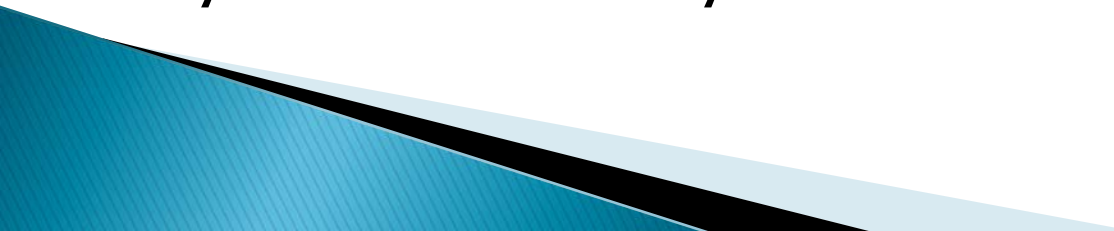
Perform this between 7PM and 8:30PM

“Hi, I’m Marc Didemus and I’m your local Remax representative. I’m just going around your neighborhood dropping off these flyers but instead of just dropping them in your mail box I thought I’d hand it to you personally if that’s OK. Great let me know if your ever thinking of selling your house” (*then stand there and shut up*).

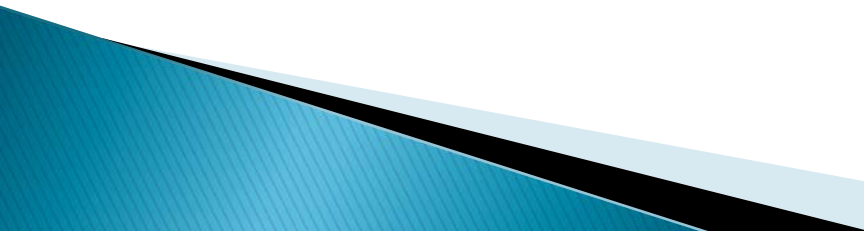
If they say they are thinking about it next year say “OK, do you mind if I get your contact info and I’ll touch base with you in 9 months”

If they say no say “Thank you” and walk away leaving your brochure.

Weather

- ▶ Nice sunny day in summer – get out and walk the downtown, get some exercise.
 - ▶ Drizzling, cold or light snow – cold call industrial parks and outer main roads, car to door and then back into car.
 - ▶ The only time you don't cold call is when the weather is so bad the customers will look at you and think your nuts.
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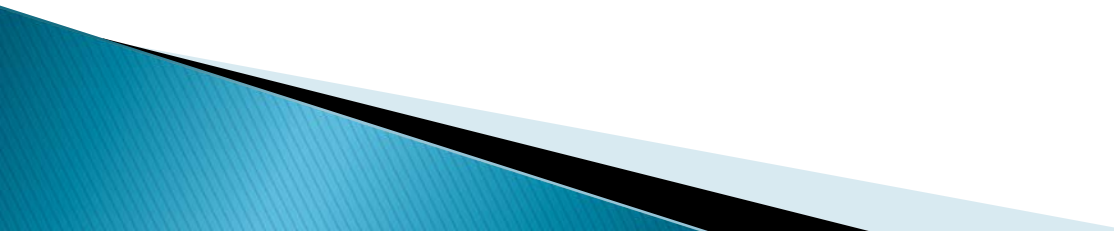
Some Thoughts

- ▶ It's not easy for most people. It gets easier with every call that you make.
 - ▶ It's a great feeling when it works.
 - ▶ It won't work 95% of the time. Don't worry about it. *Water off a duck.*
 - ▶ If there is a sign saying "No Solicitators" then respect that.
 - ▶ If somebody is rude to you, you can always just turn around and walk away. Don't punch them.
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Conclusion

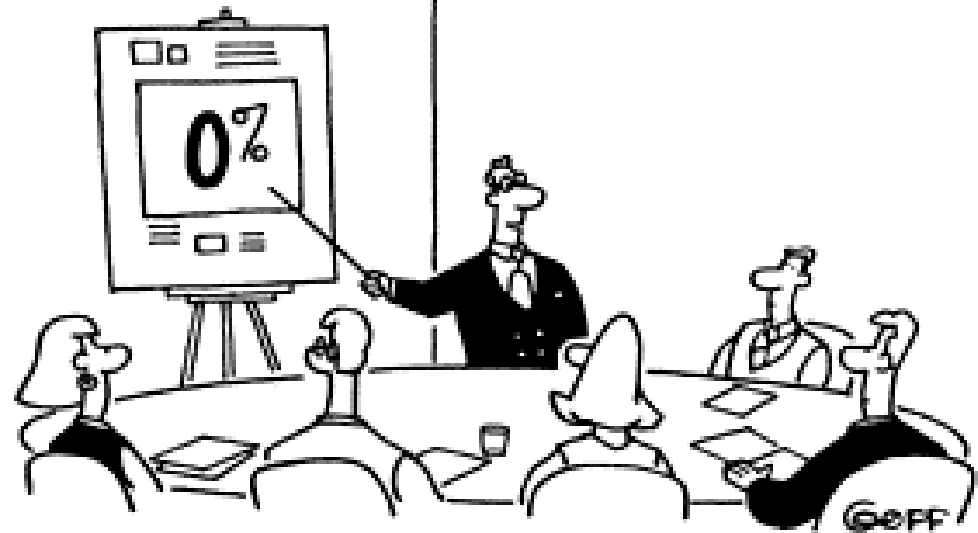
It seems to me like physical cold calling has become out-dated with social media marketing and other sophisticated (and easier) marketing techniques.

In my experience it is the most effective form of marketing for your time.



A Final Thought

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"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."