



Blog

Cold Calls: Hot Results

Heat up your
strategic
marketing plan
with targeted
cold-calling.

Five tips to fuel your cold-calling.

❶ Just thinking about cold-calling often strikes fear into hearts of the most battle-hardened marketing professionals; fear of the dreaded *click*. It takes a little self-talk (well, maybe a lot) to arrive at the belief that cold-calling is not nearly as painful as thumb-screw torture and, could actually be—fun. You converse with new people, learn about their companies, develop new contacts and land some business deals. So, try to—as the saying goes—*fake it 'til you make it* with the help of a direct mantra, “I love cold-calling. I love cold-calling. I love cold-calling.”

❷ Set a target number of cold calls you promise to make each day; 5, 10 or maybe even 20. Pick a number and stick with it.

❸ **The Elevator Speech.** It’s now time to develop your Elevator Speech: a “commercial” about you. The simple, succinct 30- to 60-second pitch—as short as an elevator ride—helps start a conversation. (You may find samples online under “Elevator Speech” and “Elevator Pitch.”)

“Hello Mary, I’m Brian Bradford from the XYZ Company. I am best known for transforming dry, often boring promotional materials into exciting, engaging marketing products including: print, video, radio, TV and events.”

❹ Rehearse the lines with a colleague or a friend or two (over the phone) as many times as needed to sound spontaneous. Maybe two friends so you don’t wear out just one. And welcome any suggestions.

⑤ Another kick-ass elevator speech can be as simple as telling a success story.

Our client Lockheed Martin was most unhappy with their newly-produced video and brought us onboard for a complete redo. My favorite comments from them upon completion: “We love your work,” and “This is just what we wanted!”

Even with the waves of social media relentlessly hitting the shores of online market, the cold call still heads the pack in lead generation. So, begin your cold-calling regime today with the words of comedian Lily Tomlin’s character Ernestine the Operator: “One ringy dingy, two ringy dingy...”