

What Makes a Cold Call a Cold Call?

A SALT Business Growth Sales Guide

The reason that most people object to receiving a cold call is that it is all too often a one-sided and selfish interaction that seems to be conducted almost purely for the benefit of the caller, rather than the recipient of the call.

(The irony is that the recipient of the call is often seen as a potential customer by the caller.)

There are very few people that enjoy receiving cold calls. In fact almost all of the business owners and decision-makers that I have spoken to dislike them intensely and see them as a nuisance. It's no different for people that receive cold calls at home.

What are the main characteristics that make a cold calls so annoying?

1. The call is uninvited with no prior agreement for it to occur. This may make it inconvenient.
2. The caller may not know your name or the name of the person that they would like to speak to. Many cold callers will insist on speaking with 'The Owner' or 'The Manager' without knowing the name of the person in those roles.
This is a reliable indication that the caller is about to waste your valuable time.
3. The caller will ask for lots of information that you may not feel comfortable giving to a complete stranger, especially if they committed error no.2 (above).
4. May be overly familiar, using your first name without invitation. This is used in place of any demonstration of why you may be able to trust them. Doesn't work.
5. The caller is often working to an obvious one-sided script and process that (unrealistically) relies on the passivity and total agreement of the recipient.
6. The purpose of the call is normally to get a 'decision-maker' to commit to an agreement, action or transaction that they are probably not considering or at all prepared for.
7. The caller will normally sound uncomfortable and inexperienced and unprepared for a real discussion.
8. Most calls offer very little identifiable reciprocation or value to the recipient.
9. Callers can often become flustered when they meet any resistance from the recipient.
10. Callers may show little or no regard for your preference to end the call without accepting their offer. Their insistence creates further buyer resistance.

Summary

- Uninvited
- Unprepared
- Uninformed
- Unequal
- Unrealistic
- Unpleasant
- Uncaring

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We can also show you how to effectively combat and overcome cold calls.