

I hate receiving cold calls, you know, the calls where someone unexpectedly calls you out of the blue in order to ask you ridiculous questions like:

Are you the owner?  
Can I speak to a manager of the business?  
What is the name of your director?  
What does your business do?  
What is the name of your company?  
Where are you based?  
Can I speak to the owner? What is his/her name?

These are the questions that they ask before trying to sell you something that you are not interested in. It makes my blood boil.

Why do these uninvited callers expect me to educate them just so that they can try to sell me something that I have expressed no interest in spending my money on?

To my mind, before someone makes an unsolicited call, they should have done their homework and should know the answers to these basic questions.

Otherwise a salesperson starts their interaction with you from a position of **complete and utter ignorance**. This is not a good look from the perspective of a 'potential customer'.

Most business owners that I speak to agree that the sign of a good sales person is someone who has done their homework and has taken the time to learn about their prospective customers and pre-qualify you as a potential new client.

**Anyone else is wasting your time and that is a service that nobody wants to buy.**

Some of the most annoying calls are those that misrepresent the nature of the call and insist on only speaking with the owner (who they are unable to name) because the call is 'very important' / 'absolutely urgent' / 'related to the company's finances' or other ambiguous, unsubstantiated and ultimately fabricated reason.

Some of these callers become frustrated that you would choose to withhold information until they can justify their reason for calling and ultimately end up insulting and alienating the person who has picked up their call. This person could easily be the owner that they profess to want to speak to.

Anyone who legitimately had an important or urgent matter that urgently required the attention of the business owner, would at least have the name of your company.

I have to be honest. I **DO** judge the quality of a company based upon the quality of their sales approach. After all, if the first impression that they choose to make is so lazy and uninformed, I have to ask the question "What will the rest of the relationship be like?"

Other questions that come immediately to mind are:

If this is the level of fore-thought that they give to gaining new customers, how much do they value the customers that they manage to gain?  
If they don't know what my company does or what it needs, how can they be sure that I need their product or service?  
How good will their service be?  
Is this approach an indication of the care, quality or pride that has been put into their products / services?

**Why** do we find unsolicited and uninformed calls so annoying? It has to be partly because the information that these cold-callers are missing is so easy to find.

Companies are registered. They have websites and online presence. Their owners and directors are listed and their employees normally have detailed online profiles. The information is readily available and most organisations are increasingly transparent and social.

Despite all of this being so easy and quick to find, someone who wants you to give them your money still randomly calls to ask these questions as part of their 'sales process'. That is plain lazy and **insulting** to the recipient of the cold call.

And this is where it gets worse. If the 'process' of making contact with a potential customer is handled so incompetently, what will the service be like?

How competent are their other departments?

Is the business run by somebody certifiable?

Will hiring this company be the biggest mistake that I can make?

Their first action has been to intentionally waste my time. Are they even a legitimate organisation?

Not all of these companies are bad organisations. Many are simply suffering from bad sales practices or a lack of proper sales training. These things are easily rectified with a bit of investment.

My advice to any organisation that is still engaged in cold calling is: Stop and learn how to sell rather than continue to alienate prospective customers.

You are doing your products or service no favours by representing them in such a shoddy way.

If you have no real belief in your offerings, do not waste anyone else's time with them. Fix them first, before making any calls.

Every prospective customer deserves the courtesy of a respectful, informed and competent sales approach.

If you can't manage that, then spare us (and yourselves) the wasted time and spare yourselves the embarrassment.



SALT Business Growth have many years of in-depth expertise in this area and can help to guide you through the process of gaining new paying customers through the execution of effective sales actions.

The high-performance methods that we demonstrate and train are ethical and designed to meet and exceed the expectations of potential customers.

While we are well-known for helping our customers to make more money, it is our ability to demonstrate and deliver these skills to our clients that marks us as true experts in the area of sales generation.

We ensure that each of our customers are equipped to create their own satisfied customers in both the quantity and quality that their business needs.

Learn how to create a comprehensive set of processes and procedures that produce volumes of happy customers, at will. Learn what goes into an effective and well-received sales call.

Become proficient in sales conversations and increase your level of new customers, income and profit.

This is all part of our mission at SALT to cut the high rates of SME business failure through directly increasing the ability for companies to become more successful.

Call us today to get started. 020 8873 0073.



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