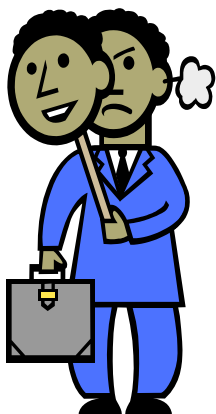


Your Cold-Calling Check list

What is a cold calling Check list? It is a check list of tools you can use to put your mindset into the cold call mode. Think about it. There are steps we take when we want to shift our focus to achieve different objectives. There is the nightly ritual we take prior to going to sleep. Steps we take to get ready for work. The steps we take prior to driving our car. Dare I say, consider the steps you take prior to going out on a date or a romantic evening. Our minds often need direction to assist it with staying focused and shifting gears. The following is a set of tools you can use to get your mind ready to make successful calls.

Mirror, Mirror on the Wall... – Mirror on Desk, Check



Mirror, mirror on the wall, who is the greatest cold caller of all. The first item to put on your check list is a mirror. That is correct. You want a small mirror you can place on your desk to look at while you make your calls. This mirror should be useful when making cold calls, presentations and the like. Use it whenever you are talking on the phone. Looking at yourself in a mirror is a quick way of getting your mental attention on you and how you see yourself in the moment. There is an old saying, **“when you feel happy, remember to tell your face.”** Sounding positive and upbeat is not just in your head but it also shows on your face. Try it and see for yourself. Consider the number of people who pass a mirror and suddenly stand straight, pull in the old gut. This is your chance to get clear before your next call.

There is another benefit to using a mirror. We are now in the age of Video. The habits you form while only being on phone calls may not play well on video. Sitting back, rolling your eyes, being distracted are traits that we think are hidden when we are on the phone. I can tell you that they are heard, but when using video they are both seen and magnified.

Paul Goner in his book “Red Hot Cold Calling” states the following:

“You should **place your mirror directly in front of you** and make certain that your hair is well groomed, that your clothes are neat and orderly, and that you sit up straight in your chair. This appearance check will make you sound powerful over the phone and help you to project confidence and conviction. When prospecting, you should never undo your tie, roll up your sleeves, slump in your chair, or put your feet up on the desk. All of these items will lessen the quality of your verbal image on the phone. I have a tendency to slump in my chair when I’m tired. One look in the mirror picks me right up. I continue with my calls and, more important, I project”

The age of showing up to a sales center dressed in ultra-casual clothing may be going the way of the dinosaurs. As companies compete to get the precious attention of customers who are already bombarded by a litany of emails, calls, LinkedIn and twitter messages, it is important to make the most out of your first time at bat. That moment of truth, when we reach a live Decision Maker and they say hello.



Mirror in place, check. ✓

So are we ready to handle our calls? Not so fast. We will need to take a few moments to develop a script. That is correct. We will need to consider how to handle the next steps by first building a script of possible responses to the following scenarios.

- Voicemail
- Wrong number
- Gatekeeper
- Contact Reached – Get the prospects Attention

We will use a script in the beginning to allow us to be prepared for how to respond. Overtime, you will need to evolve like any performer, from reading the script to being the character.

Build a script and then **practice your lines** as if you are **getting ready to do a play** or **audition for a roll in a movie**. That brings into focus the next item in your check list, Scopia recordings. You will want to use Scopia to record yourself reading your script. You will want to practice using Scopia until your script is not just words but reflect your authentic expression of those words.



Let's take a few moments to write the script using a standard template and then practicing it using Scopia. If you do not have Scopia, I highly recommend using a role play partner. You would want someone who is willing to be as honest with you as you would be to yourself.

Voicemail ✓

This is a great place to start when writing out your script and practicing it via Scopia or role-play. First of all, you will find that for the US, you will reach the main contacts voicemail or be sent to that voicemail for at least 20% or more of the calls you make when using an up to date call list.

By the way, reaching this point in your cold call efforts should be considered a small win. Consider the following factors associated with reaching a voicemail prompt:

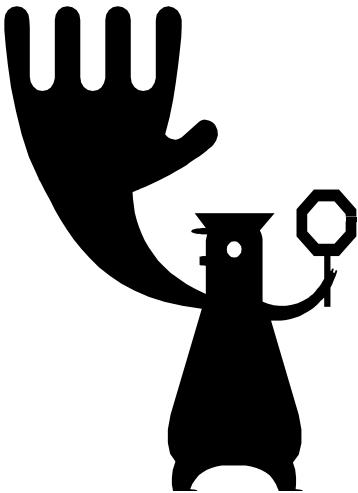
1. Validate Contact name and number – When you reach a voicemail message, you have the opportunity to check and validate the number you were attempting to reach when dialing to this contact.
2. Possibility for a call back – Assuming that your contact will listen to your voicemail, you have an opportunity to get them to call you back.
3. At the moment of truth – if your prospect does call you back you can take the call right to phase 1, get their attention
4. Call Back leaves message – if you do get a call back but missed the call, you have the opportunity to call back with leverage. You can let the Gatekeeper know that you are returning the prospects call which could get you an at bat.

Easiest Script Ever

Now here is the good news, writing out and practicing your voicemail script is the easiest script you will ever have to write. The first thing to know about leaving a voicemail message is the **primary purpose of leaving a voicemail. It is to get the prospect to call you back, which is the bullseye!** Too often callers think that they should leave a message that talks about the purpose of their call, the value of their company, the hope that a prospect will find it valuable and call back. Their message looks something like this....



"Hi, this is _____ calling from _____ and I am calling you to tell you about our new _____ which is adding value to the bottom line of businesses worldwide. I would like to find time on your schedule to _____ so that we can learn more about your business and see how this solution could help you or your organization....."



If you are leaving messages like this please Stop. That is not the reason for leaving a voicemail message. The purpose for leaving the message is to get a call back from your prospect.

We have found a best practice that is simple and works in this area. The practice was taught to the Avaya inside Sales team in Miami by BlitzMaster Inc. Once implemented, this simple practice yielded three times as many call backs during our blitzing efforts. Here are two examples you can use.

1. Hi, this is _____ calling from _____. Please give me a call back to discuss (insert a name). I can be reached at _____.
2. Hello, this is _____ calling from _____ in regards to (Insert name). please call me back at _____.

The name to insert is where you can get creative. **Here are some examples of inserts that work:**

Previous Company Contact

- Previous Account Manager in the Area
- Name of another customer you had success with
- Reference a current news report that links to your solution
- Reference a white paper that highlights the value of your solution
- Reference a network group or vertical association significant to the industry

What we find is that prospects, like many of us, are curious. They do what to know more, they do not want to be sold more. When they do return a call from the script above, that is a moment for you to be at Bat. More about that later, but do make sure you stay on top of your voicemail. The call backs will come.

One last tip, whenever possible place the name of your prospect following the words Hi or hello if you are certain of their name. Doing so adds a personal touch which suggests that you have them in mind.



Voicemail At Hand – Check ✓

- Write VM Script
- Practice Script
- Have Ready for Cold Calls

Wrong Number ✓

List used to make prospect calls vary in quality. The data presented on the list will become outdated overtime and sooner or later you are bound to reach a number where the contact is no longer there, or perhaps the number dialed is no longer valid.

If the number reaches an out of service number note that information and move on to the next name on your list. This is the best approach if you are dialing through say 30 or more calls in a designated period of time. You can identify the wrong numbers dialed at the end of your dialing campaign and decide to research them via the internet or through other means once your dialing is complete.



If you stop to do the research in that moment you risk losing momentum. This will cause the best prospecting caller to shift their focus from a desire to speak to decision makers to that of data hunting.

If you reach the wrong contact, use the wrong contact script to get past this moment. (See wrong contact script Appendix i)

If you reach a general number (operator or general voicemail line) we recommend that you hit zero to get to a live person. Once there, ask to speak to HR or personnel. Let them know that you are working on identifying the needs of upcoming projects and you need to speak to the head of IT.

Gatekeeper ✓

Establishing an effective relationship with the Gatekeeper and enrolling decision makers to take action are the two primary skill sets that determine the effectiveness of any Telesales, inside Sales or prospecting effort. Put another way, dialing into a list where we never reach a live person suggest that the list is not effective. However if we make 50 dials and reach a live person 30 times but only get to 1 or 2 decision makers that would suggest that we have to hone our skills in the area of getting through the Gatekeeper.

When a person is effective at getting through the gatekeeper we will typically see that they reach decision makers 20% of the time. In the example used above, out of 50 calls they will reach 10 decision makers. Depending on the time of day or month, results may vary, from 10% up to 25% of decision makers reached. What is important is that the person making prospect call is reaching decision makers and not getting stopped at the checkpoint.

The Basics

Step 1 – Write out you script

A summary of the key elements of a cold-call script follows:

1. Get the prospect's attention.
2. Introduce yourself.
3. State your reason for calling.

Avaya Inc. – Proprietary & Confidential. Use pursuant to the terms of your signed agreement or Avaya policy.

4. Ask a question.
5. Get the appointment.

Sample Scripts

Please note you are to use the scripts below as an outline to make your own personal script. You should practice using a mirror, role play or Scopio recording until you are comfortable using your scripts. **Also, please make sure they are at hand when making calls.**

It is also important to have a clear intention when making the calls. The intention is to reach a decision maker and to get an immediate win. That win is an appointment. It is an agreement to go to the next step which will include discovery and the possibility of uncovering a BANT qualify opportunity. It is possible to use the call to go through discovery and one should if the customer is open to a longer conversation. However keep in mind, often your call will be unexpected and you may have very little time to get the decision makers attention. Use that time wisely and quickly to get a personal commitment.

Get the prospects Attention open line script: The Introduction

1. Hello this is _____ calling from Avaya. We help companies (add value statement – see suggested samples below). The reason for my call is to set an appointment with you to learn more about your business to determine if there is an opportunity for us to work together. How does next ____ (Day) ____ at ____ (Hour) ____ work for you? Or would you prefer to take a few minutes now to consider how we can help your business?
2.
 - 2.1. Possible Value Statements
 - 2.1.1. Increase customer satisfaction and increase profitability (CIO, CMO, CEO, CFO, COO)
 - 2.1.2. to reduce network cost (CIO, COO, CFO)
 - 2.1.3. to more effectively use their organizations to drive revenue, reduce cost and improve customer loyalty(All C levels)

Handling Objections: Use the Three strikes and you're out rule

Once you have the DM on the line and you have introduced yourself, this is where the **rubber meets the road**. The fact that you started your introduction with a request for an appointment sets up the yes or no touch point. If the customer says yes, it is a done deal. If they say no, there will be an objection. We recommend that you script out responses to common objections. Also, we recommend that you **make at least 3 attempts to get the appointment**. If the solution you are providing truly can make a difference for this customer, then their objection really is there way of saying, they are not aware of that difference and they think you are trying to sell them on something. Your overcoming the objection is your way of saying; I know I can make a difference in your business it's worth your time to find out how.



1. All Set Objections: (i.e. we are a Cisco shop, we have a solution etc.)

- 1.1. Great, what solution are you using. Perfect, our solution will complement that solution and we can provide you with additional savings and productivity. Why don't we just get together next week _____ Day and Time) _____.

- 1.2. Great, what solution are you using. Perfect, our solution will complement that solution and may be able to provide you with some alternative pricing to offset cost. Why don't we just get together next week _____Day and Time) _____.
- 1.3. Great, if you had to rate your current vendor on a scale between 1 and 10, 10 being perfect how would you rate them? What's missing that would make them a 10? (Note: The difference in the rating i.e. too slow, too hard to do business with, not enough features etc., is the reason why we need to meet with the customer). Customer name, we can help you with that difference. Why don't we just get together next week _____Day and Time) _____.
- 2. I'm too busy (or I don't have time to talk)**
 - 2.1. My apologies for interrupting your day. Can we set up a time that is more convenient for you? How about next week _____(Date and Time)_____ - ____
- 3. Call me Back to set an appointment**
 - 3.1. Sounds good. Why don't we set up next week (date and time) as a tentative appointment and I will call you back to confirm?
- 4. Just send the information (no time to talk send me an email etc.)**
 - 4.1. Just send me the information so I can look at it later. I will get back to you if I am interested. I would be happy to do that but I need more information to know what to send you. Why don't we just get together next week _____Day and Time) _____.
- 5. We don't have any budget**
 - 5.1. I understand. This would be a perfect time to talk. We find it beneficial to discuss future needs and our solutions early in the process. We can assist you in finding the ROI that may justify the budgets needed to impact your company. Why don't we just get together next week _____Day and Time) _____.
- 6. We had a bad experience with Avaya**
 - 6.1. Very sorry to hear that. We have put a great deal of investment towards improving our quality, let's get together next week _____Day and Time) _____ to discuss how we can work together.
- 7. Catch all general objections**
 - 7.1. That is why we should get together to talk
 - 7.2. That is exactly why I am calling; let's just get together next week
 - 7.3. Got it (give them back their objection statement) then say, can we talk next week to discuss the objection?