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Is cold calling dead for modern sales reps?



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Cold Calling Is Dead: 15 New Prospecting Strategies Salespeople Should Use



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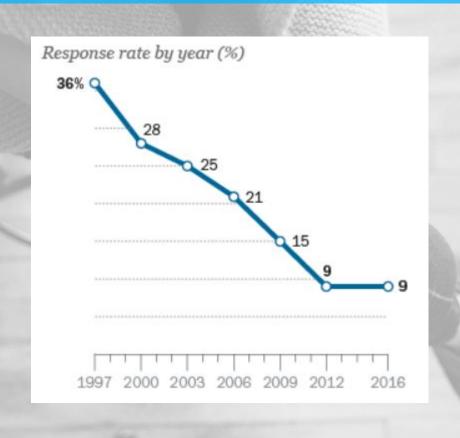
Cold calling used to be one of the best -- and only -- prospecting strategies salespeople could use.

Software v

Pricing



Let's Take a Look at the Data



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Average Age by Industry	CEO	CFO	CIO	смо	CHRO	C-Suite	
Consumer	58	53	47	50	55	53	
Energy	57	53	52	53	56	54	
Financial Services	60	54	52	53	56	54	
Industrials	58	53	54	53	55	55	
Life Sciences	59	54	51	54	56	55	
Professional Services	57	53	49	54	54	53	IIIIII
Technology	55	53	48	53	55	53	
Overall average age	58	53	51	52	55	54	











CAMPAIGN DETAILS EXAMPLE:

Touch	Day	Day of Week	Time	Type	Message	
1 1		Monday	6:00 AM	email	cold email 1	
2	3	Wednesday	6:00 AM	email	follow-up cold email 1	
3	5	Friday	4:00 PM	phone	voicemail 1	
4	5	Friday	4:15 PM	email	voicemail follow-up	
5	7	Sunday	3:00 PM	email	follow-up cold email 2	
6	9	Tuesday	9:00 AM	phone	voicemail 2	
7	9	Tuesday	9:15 AM	email voicemail follow-		
8	12	Friday	10:00 AM	email	email break-up email	