

Why Cold-Calling is not Dead

It's understandable why many professionals claim cold-calling is outdated and unnecessary. With the internet and social media platforms like LinkedIn, it's easier to do research and find your targeted prospects. In many ways, online marketing is a beneficial alternative and this gave more clout to the argument that cold-calling is on its way out. But, as eyeonsales.com has noted, cold-calling is still a very effective marketing tactic and it should not be neglected.

When you think about it, contacting your prospects only through online is limiting your options. Not everyone you want to reach will be active on social media. Emails are sometimes not sufficient. For the potential client, it may just look like another spam that's added to the long list of other unread emails. The blog post "[Cold Calling is not Dead,](#)" suggests that a phone call is more effective than ever because it's unexpected. With many marketing professionals resorting to emails and social media connections, you are making yourself memorable by picking up the phone.

Another disadvantage the above-mentioned blog post discusses is that with emails/social media/text messages, the "tone cues are non-existent." It's sometimes difficult to interpret tone and takes some effort to make sure there is no room for misunderstanding. With cold-calling, there are no confusions and both parties can get their points directly across.

Probably the biggest benefit to cold-calling is the chance to start a rapport. With email and social media exchanges, it takes time to correspond back and forth. But of course, that is not an issue with phone conversations. The difficult step is to dial that number. [An article from Globe and Mail](#) states that we dislike cold-calling because we don't want to intrude and we are afraid of rejection. But it is important to jump over that nerve-wracking hurdle to make any progress in sales.

Social media is no doubt a great marketing tactic to but that does not mean cold-calling is finished. Instead of choosing one over the other, try using both these approaches to meet the sales results you want.

Tags: cold-calling, marketing, sales