



Point of View

There's No Such Thing as a Warm Call

by Joanne S. Black

A rose is a rose. And a sales call is either cold or hot. No exceptions. Hot calls yield a fantastic rate of return, but unless your prospects know you, you're making a cold call. That is, unless you have a referral, the secret to never making another cold call.

Salespeople often delude themselves into thinking they're making "warm calls" when they:

- Call someone whose name came from a colleague or friend, who hasn't received an introduction. Cold!
- Call someone and then follow up with a letter. Cold!
- Call names from a list they purchased. Still cold!

And cold calls don't work – even though you think you avoid sounding like a telemarketer. It's a numbers game. If you make 100 dials, you talk to 20 people, schedule 10 appointments, and if you're lucky, close one new deal. That's a 1 percent return on your time. And in today's fast-paced business world and turbulent economy, there's no time to waste! A Southwest Airlines commercial several years ago offered a powerful reflection on the importance of personal connections in our technology-driven world:

Sixty-three percent of salespeople, 88 percent of whom work for companies that consider prospecting important, say cold calling is what they most dislike about their jobs, according to a survey by Huthwaite. Even so, buyers hate getting them even more. In fact:

- 91% never respond to an unsolicited inquiry,
- 71% find cold calls annoying,
- 88% will have nothing to do with cold callers, and
- 94% couldn't remember a single prospector or message they received during the last two years.

Cold calls don't work

– even though you think you avoid sounding like a telemarketer.



But why settle for the illusion of a “warm call?” Make only genuine hot ones? The definition of a hot call: When you obtain an introduction and the prospect expects your call. You shorten your sales cycle, increase your credibility, ace out the competition, and secure new clients more than 50 percent of the time! Why waste your time with any other prospecting strategy?

Here’s how to get HOT calls:

1. Make a list of everyone you know. (Use the worksheet below for inspiration.) Gather at least 100 names in your network – prime sources for referrals. Prioritize the list with the names of people you know best at the top.
2. Set a goal for how many people you contact each week—5 at a minimum. Arrange in-person meetings if at all possible.
3. Tell your referral sources you build your business through referrals and appreciate their help. Describe your ideal client and ask for one or two people who meet this description.
4. Find out as much as possible about the people and companies your referral sources suggest.
5. Then ask your referral source to introduce you – by phone, in person or via e-mail.

The definition of a hot call: When you obtain an introduction and the prospect expects your call.

Start thinking about how you spend your time and the type of payoff you want. Get HOT! Get that introduction!



Take the first step...

**Build a referral system that will leave your competition in the dust.
Call Joanne Black at No More Cold Calling™ NOW! 415-461-8763.**



Joanne S. Black

*Joanne Black is America's leading authority on referral selling and the author of **No More Cold Calling™ The Breakthrough System That Will Leave Your Competition in the Dust**, from Warner Business Books. She developed her No More Cold Calling practice in 1996 and now reaches thousands of people each year. Her Referral Selling System has increased the performance of many top companies including: California State Automobile Association, CCH Knowledge Point, Charles Schwab, Colliers International, KPMG, The Marlin Company, and The Mechanics Bank.*