



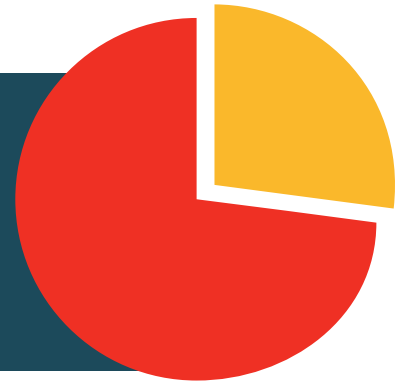
Five Vital Nutrients for Healthy Cold Calling



Even though many sales reps don't enjoy cold calling, it is still a quantifiable way to generate more leads.

Interactive conversations are critical to help gather information that can help with other marketing initiatives and move the sales process forward

Organizations that don't cold call experienced **42% less growth** than those who used the tactic.¹



1 Your list is your lifeline.

- ▲ Quality > Quantity
- ▲ Understand who the decision makers are – don't waste time calling the wrong people because that only takes away valuable time you could be setting meetings or closing deals
- ▲ Make sure you are targeting someone who could benefit from your product or service



2 Consistency is critical.

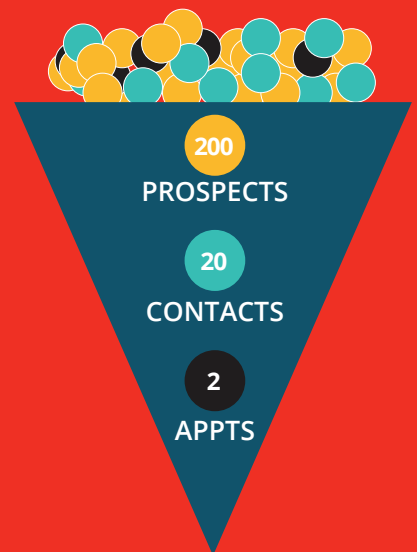
- ▲ Consistency will pay off when building your prospect pipeline
- ▲ Hold yourself to benchmarks
- ▲ It's a numbers game. If you only make 100 phone calls, you aren't going to see the same results if you make 4,000



To make 150-200 dials per week, it takes 7.5 hours of cold calling - MPI

Consistency is critical.

High growth organizations report an average of 16 touchpoints per prospect, with a 2-4 week span



3 Omnichannel outreach.

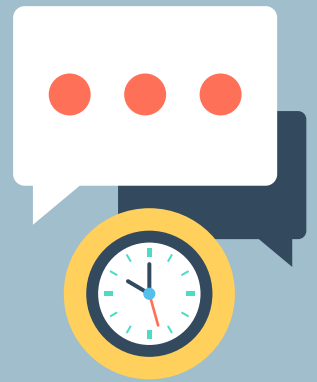
- ▲ Integrate initiatives – calling, email, direct mail, SEO, social media, and paid ads
- ▲ Outbound calling campaigns should have a cadence of calls + emails
- ▲ Omnichannel outreach generates brand awareness and integrity
- ▲ In order to have an effective lead generation strategy, cold calling should be just part of your outreach

Teams that use **4-6 channels** in multichannel outreach generate better response rates.³



4 Master your message.

- ▲ Tailor messaging to recipient
- ▲ Cold call = precursor to sales call
- ▲ Be direct and to the point. Include a hook in the first 5-10 seconds of the call
- ▲ Listen to recorded calls for improvement in messaging and delivery
- ▲ Ask open-ended questions to help qualify prospects, engage them in conversation, and address their pain points



An average successful cold call should last between **4-9 minutes** which is enough time to successfully engage and qualify prospects.⁴

5 Don't lose track.

- ▲ Following up can build trust and keep a business at top of mind
- ▲ Connect and engage with prospect and/or their company on social media, specifically on LinkedIn
- ▲ Use your CRM to set follow up tasks – whether short or long term depending on the prospect's current need

80% of prospects require a minimum of 5 follow-ups to convert to a customer giving up.

44% of sales reps will only follow up 1 time after an initial conversation before.



1- Crunchbase
2- <http://blog.zoominfo.com/how-to-increase-your-sales-productivity-stop-wasting-time-infographic/>
3- <https://quickmail.io/multi-channel-outreach>
4- <https://www.linkedin.com/pulse/how-long-should-cold-call-last-nancy-calabrese/>



Contact Us To Schedule Your Lead Generation Program Introduction!

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