

TACTICS TO QUICKLY LOCATE B2B SOFTWARE & SERVICE LEADS,

Section 1: Cold Calling – your pipeline's lifeblood

Overview

Outbound calling is the key to a healthy pipeline. One of the biggest hurdles most people face in this process is getting through to someone they can qualify. In this section we will overview 6 key tactics in account penetration that should increase anyone's calling effectiveness.

Cold Call on Every Call. Don't just call the existing contact names in your database. Instead, using a generic title, ask the company's receptionist for a new contact (a true cold-call). Or, get a new contact name from an on-line database. Either way; you must expand your footprint.

Hit "0". If you hit voicemail, leave a message and then hit "0" to return to the receptionist and cold call using a new title.

Tonality. This can be the hardest fundamental to master. I've worked with VPs of Sales and Marketing who could not perfect this one. Yet mastering this tactic is very important in cold calling. When asking a receptionist for a person by title, does your voice go up or down at the end of the request? The voice of an important person will go down. A sales rep's voice goes up. Down denotes power. Up denotes weakness. This may sound trivial, but to a receptionist it's a telltale sign of who is calling. Make sure your voice goes down when asking for people by title.

Call High & Low. You may need to sell at the C-level to close business, but getting through to a C-level contact on the 1st or 2nd call can be difficult. Relying on them to call you back from a voicemail is dangerous. Most C-level contacts receive so many "solution sell" phone calls, voice-mails and letters that they discard the majority of them immediately. To ensure you don't miss an opportunity, don't stop calling if you only leave voicemails for your C-level contacts. Call the VP of Finance, Controller, Operations VP/ Director, Manufacturing Mgr, Applications Manager, VP of Service, Warehouse Mgr, HR Dir, VP of Sales/ Marketing, IT Director, or anyone else you think of. Try to speak with someone directly on each call; even if it's just an assistant to the C-Level contact. **Correctly questioned, an assistant can tell you if their boss is looking (or would be interested) in your solution.** Of course, don't take a suspect off your list because a lower-level person tells you "no", but flag them if they say "yes".

VoiceMails. I won't discuss "solution voicemails". If you're an experienced sales person, I assume you know all about solution selling. On a tactical level, if you want someone to call you back, just say the following:

"James < the contact's name >, this is Rich. Give me a call. 619-563-3537".

Curiosity will generally win out. I would advise leaving a cell phone number that you can always answer.

"I heard this was..." After describing your solution, always tell the receptionist or a contact that you heard their company was looking into the type of solution you are selling. This is an effective tactic for getting, put though, getting callbacks, and for getting the correct information from a contact. People are more likely to assist you if they think you are calling for a legitimate reason.

Up-Coming Sections:

Section 2: **The Objective of the Call** – what's working in today's market

Section 3: **The Message** – refining your message & making it meaningful

Section 4: **Calling Metrics** – managing callers to what you want to achieve

Section 5: **Closing the Loop** - ensuing leads don't fall through the cracks