

How can we make cold calls “work” when we’re talking to someone we haven’t met, about something they may not need?

Well, it’s really simple we use SMART solutions to build rapport which leads to a business relationship.

First we look at how to relate to the prospect, rather than hoping they’ll relate to us and our solution. The key is keeping in mind there is no “I” in cold calling, when we approach a prospect with a question about what their needs, potential clients respond much more readily to the idea of talking with us. Look at the example of an advertising advisor below.

Example: Advertising

Advertising is a very good example. Typically, what most advertising sales advisors start with is an introduction. They talk about their advertising product or services that they offer.

But with our **SMART** problem solving approach, the question becomes, “**What does advertising solve for people?**” The first thought usually is that it gets people leads. It gets more branding.

Let’s go deeper than that. What do leads do for companies? Leads provide sales, right? So if I sell advertising, I might call and say, “**Maybe you can help me out for a second. I’m calling to see if your company is open to new ideas of generating leads for your business.**” This makes it easy for the prospect to reply, “What do you mean?” or “Tell me more.” And after that, the possibilities of your conversation are endless.

By targeting their issues you can create a conversation around and explain how your solution solves those problems -- in a conversation that is completely void of sales pressure -- prospects will share their truth with you. They’ll tell you whether solving the issue is a priority, whether they have the resources to commit to it, and everything else you need to know.

That’s the real shift in making cold calling relevant to their world and obtaining that all important appointment and sale.

The **SMART** way to do business

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