

Cold Outreach

Prospecting using the phone can still be productive. Guidelines to consider: 1. Businesses or organizations only (no consumers). 2. Main office numbers (no cell phones). 3. Reasonable hours.

Ideas

Around 90% of the time spent phone prospecting with voicemail. Don't despair; here's what to do the first time.

- Prepare a voicemail script you are comfortable with, sound authentic, and keep it handy.
- Be prepared; choose a topic you believe the prospective client would find relevant.

Leave a message like this one.

Hi Elaine. I'm Phil White with Mackinaw & Company. I'm calling because many small business owners do not entirely understand the (fill in your topic here).

I'm happy to jump on a call to discuss this. I'll share our view on these issues along with what we hear from our small business owner clients.

My direct line is 906.555.1212. I welcome your call.

Have a great day, Phil

Tip: Don't get discouraged. Cold calling may not feel fun, but it can produce results. Business owners and professionals are inundated with cold emails. A friendly voice looking to help them solve problems might be a welcome break.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit www.referralsafe.com/asktra frequently for new additions.