

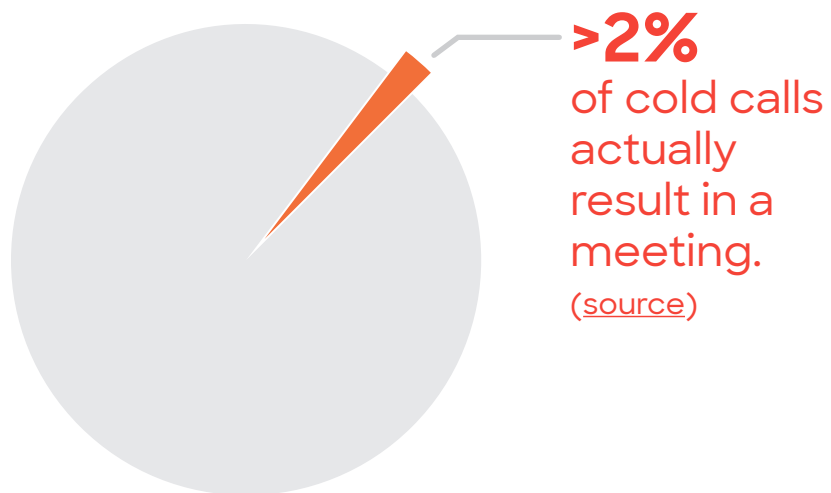


COLD CALLING TIPS & TRICKS



INTRODUCTION

In recent years, cold calling has become synonymous with rejection and failure. What was once central to B2B sales success, is now presumed obsolete by many. In fact, less than 2% of today's cold calls actually result in a meeting ([source](#)) and 63% of sales professionals say it is what they dislike most about their job ([source](#)).



While there has been research published to support this perception, there is also strong evidence which points to the contrary, highlighting the vitality of cold calling in the modern day B2B landscape.



So, what is the verdict?

The dreaded cold call still works. Sure, it can be painful at times but when using the right tools and tactics, cold calling is still an effective way to generate quality leads.

COLD CALLING STRATEGIES THAT WIN

Too often, sales reps are wasting time with unproductive prospecting practices and failed attempts to bypass gatekeepers. Fortunately, there are a number of ways in which sales reps can overcome these obstacles and generate more success from their cold calling efforts.





Set Your Schedule

Distractions are easy to come by on a B2B sales floor, therefore it is crucial to implement structure within your schedule. At the start of each week, map out your goals and set an agenda for each day. When the week comes to an end, compare your 'planned to actual' metrics. Use this schedule as a way to evaluate your productivity and devise a strategy for how you can improve upon these results in the coming week. Discipline and organization are fundamental characteristics of successful sales professionals.

Patience & Persistence

In 2007 it took an average of 3.68 cold call attempts to reach a prospect. Today, it takes 8 attempts ([source](#)). While research proves there is true value in persistence, 44% of sales professionals give up after only one follow-up attempt ([source](#)). Don't quit before the game is over. Consider the numbers and continue to follow up.



2007



TODAY



In 2007 it took an average of **3.68** cold call attempts to reach a prospect, today it takes **8** ([source](#)).

B2B buyers are 5x more likely to engage with sales professionals who are able to provide new insights about their business.

([source](#))



Do the Research

Great value can be derived from assembling the appropriate information before connecting with a prospect. B2B buyers are 5x more likely to engage with sales professionals who are able to provide new insights about their business ([source](#)). However, 82% of B2B decision makers think sales reps are unprepared for the conversation ([source](#)). As a result, only a small margin of sales reps actually make lasting and significant connections with their prospects.

The more prepared sales reps are for their calls, the more efficient the call will be. Research published by TOPO found companies that kept cold calls under 10 minutes produced the highest number of SQL leads ([source](#)). B2B buyers appreciate when sales reps are able to cut through the noise and get to the point.

Maximize the efficiency and effectiveness of your next cold call. Review the following points to ensure you have laid the groundwork for success:

- Is your contact a decision maker within the organization?
- Who are you talking to? Web mentions and employment and academic history are the best resources for connecting with a prospect on a personal level.
- What challenges is the organization facing? Can you speak directly to their pain points?

While manual research can prove to be tedious and time consuming, B2B contact data providers minimize the leg work involved in prospecting. By empowering sales reps with the information needed to identify, connect and engage with qualified prospects, B2B contact data providers enable sales teams to spend less time searching and more time connecting.



Timing is Key

Wednesday and Thursday have been proven to be the best days of the week for connecting with prospects on the phone. In addition, the hours between 4pm and 5pm have been reported as having the highest engagement rates of the day ([source](#)). Conversely, the hours between 11 am and 2pm have the lowest engagement rates, as many professionals step away from their desks for lunch during these hours ([source](#)).

Manage Your Mindset

The goal of a cold call is to engage a prospect and set up a meeting. It's about making that first connection, not closing the deal. Be confident and relaxed. Cut through the noise by getting to the point, staying on topic and being mindful of not only the words you use but the tone of the conversation.

WHEN IT COMES TO COMMUNICATION...

14%
words we use



86% tone

While on the phone, the words we actually use are only 14% of our communication; tone makes up for the other 86% ([source](#)).



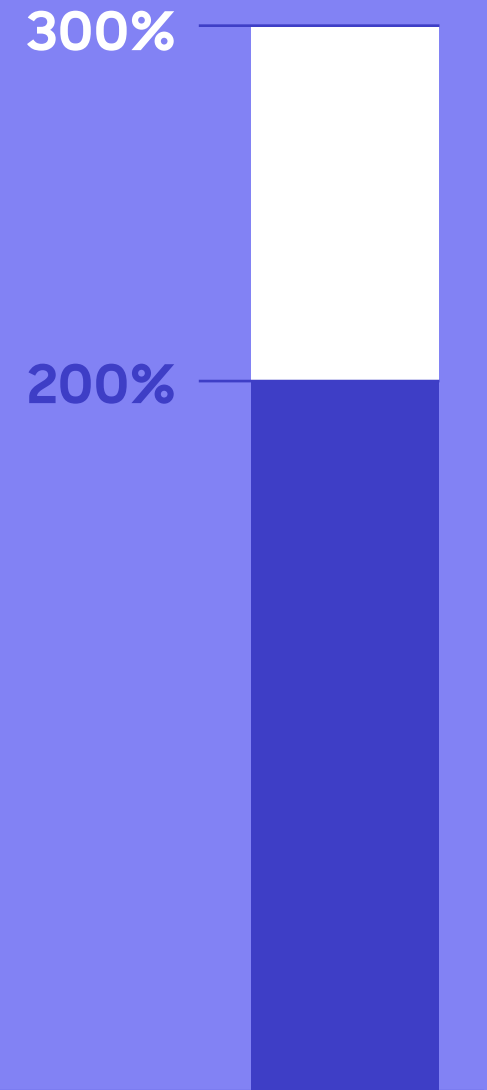
Request Feedback

Practice makes perfect. Your sales stack likely includes technologies that allow you to record your calls. Utilize these features and ask management and colleagues to listen to your recordings and provide feedback. If you do not have access to these technologies, leave voicemails for your coworkers or run through practice calls a few times per week.

Adopt Auto-Dialing Technologies

Auto-dialers support sales reps by eliminating a number of manual and redundant tasks. These technologies not only automate the dialing process but also commonly include features which allow sales reps to leave previously recorded messages. When considering that a team of 50 sales reps will spend 1,277 hours leaving voicemails, over the course of one month, it is easy to understand how auto-dialing technologies can make a substantial difference in the productivity of a sales floor ([source](#)).

It's important to note, that in order to maximize the efficiency and effectiveness of auto-dialing tools, they must be complimented with accurate data and direct dials.



Auto-dialers can increase your talk time by as much as 200-300% (source).



Use Direct Dials

By acting as barriers between sales reps and their targeted prospects, gatekeepers often have a stagnant effect on the cold calling process. In turn, only 52% of sales professionals feel they are effective at accessing key players ([source](#)). However, with access to direct dials, gatekeepers are no longer a cause for concern and the chances of connecting with a prospect are greatly increased.

Direct dials alone won't make you a better salesperson but they will increase your connect rate, giving you ample opportunity to access and engage key players. With direct dials, sales reps are 147% more likely to connect with a prospect at the VP level ([source](#)) and 46% more likely to connect with a prospect at the director level ([source](#)).

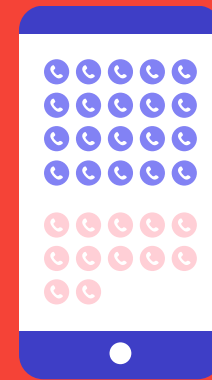


24 MINUTES



5 MINUTES

When dialing switchboard #'s it takes **24** minutes to connect, with direct dials, it takes only **5** minutes ([source](#)).



When dialing switchboard #'s it takes **20** dials to connect with 1 prospect, with direct dials it takes **12** dials to connect to a prospect ([source](#)).

Spend More Time Selling

Partner with ZoomInfo to proactively uncover new opportunities and spend more time doing what you do best: selling.

ZoomInfo, the world's most comprehensive B2B database, was recently awarded a 2019 Top Rated Badge in the Sales Intelligence Software category by TrustRadius, the most trusted research platform for technology buyers.

ZoomInfo's Growth Acceleration Platform offers the most accurate and actionable B2B contact and company data to help organizations accelerate growth and profitability. The continuously updated database enables sales teams to improve sales prospecting efforts with access to on demand direct dial phone numbers, email addresses, and background information.

“

What's most compelling is the emotional boost that a rep gets when they pick up the phone and they know they have a chance at talking to someone. Being excited to make phone calls and knowing you have a chance-that is an immeasurable impact on company culture and moral.

Mark Kosoglow
VP Sales, Outreach

With over 80% of the contacts having direct dials, ZoomInfo has helped our sales productivity and empowered our reps to reach out to more leads than ever before.

Will Dhanasunthorn
Head of Sales Development, Geopointe

Start hitting your number with ZoomInfo.

Visit www.zoominfo.com or call 866-904-9666 to find out how.

