

# 3 Sizzling Ways to Warm Up Your Cold Calls



## OVERVIEW

Did you know that the average sales rep still makes 52 calls a day? ([source](#)). Regardless of what you think, and contrary to popular rhetoric, cold calling is still a thing.

But think about it – is the current cold calling process really so “cold?” In our age of information accessibility, sales reps are more knowledgeable than ever when it comes to their prospects, begging the question: are today's cold calls actually the warm calls of yesterday?

We're often advised to live in the moment. And as of today, cold calls are alive and kicking, so let's make the best of 'em with some much-needed heat to our cold calls, using three proven hacks that work. Finish this quick read and feel:

- ✔ Confident about the prospects you're calling
- ✔ Prepared to sell using (seriously) valuable and new information
- ✔ Ready to keep the conversation going to prevent the sale from going dark





30-70%

Sales reps continue to experience data decay rates of 30-70% per year as prospects move between jobs, companies change location, and phone numbers and email addresses change.

[\(source\)](#)

## COLD CALLING HACK #1

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### Rely on the Right Data to Reach Your Contacts and Increase Sales Productivity

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Today's B2B selling landscape is bustling with useful data that's made increasingly more accessible through CRM and sales automation tools. But, regardless of escalating potential, we're not yet quite living in our ideal sales scenario. In 2007 it took an average of 3.68 cold call attempts to reach a prospect, today it takes 8 attempts ([source](#)).

At the same time, persistent data hiccups aside, cold calls persist to make positive headway. To the point, 78% of decision-makers have taken an appointment or attended an event as the result of an email or cold call ([source](#)). Conflicting much? You bet. So let's hack the heck out of this predicament.



When dialing a list of switchboard numbers, it takes **17 dials** to connect with one prospect and around **22 minutes...**



When dialing a list of direct lines, it takes **12 dials** to connect with one prospect and around **5 minutes.**

## COLD CALLING HACK #1

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### Rely on the Right Data to Reach Your Contacts and Increase Sales Productivity

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**The Hack:** *Access up-to-date, direct dials for the productivity win.*

When done right (aka served up warm), cold calls do work. With direct dials in your sales arsenal, you're reaching more of the right contacts faster, and using the time otherwise wasted on calling the wrong number wisely: calling more reachable contacts.

When dialing a list of switchboard numbers, it takes 17 dials to connect with one prospect and around 22 minutes. When dialing a list of direct lines, it takes 12 dials to connect with one prospect and around 5 minutes. So what? This increase in productivity results in twice the number of meetings booked. With access to direct dials, you're ready to make the pitch. Or are you?



95%

95% of buyers choose a solution provider that provides them with ample content to help navigate through each stage of the buying process.

[\(source\)](#)

## COLD CALLING HACK #2

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### Serve Your Cold Call on a Hot Platter of Prospect Information

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To be a sales star, we know that direct dials are imperative for reaching someone that matters to you faster, for getting you an audition with the right contact or decision maker; but the rest – landing the part – takes something else. In the world of sales, landing the deal takes a mix of drive, charisma and (selling) smarts.

**The Hack:** *Do your homework to ace your prospect's background information test.*

Beware of information overload. No matter what persona your buyer fits into, they're only human – and their attention span is short. With the average person picking up their phone more than 1,500 times a week ([source](#)), it's critical to feed your prospect only relevant bits of information.

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*It's time now for B2B companies to take notice of this opportunity and look just as closely at their prospects' and customers' technology stacks. Everything from their office productivity and project management tools to their CRM and Marketing Automation systems can inform your go-to-market strategies and messages. You may even identify the next emerging role you should be selling to.*

[\(source\)](#)

## COLD CALLING HACK #2

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### Serve Your Cold Call on a Hot Platter of Prospect Information

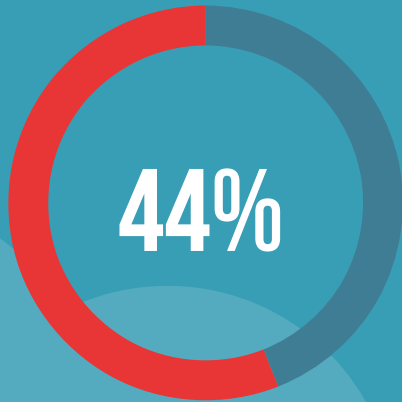
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Of course, it goes without saying that having the right customer data to fuel your talking points requires conducting sufficient buyer persona research beforehand. Once on the call, use what you've gathered in your research and select three major points of value and focus on them. Don't open the process up to a much longer sales cycle if you can prevent it.

**Don't forget to get technographic, too.** In addition to knowing all that's virtually applicable to your contact and account, in today's day and age governed by applications and systems, it's just as vital to establish the technographic makeup of your customer to help determine if your solution is a fit.

Technographics pave the way for a shortcut to a discussion of specifics (SaaS capabilities, budget, future needs, and more) with your customer. By knowing which platform your prospect is currently using, evaluating, or discarding, you're primed to ask the right questions early on and lead the way to a more fruitful conversation.

Okay, you've made it. The call was a success – and your pitch seemed to have received a warm welcome. Or did it?



44% of salespeople give up after one follow-up. 80% of sales require five follow-ups.

[\(source\)](#)

## COLD CALLING HACK #3

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### Unfreeze the waiting game with an alternative touchpoint

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Following the call, there's the possibility of a deal in the works. Then, nada, zip, zilch, zero. The sale goes dark. What happens next is just important at the cold call itself.

The sound of silence may linger for a number of reasons: the prospect doesn't have an update, the deal is in legal or procurement, the contact is waiting on a decision maker, etc. Many deals end up stuck in this stationary state of sales. Similarly, many reps (often wisely) refrain from making contact again for fear of becoming a nuisance and vexing the prospect.

At the same time, one never knows where such stagnation may lead – and one of the possibilities is always a lost deal due to, you go it, inaction.

**The Hack:** *Reach out elsewhere, and to someone else.*

To better protect yourself from the risk of loss, stop reaching out with the dreaded check-in when your gut tells you it's pointless. Instead, establish a LinkedIn connection with your prospect at the right time. A nod on LinkedIn is easy and subtle. It's also personal.



## COLD CALLING HACK #3

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### Unfreeze the waiting game with an alternative touchpoint

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As the next step, **switch it up**. Reach out to someone with a different title, maybe a title that's more senior (i.e., a manager or director) and ask him or her to follow up with your contact on behalf of you. When other methods fail to activate a response, the helping rep or manager can be key to releasing the deal from stagnation. Try using a version of the following intro:

*"Hello X, I understand you've been working with John Smith on my team...It would mean a great deal to John if we could get this deal back on track."*

Keep it friendly and casual. All the while, make sure you're not coming off as overly aggressive or pushy by adding an out clause note to your message:

*"If the timing isn't right...we're happy to have this conversation at a later time."*

This exchange humanizes the entire experience and lets the prospect know their time is valued regardless of what takes place down the line.



## CONCLUSION

By using the workflows presented in this eBook, you're better prepared to save time by reaching the right contacts with direct dials, provide only valuable (and interesting) information to a prospect on the call, and turn your cold call into a real sale.

### **It's time to spend more time selling**

ZoomInfo is the world's most comprehensive B2B database, 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.

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*“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

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*“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

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