



Checklist for “Starting a Conversation from Cold”

- 1.** Do you have a “valid business reason” to make contact with this person?
If not, go to the web, company website or “google” the individual. If they are a prospective career contact, can you do any further tele-research on them?
- 2.** If you were in their shoes, would you listen to you?
Would there be real interest? If not, what do you need to change in your proposed approach that would create the necessary level of interest? From your research, how can you link your world with theirs?
- 3.** Have you mentally prepared this call?
Have you run the call a couple of times “in your head”? Does it sound, feel right?
- 4.** Are you in the right state to make this call right now?
If not, change your state and then make the call. eg stand up, move around and take ten deep breaths if necessary.
- 5.** Do you “sound” right?
Remember, your state is critical as it will affect how you sound and this in turn, will affect the quality of the outcomes you get. This is because the main impact of any telephone conversation is based, not so much on what you say but how you say it. In fact, your delivery of your call can affect up to 70% of the impact of the call. In your world, this means more conversions to new career opportunities, work projects or new business. Think in terms of “feel, sound, new opportunities!”
- 6.** Do you mirror the “tone” of the person who answers?
Assess the tone of the person you are calling as soon as they answer the phone and respond accordingly.
- 7.** Are you prepared to “back off”?
If you hear negative tones, back off and arrange to speak at a later date, preferably with a telephone meeting, if you feel they are a worthy career contact/prospective client. If there are strong negative tones, you can say “would you like me to go away”! This will often bring the person round, so at least you can arrange to speak at another time.
- 8.** Do you request a “telephone meeting” rather than a telephone call?
When you get “another time”, frame this as a “telephone meeting”, this is a formal 10 -15min slot in their diary with an agenda. In this way you can elevate the agreed call-back above “just another telephone call,” which can be easily postponed or at worst ignored. Reconfirm directly with them or their PA the day before as if it were a face to face meeting.



- 9.** Do you create allies out of Personal Assistants?
If you come across a PA, immediately make her your ally. Let her be your guide to when it is a good time to speak to the executive to set up your telephone meeting. By matching her world of being the “gate-keeper” she will in time transform into being your “gate-opener.”
- 10.** Do you create benchmarks and track your performance?
Constantly assess your performance in terms of
1. How many calls you need to make to get your desired outcome and
 2. What is working and what is not, so you can do more of what works and less of what doesn't! In this way you can build your model of excellence so the whole process becomes easier over time.
- 11.** Are you ready to persist?
As well as constantly being aware of your delivery, remember rejection is part of the process. Research in the sales environment shows that you may need to speak to a prospective client on average 6 times before they will say “yes”. So if you know this, getting a number of “no's” means that you are closer to a “yes”. It has also been shown that the sales people/business developers who continue to make the calls, take the lion's share of the business. So, if your research shows they are a worthy prospective client or employer, keep calling!
- 12.** Do you ask for referrals; the right way?
When asking for referrals, ask for 2 -3 rather than 1 or 2, in this way you are likely to get twice as many. Research has shown, that on average, people will give the lower number, so start with the higher numbers!

About Teleopen Ltd and David Festenstein

David, Managing Director of Teleopen LTD, offers training, consulting and coaching to the telesales and telemarketing professional. With over 20 years of experience using the telephone to develop business for organisations like Cap Gemini and ABT Corporation; David brings a unique approach based on solid research rather than “spray & prey” to open the door to senior executives. David says, “Don't call, create conversations from cold instead.” The result; more leads, shorter sales cycles and bigger deals.

David works one on one with clients and is the creator of the **Teleopen Way**, a desktop based eLearning programme that shows his clients how to turn the telephone into a powerful business development tool.

Visit www.Telesales.co.uk, call +44 1923 663275 or email info@teleopen.com for details on how David and Teleopen can improve your telesales efforts.