Cold Calling Tips

1. Avoid calling on a Monday – people are recovering from the weekend and usually have many things they need to sort out at the beginning of the week
2. Avoid Friday too – people are eager to get home and with it being the last day of the week, they can’t be bothered to think about anything other than the weekend
3. Tuesdays to Thursdays are best – 8-9am and 5-6pm when you catch managers and decision makers and avoid gatekeepers
4. Always do your homework with cold calling – check out their website beforehand and see which areas need improving
5. Keep a record of who you are calling and if someone is interested, then always follow up
6. Don’t pester people – people are busy and if they show an interest, don’t keep ringing as it puts them off. Give them what they need, then follow up with a call and at the most, send an email out a week after your follow up
7. Add these people to your list and send out marketing tips every week
8. Never send your clips of work to them – instead point them to your website
9. Work in a systematic way by approaching one group of people in an industry first
10. Work in batches of 20 – this usually takes an hour to ring, and if you include the time taken to check their website and make notes and email, add on an extra hour

Things to check before ringing:

* Is web content engaging?
* Is there a benefit driven headline?
* Does the content sell you their benefits?
* What page on Google are they on?
* Do they have a lead generation system in place?
* Have they a Facebook fanpage?
* Have they got a LinkedIn profile?

Just a few things you can talk about!