



# COLD CALL LIKE A BOSS

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## Module 1

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Welcome to your sales prospecting workshop – **Cold Call Like a Boss!** Designed specifically to give you the tools, techniques, and skills for making quality sales calls in the modern world.

We are all living through a crazy period in history and from a business perspective the effect on the global economy cannot be underestimated.

When anything effects the economy, from recession through to Brexit, a dive in the stock market or a global pandemic, one thing is certain, **those who can sell can strive**. This is the time for filling your sales pipeline, reaching out to new prospects, and taking huge levels of action to generate revenue.

The Cold Call Like a Boss online workshop is here to help with constructing a contemporary, pro-active approach to new business generation, utilizing a conversation first approach and the number one sales tool – the phone.

I will help you refresh your current sales abilities and add some new ideas, approaches and language to help you smash your target, make that commission and come out fighting.

Trying new things can sometimes be a bit daunting, you may question what you are doing, and some may not agree with you. Well, let's start a **REVOLUTION**, create **AMAZING RESULTS**, and remember - ***“Don't tell me the sky's the limit when we have put a man on the moon!”***

Do great things,

A handwritten signature in black ink, consisting of a large, stylized initial 'C' followed by a horizontal line extending to the right.

Chris Dawson



<b>Date</b>
<b>Name</b>
<b>To review on</b>
<b>To review with</b>

<i>What I know I need to work on</i>	
<i>What I've learnt</i>	
<i>What I'm going to do after this session</i>	

<i>Who's help do I need?</i>	
<i>What tools do I need?</i>	
<i>How will I know when I've achieved what I want?</i>	

**If this course was a success for you, what will you be able to do in three months' time that you cannot do now?**

**Why interrupt someone's day when I could just send an email?**



**If you had to call a client to tell them that their delivery was going to be *early* that day –**

- *Would it worry you?*
- *Would you feel anxious about interrupting them?*

**You have received a parcel at your office/home that was meant to be delivered to a different company. You need to call that company to say you've received their parcel by mistake, and could you drop it off for them –**

- *Would you hesitate in calling them? How would you sound on that call?*

**You have been running a recruitment drive for your company and you've decided on two new candidates, and you want to offer them the job. You know they are both currently on holiday with their families. You have their mobile number, and you must call them to let them know they have got the job!**

- *Would you interrupt them on holiday?*
- *Would you get to the point on the call? How would you sound?*

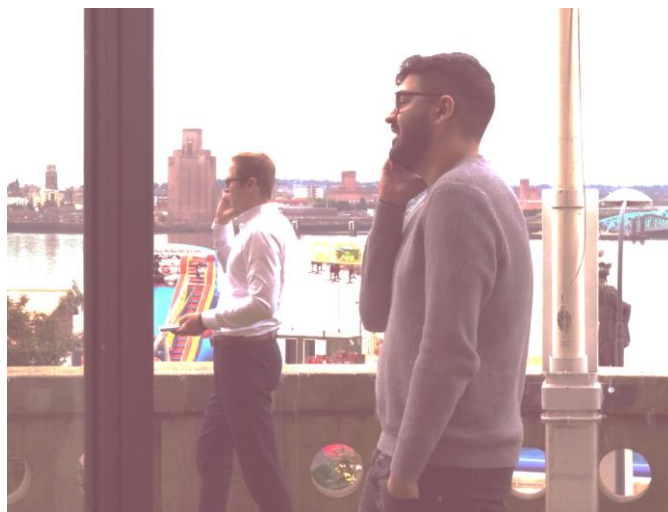
**You have found a company that could be struggling with an issue that affects their sector. It is maybe costing them time, money, and possibly sleepless nights. The company that you work for has an amazing solution that would help them straight away. You are curious to check if they definitely have that problem and hope you can help them.**

- *How do you feel making that call?*
- *How would you sound?*
- *What would you want to achieve from calling them?*

Phone fright and the belief that sales calls don't work comes from having a shitty reason for calling. It comes from not believing in your solutions, not preparing to make your calls properly and making calls all about *you* instead of about the issues your prospect maybe facing.

## Get ready to

# Cold Call Like a Boss!



## ***One way and two-way communications***

One-way	Two-way
<ul style="list-style-type: none"><li>• Email</li><li>• Social media posting and commenting</li><li>• Voice Mail</li><li>• Chunky mail</li><li>• Direct Message</li><li>• Text message</li></ul>	<ul style="list-style-type: none"><li>• Telephone</li><li>• In-person meeting</li><li>• Video call</li><li>• Live chat</li></ul>

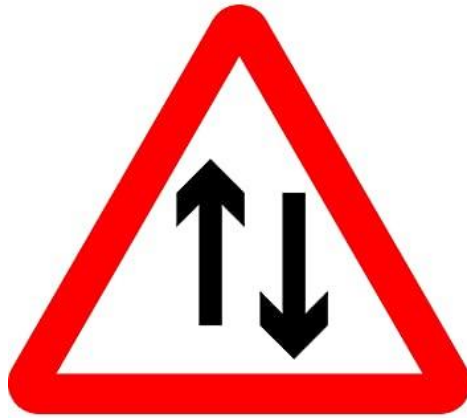


### ***One-way communication***

Any communication that is one way is not a sales communication – it is at best marketing.

Once you've sent an email, written a comment online, posted a letter or left a voicemail, you've lost control of the narrative. Your message is open to interpretation, misinterpretation and the receiver always has the option to not reply or engage. One-way 'sales' communication is always a high-risk business when trying to achieve results.

The advantage to one-way communication is that through technology you can send your message to a much wider audience. Mass mailing, group emails, LinkedIn posts, a video on FB, online forums or webinars, can all show your message to a large audience who 'may' need your services. However, now they know about you if you stay in one-way communication, you're leaving the next steps up to *them*, and 'hoping' they'll take action. **Hope is not a sales strategy.**



## ***Two-way communication***

In two-way communication you have control, the feedback is immediate, you can create emotion, correct interpretations, and move a sale forward *or* qualify out of your sales funnel. When generating business using two-way communication you are talking ‘with’ and ‘listening to’ the prospect. You uncover needs, handle objections and build trust. You can ask for next steps, hear when you’re being messed about and control time scales.

More frequently people are turning to one-way communication to sell because you don’t hear a prospect’s objections, you don’t *feel* the rejection and you don’t receive the feedback when you do a bad job. None of this means the rejection and ill feeling isn’t there, you’re just sheltered from it in a safe bubble. You’re also sheltered from generating sales results.

## ***Phone first sales strategy***

The goal of any outreach is to have a *conversation* and explore if you are a fit with the prospect you ‘suspect’ you could work well with. Using the phone first skips many steps in the outreach process and takes you straight to the conversation.

- It’s direct.
- It saves time.
- It often uncovers possibilities otherwise unknown as you have an actual conversation.
- You’re ahead of your competition who are hiding behind mass emails.
- It is a skill that is valuable in all sectors.
- *You* are more valuable as a salesperson who is skilled at the hardest part of sales.
- It can save a business that is in trouble and accelerate a business that is growing.
- You can create business from nothing simply using a phone and your mouth.
- Creating and KEEPING the top of the sales funnel filled with prospective business is a cure all for business.
- It is sales alchemy!



## The four pillars of sales



- 1. People don't buy what you sell – they buy what they are left with after they've bought it from you.**

(Are you discussing the aftereffects of working with Lightfoot?)

- 2. People don't care about you or your products – they care about themselves and their problems, challenges and desires.**

(Are you discussing what the prospect cares about? – You only use 20% of your Smart Phone and that's the stuff that's important to *you*.)

- 3. People make buying decisions based on emotion – then they back up their decision with logic.**

(Are you showing up and throwing up facts, or are you helping your customer feel what it would be like to work with you, have their issues supported and challenges *listened to* and solved for them?)

- 4. People don't specifically buy off people they like – they buy off people they trust.**

(You probably love your best friend; would you do business with them? Do your prospects trust in you enough to not ask about what they're buying? Would they 100% trust your decisions on their budget?)

**'Don't be the person they expect you to be'**

**What do your prospects care about?**

**How do you know?**

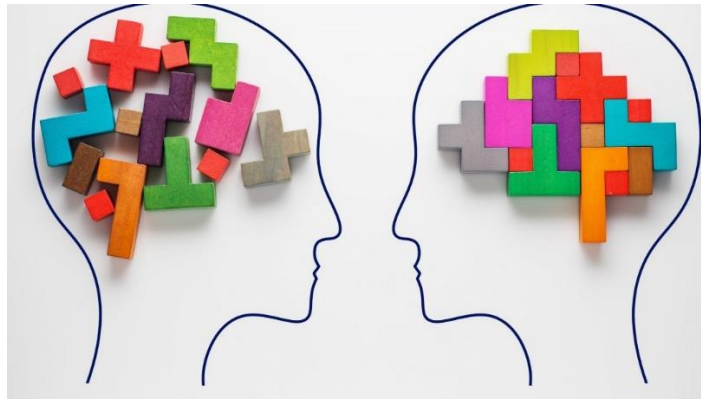
**What other businesses have you worked with that cared about the same things?**

**What are the aftereffects of buying off of you?**

**What challenges are currently affecting the sectors you work with?**

**What challenges *always* affect the sectors you work with?**

## It starts with mindset



1. **You're an equal to your prospect** – when we talk to prospect's we must view them as a complete equal. This means no subservient language, no domineering language, and the belief that you also have the right to walk away if the deal isn't fair to both parties.
2. **You are looking to find a fit, not a sale** – When we focus on a sale we develop commission breath, rush the process and miss fantastic opportunities. When we purely focus on a sale, we become adversarial in our approach and hear and see things that aren't there (happy ears). A salesperson's role is to help a prospect make *small decisions* towards doing – or not doing business together; It is not to get a yes.
3. **If you try to sell to everyone, you'll sell to no-one** – Have a laser focused vision of who you can help. Sector, role, problems they face, age, names, frustrations, what do they moan to their partner about at the dinner table? What keeps them awake at night? The more concise your ICP (ideal customer profile) the easier it is to create authentic messaging that will resonate.
4. **Don't be outcome orientated** – If you start a conversation with a fixed mind set on what a prospect should buy you will miss all the great stuff around you, ask less questions and listen less. Let the conversation find it's only path and be genuinely curious. This also helps when you receive objections at any point of the sales process. Be a right nosey \*%+\*\*"!
5. **A full pipeline is a cure all** – Having a busy top of your sales funnel takes the pressure off further down. You feel more confident in sales conversations, you avoid yo-yo sales results, you have less stress, and you don't hold on to deals that are never going to go anywhere. *Always. Be. Prospecting.*
6. **Put your ego in the bin** – It is your responsibility to create sales pipeline, it is your responsibility to generate revenue, it is your responsibility to achieve your targets, it is your responsibility to earn your commission, it is your responsibility to take action that creates new customers. Here's the sales paradox – it is not in any way about YOU. It is not about WINNING. It is all about your prospect, their organisation, their needs, their challengers, their desires.

## The Spotlight Effect



We spend 95% of our conscious day thinking about ourselves. We focus on our thoughts, our feelings, our memories, our desires and wants. Our prospects are the same. We all live under our own spotlight and believe people are viewing our spotlight too – they are not.

If we interrupt somebody and talk about what is happening under our own spotlight, our message bounces off and they return to the shine of their own light.

***“I’d like to talk to you today about.....***

***“Here at XYZ we do.....***

***“We’re an award-winning blah blah blah.....***

Sales calls that open under their own spotlight and talk about themselves don’t get attention and will ring ‘The sales alarm’.

Your call must be about your prospects spotlight, their world and what is relevant to them. You cannot read the about us page of your website.



In a social science experiment at Yale University, a class were asked to vote for what were the worst images to wear on a t-shirt. Voted in second place was singer Barry Manilow and in first place was an image of Adolf Hitler.

Two t-shirts were created with these images on their front, and two students wore the tops around campus for five days. They had to note every time they felt someone had noticed them and then collate the results. A survey was then taken around campus to ask who had seen Barry and Hitler through the week.

For every two-times the t-shirt wearers were convinced they'd been noticed, they'd only been seen once. This 2:1 ratio has been evidenced in many experiments around the world.

**– you're only ever half as noticed/remembered as you think you are.**



How often have you been convinced someone is interested in your goods and services only for them to not return your call? How many times has someone not turned up for a meeting? How many people have said how excited they are to work with you, only to ghost you before the deal is done?

Remember – you're only ever half as noticed, talked about and thought about as you think you are. As a rule of thumb, calculate how many calls you need to make, how much time you need to spend on prospecting and how many meetings/demos/next steps you need in your pipeline – and DOUBLE IT! You must counteract the 2:1 spotlight effect.

- **Set diarised meetings with yourself every week to spend time making calls – your most important meeting every week is with yourself to sit and make meetings.**
- **How many meetings/demos do you need to set per week? DOUBLE IT!**
- **How many calls do you need to make? DOUBLE IT!**
- **How many conversations do you need to have with decision makers? DOUBLE IT!**

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