



COLD CALL LIKE A BOSS

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Module 2

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Date
Name
To review on
To review with

<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>	

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?

The Sales Alarm



PSYCHOLOGICAL REACTENCE

Every prospect has a built-in detector for when they're being sold to, influenced or cajoled. This creates **PSYCHOLOGICAL REACTENCE**, and they push back.

/Noun phrase -

*a model stating that in response to a perceived threat to—or loss of—a behavioral freedom, a person will experience **psychological reactance** (or, more simply, **reactance**), a motivational state characterized by distress, anxiety, resistance, and the desire to restore that freedom.*

'By stating there was "only one left and someone else may buy it" Gary created Psychological Reactance in the prospect, and they told him to put his head in the bin'

What do we need to craft in our calls to avoid triggering the alarm and create quality interruptions?

- **Your call needs to be RELEVANT.**
- **DO NOT sound salesy – sound authentic, bold and calm.**
- **You need to be an intriguing interruption to get their attention away from what they're doing when you call.**
- **Tell the damn truth!**
- **Discuss the after-effects of working with you.**

Your voice is the tool of your trade

WORDS (%)

VOICE TONE (%)

BODY LANGUAGE (%)

Emotional contagion is - a phenomenon of an automatic adoption of an emotional state of another person. From: Neuroeconomics (Second Edition), 2014.



How you sound, what you say and how you act is contagious.

Who do you know that you always feel brighter when around?

Who do you know that you always feel sad when around?

If we don't sound, act and talk about our goods and services like we believe in it and feel it's important – how do we expect our prospects to?

OWN IT!

How should we sound, talk and act then? When making outbound sales calls you've got to **OWN IT**. Be brief, edit yourself and say everything **ON PURPOSE**.

How should I sound?

People subconsciously pick up on your voice tone and will mimic your emotion (or miss read your emotion). We all know about slowing down, talking deeper and enunciating. So, what practical things can we practice.

Don't let the first time you say it be the first time you've said it-

Roleplay key phrases, call openings, questions and objections – *'But I hate roleplay!'* Hey, don't we all? This is often because our experiences of sales roleplays are painful. Sitting on chairs back-to-back, enacting eight-minute-long calls while your oppo tries their hardest to make you look stupid.



Only roleplay tiny parts of the call.

A specific objection and your reply – Get your oppo to say the objection and you reply from your Objection Replies doc on your CCLAB downloads page. Ask for feedback on how it sounded, play around with voice tone and body language, try doing an impression of someone else. Then, repeat this again and again. You need to get this in muscle memory.

A great sales question – Ask your oppo a great sales question. Get your mouth used to inflections and the shape your mouth makes. Then stop. Don't carry on the roleplay into a full call or chat, *we are sales professionals not actors.*

The first ten seconds of your call – Get this in the muscle! Say it out loud in the shower, roleplay it with your oppo (just the first ten seconds then stop). Ask for feedback, does it sound clear? Bold? Concise?

Listen back to your calls.

Does your voice go up at the end of sentences? This common use of the voice tone rising at the end of sentences makes a statement sound like a question. *"I'm from XYZ Widgets Inc.?"* As it sounds like a question, the emotional contagion is that you're not sure about what you're calling for or that they should talk to you. Any statement that goes up in tone at the end makes it less authoritative and like you're not sure what you're talking about.

When you listen back to your calls note all the times your voice tone rises and then roleplay and ask for feedback on different uses of your voice and how you sound.

Pace – What pace is your call at? Does your voice tone sound like you understand and believe in what you're saying? Would you spend money with you?

What are you very passionate about? A certain football team? Your dog? Horses? A hobby? A political viewpoint? Talk to your oppo about something you're passionate about and note how you sound and how the words come out. Can you transfer this into your calls, or do you sound less than inspired? (Remember – our prospects will reciprocate our emotion).

We lose a lot of our communication skills when making calls as we lose our ability to express ourselves using body language. We need to be hyper aware of our remaining communication and how we sound.

Click whir (Auto responses)

We have automatic responses saved in our brain used as a safety and time saving device. When we hear something that we've heard a lot before, we engage an auto response, or when we feel threatened (reactance) we give an auto response.

- Hi, can I help you?
- Hi Ken, my name's Linda and I'm calling you today from a company called...
- How are you today?

'There must be no doubt in the prospects' mind that the call is specifically for them'

Specific is terrific

Long, nervous, waffly call openings peppered with 'rapport building' questions are designated to the history of sales. **This is business, act accordingly.**

Think about their world

Are you a valuable, intriguing and a worthwhile interruption?

What is your prospect doing at the time you call them? Writing a spreadsheet? Paying a bill? In a meeting with a member of their team?

Is your call going to ***get their attention*** away from what they're focusing on? **Or will they put you in the sales bin?**



Are our words contagious?



It takes **200,000 X less brain power** to translate emotions, value and understanding from the spoken word than it does from the written word. If you send an email, you're asking your prospect to do a lot more brain work. If you make calls, your words are translated emotionally in less time than a breath.

A prospect is busy. and your interruption needs to bring intrigue. If your language is apologetic, unsure and not 'on purpose' your value diminishes. We want to do business with people that know their worth and bring certainty and confidence. Our words need to reflect that.

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.

No value - What emotional contagion is spread from the following? **Will it grab attention?**

- *I'm just giving you a quick call*
- *My name is and I'm from a company called, and I'd like to tell you about...*
- *How are you today? (When you've never spoken before)*
- *Do you mind me asking?*
- *Have you ever heard of us before?*
- *Sorry to disturb you*
- *Just a couple of questions*
- *Just out of interest*
- *Hope you don't mind me asking*
- *Not sure if our company rings a bell?*
- *I'm actually calling you today from*
- *If you don't mind me asking*

Are you going to get their attention away from what they're doing and focusing on you – are you being bold with your language?

ATTENTION!

Valuable (remember the importance of your voice tone)

- *Sandra – we've never spoken before*
- *I'm on your website right now*
- *I've been keen to speak with you*
- *I know I'm an interruption to your day*
- *I've only got two minutes, so I'll get to the point*
- *Simon, this maybe an irrelevant call for you*
- *Ok, let me explain*
- *I get that, let me tell you what I'd like to do*
- *100% this is a sales call – how am I doing?*
- *Ok, tell me*
- *I would be very surprised if you didn't have something in place already*
- *You know, if someone had called me out the blue, I wouldn't be interested straight away either, I get that – listen, what I'd love is....*

You get what you ask for, be specific and give 'context' to your call

Unlike further down the sales funnel where you ask to discuss ideas, products and ultimately for a buying decision. When prospecting or setting an appointment, you tell them *that* is what the call is for. **You must take the process inch by inch.** If you tell them the call is for anything else, you set the context either too vague (this gets objected to) or the prospect rings the sales alarm that they're being sold to (**psychological reactance**).

Salesperson - *"I'd like to tell you about our special offers on mobile phones"*

Prospect - *"We wouldn't be interested thank you"*

Now you give them the option of saying no to your products. Remember, you are on the phone to discover if there is any value for both parties in having a deeper conversation. Be very precise about why you are calling as to leave no doubt what the call is about, save time and give the correct context. Their auto response will ensure you get to have a conversation.

Salesperson - *"I'm calling specifically as I've been keen to arrange a meeting with you"*

Prospect - *"Why?"*

Off you go into the call! Winner!

"I'm calling specifically as I've been keen to arrange a meeting with you"

Start putting it together.....

Karen? We've never spoken before, it's Chris Dawson from 6th Door – Listen, I know I'm an interruption to your day, so I'll get to the point. I'm calling specifically as I've been keen to book a meeting with you for a while now (you now have attention).

Choose three sectors to focus messaging on

1

2

3

Why have specific messaging?

Why not have a generic script that covers everything?

The greatest barrier to salespeople engaging on calls, social media, networking events and emails = NOISE.

- You have to get **ATTENTION**.
- You must add **RELEVANCE** to your message, so the receiver is 100% aware it is meant for **THEM**.
- You must be **AUTHENTIC (How do you sound?)**
- Your messaging must be about **THEM** not **YOU**. (**Spotlight effect**)
- You must take the process one step at a time – you're looking for a fit **NOT** a sale. (Reactance)

Have you answered these questions? You'll need them now

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Which would engage you on a call more?

“Hi – my name is Carol from a company called Carol’s Finance. It’s just a quick call to introduce our services to you. How’s business going lately?”

Vs

“David, we’ve not spoken before, it’s Carol from Carol’s Finance in Manchester. David, I know I’m an interruption to your morning, so I’ll get to the point. I’ve been keen to speak with you for a while now as I know you’re the Regional Director for XYZ. David, I’ve been having some interesting conversations around the UK with other Hotels about diminishing access to funding.”

“Hi – I’m calling you today because we’re a multi-award-winning training company and we’re offering a special rate on coaching and training”

Vs

“Hi Richard, we’ve not spoken before, it’s Chris Dawson from 6th Door in Liverpool. Richard, I’ve been keen to speak with you as I’ve recently worked closely with several salespeople who make appointments for their team to deliver demos.

What problems/challenges does each sector you’ve chosen have that you and your services can support/solve? This can include problems with their existing supplier/ the industry/ their own workforce/ time/ traditional challenges and so on.

Then – what problems do they already face with their current solution (or perception of the solution).

REMEMBER – People buy what they are left with after they have bought from you.

e.g., Direct advertising sales teams

- Keeping the team motivated
- Making *enough* cold outreach
- Keeping the funnel filled whilst looking after the 360 sales process.
- Conversion rates
- Staff churn
- Reluctance of the team to make calls

Challenges in training the team

- Cost to the business of taking the whole team out for a day/week
- Changing habits/returning to type after training
- No buy in from the sales team to the trainer
- Large expense (If no ROI) so it's a risk to get signed off

"I've been working closely with leaders of sales teams the last few months and the feedback I've been hearing is that cold outreach can be really challenging in the current climate, but training new approaches puts a pressure on the business that isn't affordable right now. I don't suppose that rings true with yourself?"

e.g. Roofing companies

- Business generation
- Generating the right type of work
- Generating work from the right geographical area
- Standing out from the competition
- Getting a decent ROI on advertising spend

Challenges in advertising online

- Haven't time to do it all themselves
- Spend lots of money with an agency but not sure where it goes
- Have lots of clicks but they don't turn into business
- Can't update without a long delay or a large fee

"I've been working with a lot of roofing companies around Devon recently and they've been feeding back that they seem to be either getting a lot of hits to their website, but they don't seem to ever turn into real enquiries? Or they've spent a lot of money with web agencies and aren't quite sure what they've got for it? I don't suppose either those things sound familiar?"

e.g. Hotels and Restaurants

- Finding staff
- Covid government restrictions making working practices challenging
- Supply chain issues, lack of foods/drinks
- Cash flow, lack of customers, people not paying invoices
- No money for growth plans, new equipment, updated premises

Challenges in Hotels/Restaurants

- Accessing low-rate finance
- Being *given* finance to help them grow out of the post Covid situation
- Generating revenue with less customers and staff to be accepted for loans/finance
- Stress/health of challenging financial situations

“Hey, I’ve been having a lot of conversations with our hotel clients recently and a lot of them are saying that along with staff shortages and lack of basic stock, it’s feared that funding growth plans or new equipment is getting increasingly challenging. I don’t know if you’ve been having similar conversations?”

ABC – Always Be Contracting



Conversations fade away, meetings are lost, and confidence declines when we lose control of a call. Equally, when we ask for a next step and our request comes as a surprise, we risk triggering the human defensive response – “no!”

How do we avoid any surprises? Get them to agree a *contract* about what will happen on the call upfront. (This is the same for a face to face/Zoom meeting too.)

It’s easier to ask questions when your prospect knows the format of the call. You can do this.....

- **When you open the call**
- **When you get an objection**
- **When you discover one possible need**
- **When you’re losing their attention/patience**

“Ok great, listen, what I’d love to do is take 2 minutes of your time, find out more about [XYZ company] and briefly explain what we do. If at that point neither of us can see a fit, I’ll leave you to your day - or if it looks like it’s worth talking further, we could look at booking a better time to look into it in more depth. Sound fair enough?”

All I ask is that you give me a straight yes or no at the end then I can get out of your hair and on with my calling – that ok?”

“Ok, I tell you what, I’d love to find out a bit more about XYZ company and your team, and I’ll tell you exactly what I’m after and how it works. If at that point, it’s of no interest I’ll leave you be. All I’ll ask is, if it looks like you’d benefit from learning more we agree to book in a deeper dive conversation, or if it doesn’t seem relevant right now you give me a simple no so I can keep calling round and you can get on with your day. Fair enough?”

Script your call openings –

(Use the 'Call Openers' doc on your downloads page to help with this)

- *Get their attention away from what they're doing when you call*
- *How will you sound? OWN IT!*
- *Are you giving clear context to the call?*
- *Is it relevant and thought out?*
- *Have you made a contract?*

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