



# COLD CALL LIKE A BOSS

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## Module 6

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## Asking for what you want

Whether you're new to sales or a seasoned professional, when it comes to the crunch, asking for the sale, the meeting or the next step can trip you up.

Why do so many people fear the 'close'? Why do so many salespeople view this stage in the process as a huge hurdle to turn the stomach and trigger the nerves?



- You've done all that work, what if they say no?
- If they say no now, it's the end of the sale forever!
- I feel rude!
- I'm not used to asking for what I want.
- I just don't know what to say or how to ask!
- I don't know what to say if they say no!
- I really like them now – I'm in the friend's zone and don't want to spoil things.
- I don't want to trigger the sales alarm with them!

*Personally, I blame sales trainers – for years they've called it 'closing'. What a terrible word!*

*What connotations does 'closing' create?*

- The end
- Shut out
- Slam
- Forced
- Ultimatum
- Aggression

In Japan, the closest word for close is 'horizon'. Nothing ends it just reaches the next stage, a new start. When you close on a call this is your goal. The sale isn't ending, the relationship isn't ending, it's moving to the next stage, a new beginning. You're not closing, you're simply concluding the stage that you're currently in.



## You cannot close what is not open

If you only conclude at the end of the process, then the prospect has a lot to consider.

If you're calling for a meeting, then all your selling/asking for is 20 minutes of someone's time. It's not a huge sale to ask for.

And if you do not ask, you do not get – however; there are ways to do it and ways to avoid. So, we're going to cover the most important factors when asking for what you want on a Cold Call.

There is rarely an individual close – there is a stream of closes following the narrative of the sale and the first thing you need to do is the last thing the prospect is expecting from you – **TELL THE GOD DAMN TRUTH.**

## What is a buying sign?



When you hear a buying-sign or an opportunity, don't hang about. Like a pendulum, the time to ask will swing away and you may have to wait for it to come back. So, act, ask and move it towards a *conclusion*.

A buying sign can be any request for more information or a situation where only a further, more in-depth conversation can provide the answer. When you hear a buying sign, stop! **Chunk down** for more details, get them excited and ask!!

- The prospect asks about specific terms
- The prospect starts to repeat benefit statements
- (Sometimes) when the customer asks about price
- The customer asks about time scales
- The customer asks about other customers
- The customer asks a question beginning with 'how'. i.e., *"How does that work? How long does that take? How many? How come?"*
- The customer speeds up/sounds excited (they're about to leave)
- The customer falls silent (they're thinking)

## Let them come to you

A well-oiled line or pushy close will trigger **psychological reactance**. Position yourself so the prospect is deciding the close. You're still moving things towards a conclusion and looking for any existing objections, but the prospect *feels* that they're in control.

***"What would you like to happen next?"***

***"How would you like things to move forward?"***

***"What do you want to have happen next?"***

***"What would be a good next step for you?"***

# Shy kids get no sweets!

## *Subway don't sell sandwiches – they close you on them!*

Making a decision can be stressful, sometimes the kindest thing to do is give a little nudge and hold someone's hand. Re-cap all the relevant information clearly and positively and – ask! Then, walk them through the **process** of what happens next.

What is the process? What is each step that happens after the call up until your next interaction?

<b>The best thing we could do is....</b>	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

## Go for the no!



This isn't about striving for 100 no's to get to one yes, this is about pushing for a no, rather than a **fade away**.

We all want a yes, and we can deal with a no, what you don't want is a.....

Move each call down your sales funnel and close off any areas of concern. Don't be afraid of getting a no, you were going to get it anyway. Going for a no allows you to address any miss-understandings and demonstrates that you hang your hat on what you sell.

***"Other than XYZ, is there anything else you can see getting in our way?"***

***"Is there any more information you need to help us move forward?"***

***"What barriers could you see preventing us from getting this done today?"***

***"Ok, great, I'm going to work on this for you and I'll get back to you today, is there anything you can see stopping us?"***

***"Is there anyone else who needs to be involved in this?"***

***"Is there anything you feel we've missed?"***



1. **The best thing we could do right now....**
2. That's exactly why I'd be keen to talk further, how's 3pm on Wednesday?
3. At this stage most people .....
4. I think this would be great - all we need to do now is...
5. At this stage, do you have any concerns I can answer for you?
6. All we're after is the opportunity to throw our hat in the ring next time you look at this. Should we meet next Tuesday at 3pm?
7. I think this would be great, what do you think?
8. What do you think is the best way forward?
9. Let me explain what happens next.....
10. You've a number of options open to you....
11. Have we discussed enough today to make sense having a deeper dive into this?
12. From what you've said there's a few options that I think could work well for you.... What I'd like to do is go over a few ideas with you and you let me know if anything stands out.
13. It'd be great to show you how this works – should we put something in the diary or go through this now?

14. It seems like this has the potential to be a good fit for you, what do you think?
15. Would it be crazy for us to get 20 minutes together to talk further?
16. Would you be open to swapping a couple of messages? (If using LI messages)
17. From what we've discussed have you heard anything that would warrant us talking further in more detail?
18. Without showing you, we've kind of gone as far as we can today, and I know you've a busy diary. Can I suggest we schedule in 20 minutes, and I can show you and your team in more detail?
19. From what you've said, I'd like you to chat with Vicky. She specifically looks after all the XYZ companies we work with in the UK, and I think it would make sense for her to learn more about you, and maybe share some ideas. What does your afternoon look like today?
20. "I've got my diary in front of me now, shall we look for a good day to look at this further?"

## Securing the next meeting

Without detailed follow up sales stall, you get ghosted, and the sales funnel goes backwards.

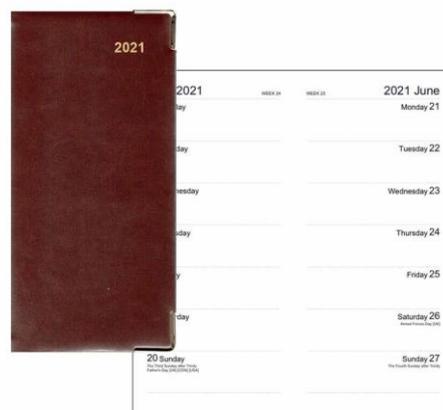
***It is not the prospect's role to move things forward*** – it is up to the sales professional to keep control and lead people along the sales process. The more control and organisation we have over the buyer's stages in the process, the faster we can get business done and the faster we can qualify people out.

## Follow up follow up follow up!

The number one reason sales reach a dead end or fade away is because the sales professional *loses control* of the sales process.

By *controlling* the process at the end of every interaction you can shorten the sales cycle, uncover barriers to the sale early on and spot *up and cross sell* opportunities.

## Book your meeting during your current meeting



**The best time to book a second/follow conversation is at the end of the conversation you're having.** If you end a call without confirming *details* of the next meeting, you lose control of the process, and your prospect can disappear like a mist.

At the end of each meeting confirm –

1. The exact date of the next meeting
2. The exact time
3. Medium – Phone/Zoom/F2F
4. Agenda – bullet points of what you'll discuss
5. Stakeholders – who'll be there?
6. Actions – what actions are *both* parties going to take before the next meeting?

**Research shows that by booking your meetings continuously you can reduce 60% of the length of your sales cycle. (And qualify OUT quicker)**

## Meeting Invites



Ghosting is a real thing and meetings falling through or not showing up costs time, resource and pipeline. So how do we make meetings stickier?

### Four steps to stickier meetings

**Reciprocation** – At the end of the call when a meeting is agreed, explain the things you’re going to take time doing to ensure the meeting is useful for the prospect. ***“I’m going to take an hour tonight to put together some examples relevant to you and look into the things you asked about so it’s all ready for the meeting on Tuesday”***. If the prospect isn’t that sure they’re going to follow through with the meeting, the *law of reciprocation* means they’ll likely stop you from spending time on this and cancel the meeting right then.

### Confirmation Bias - (Priming)

We see and hear what we are told we are going to see and hear. When a meeting is started well, with a smile, bold introduction and a genuine interest in the customer, the prospect will see the rest of the meeting through the lens that you have created. If you deliver something they’ve heard a lot before – they’ll give you a response they’ve given a lot before.

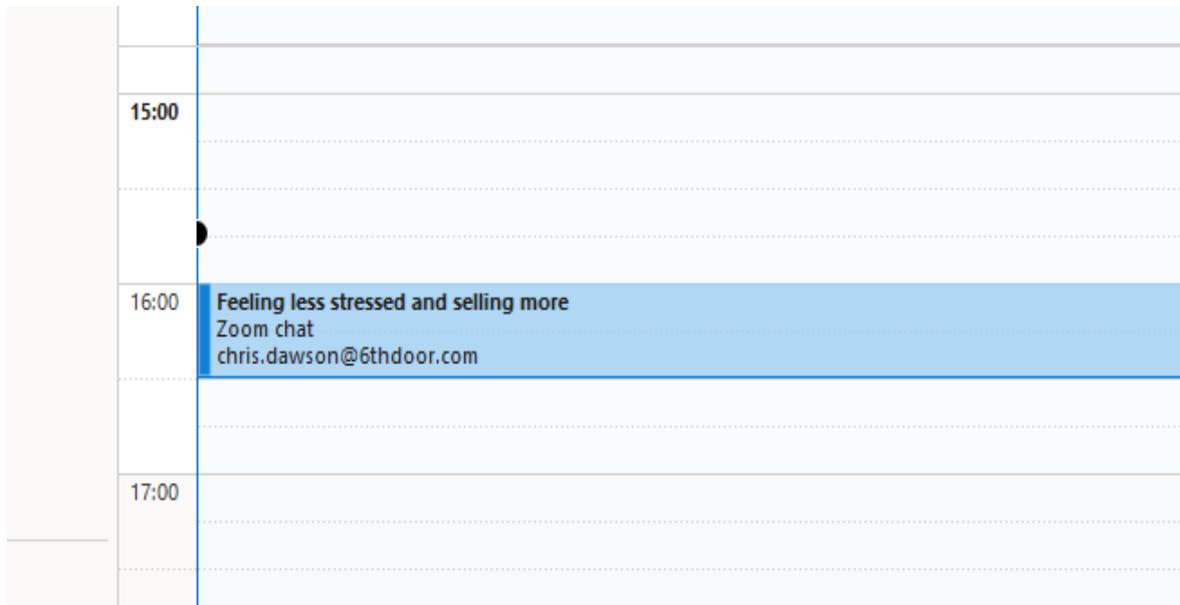
- Tell people how good it is going to be, and they are more likely to see it as good when it arrives.
- Hear people laugh and feel like laughing, feel warm physically and you act warm behaviourally.

### Add influence on the invite

*How often do you look at your diary through the day?*

*How often do you see the titles of meetings coming up?*

If your prospect is going to read the meeting invite subject ten times, let's increase its influence. You can do this on both an outlook/apple invite, and the Zoom invite itself. Simply replace a boring title e.g. '10am – Meeting with Joe' and replace it with a *value statement*. The prospect will unconsciously see this many times before your conversation and is already being influenced to your goods and services. e.g. '10am – Creating a happy sales team.'



Who doesn't want to go to this meeting? Your audience is now primed for your goods and services, and we see and feel what we are expecting to see and feel. This is a tiny tweak that creates a **big difference**.

**Leave communication channels open** – Keep the prospect onboard with talking further and expecting another call before the meeting has happened. *"When I'm doing my research, I may have a few questions for you. Am I ok to give you a call if anything comes up?"*

**Update the meeting subject** – 24 hours before the meeting you call with a question (as has been agreed). Straight after the call you update the invite subject box with '**CONFIRMED**' and press update. This is now in their diary, in capital letters (commitment and consistency principal).

**These steps have decreased no-show down to just 10%.**

What do I want to achieve by the 1<sup>st</sup> of June?

What do I find the most challenging part of making sales calls?

What/who's support do you need? – who can help? What tech do you need?

What am I going to do differently on my calls?

What three things would I like to focus on in my call reviews?

- 1.
- 2.
- 3.

What will I do straight away that will make a difference to my results?

What might get in the way of my sales skills development and how could I overcome that?

On a scale of 1 – 10 how important to my role is delivering quality sales outreach?

How many calls per-week will I make? How many conversations do I want/need?

What else would I like to learn about?

How often will I listen back to and review my own calls?

**What specific actions am I going to take** (give detail – what *exactly* will you say, do and when?)

<b>My Script</b>	
<b>Get Attention</b>	
<b>Create a contract</b>	
<b>Discovery</b>	
<b>Options / Stories</b>	
<b>Ask for what you want</b>	
<b>Diarise</b>	
<b>Follow-up</b>	

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