

## Key Ingredients for Successful B2B Cold Calling Campaigns

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### **If you sell "business to business" you need to read this article.**

All B2B companies should consider some form of cold calling to reach new markets and expand.

Business to business cold calling is far more than taking the phone book and starting to dial randomly. In fact, an entire industry has been built around technology, processes, training and monitoring, and measurement - all to get the best possible results from cold calling.

Here's the short list of what you need to consider before starting your program:

#### **1. The most important ingredient is your calling list.**

Many don't realize that the list contributes 70% to the success of your program. You must have a list of companies that are likely to need or want your service.

The best source is using one of the many list vendors. But, you can also research lists by using the internet or outsourcing list research to companies who specialize in this.

Here's an important tip. It doesn't matter how great your product is and how much it will help your prospects. If the list you are using does not include companies who need your service, you will get no results.

Never start a cold calling campaign without seriously planning your calling list.

#### **2. Next, your product or service must be easily understood over the phone within 10 - 15 seconds.**

If your message is confusing, your prospect will get bored, frustrated and hang up.

The most important point to start with is the benefit. What problem does your product solve? Then immediately tell your prospect what you'd like them to do: accept a meeting, agree to a phone call, attend a webinar, etc.

Don't leave much time between your introduction and the call to action.

If your prospects quickly understand why you are calling them, what you can do for them and what action you need from them, you will greatly improve results.

#### **3. Also important is your cold callers' tone of voice.**

Especially when we talk to C-level executives, we must be articulate and confident. If we're talking to the production manager, our callers must sound like plain speaking, no-frills individuals.

#### **4. And, don't forget metrics.**

We ask our clients to set goals and then we monitor progress against them. These might include the number of calls/hour, the number of appointments per hour and other metrics that will help our clients and VSA calculate the success of our campaigns.

#### **5. An ingredient many cold callers overlook is "time."**

Success does not happen overnight. Our clients might need a month or two to start seeing results. These clients make sure they have funds to sustain their program for that period. If we stop the program, or make continual changes, we may never realize success.

Whether we're calling to build an initial client base, or to augment a mature pool of clients, the steps above are critical.

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