

What and Why I Bought From Cold Callers by Valerie Schlitt, President of VSA, Inc.



I purchased three items from cold callers in the past six months. I almost purchased more.

Here are the items I purchased:

- Headsets (8 at \$250 each)
- Temporary Staffing Services
- Toner Cartridges (1 at \$200)

Here are the items I almost purchased:

- A predictive dialer (multiple thousand dollars)
- Top placement in Google (\$250/month)
- Salesforce.com (\$60/seat/month)

Of course I get lots of cold calls and I accept virtually all of them, but these 6 items caught my ear.

Why I considered purchasing from the cold caller:

Pre-existing Need

In all cases, I had a pre-existing need, and had already begun thinking about purchasing the items. I hadn't yet started shopping. So, when the cold caller contacted me, I was ready to listen.

Established a Bond

In the case of the temporary staffing agency, the cold caller established a bond with me immediately. She was a woman, sounded about my age and lived in my town. We had a lot in common.

Creating a bond is critical in cold calling. I felt comfortable with each of the cold callers. They were all professional and friendly.

Clear Benefit to Me

In each case, the cold caller provided a strong value proposition that I could understand immediately.

- Cost savings
- Best quality
- Flexibility, responsiveness
- Knowledge, support, consultation I couldn't get elsewhere
- Can help me serve clients better

Repeat Calls and Emails

In several cases, the cold caller pursued my business over multiple months, with call-backs exactly when I requested them. Never did the cold caller sound exasperated when I told them I needed more time and they should call back 4 months later.

If they were all great, why I didn't purchase from 3 of these callers?

I purchased from 3 cold callers. But, what about the 3 cold callers I didn't buy from?

Here's the interesting part.

In fact, in all 6 cases I ended up making a purchase of the product being offered over the phone. I just didn't buy from the cold caller in 3 cases. I found a better fit elsewhere.

But, these callers prompted me to buy about 2 - 3 months earlier than I normally would have. So, in essence, their call prompted the sale to a competitor.

TRANSLATING MY PERSONAL EXPERIENCE TO OUR BUSINESS:

My personal experience serves to reinforce these key mantras of B2B cold calling:

- The list is the most important predictor of success. Here at VSA, we make all efforts to target prospects who are likely to need our clients' products and services.
- It's often a numbers game. We know a certain percentage will need our service, so we keep calling until we find them.
- When we talk, we sound professional
- We establish a rapport with each prospect and make them feel comfortable.
- Our callers quickly communicate "what's in it for our prospects."
- VSA callers are persistent. They follow-up. They send emails and make 2nd and 3rd rounds of calls. We do all of this so our clients stay top of mind.
- When prospects don't agree to an appointment, we don't consider ourselves failures. There was probably not a strong enough fit.
- Most important: We take risks and are not fearful of rejection. If we have all of the above ingredients, we'll find prospects who will set appointments with our clients!

And that's how my personal experience reinforced that cold calling works – and the ingredients that make it work optimally!

Reach us at 856-240-8100

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