



PROSPECT LIKE THE PROS

7 Tips To Turn Cold Calls
Into Hot Leads

A DATA.COM EBOOK



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Does Salesforce make selling easier? You bet.

But to really grow fast, you need something more: new customers. Which is why we've put together the best advice from the people who helped salesforce.com Salesforce prospect its way to a \$3 billion company: front line sales managers. So read on – and crush it.

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Introduction^{✦✦}

Cold calling: If you think it's the hardest job in the world, maybe you're doing it wrong.

Let's face it, most sales people dread making the cold call. Who wouldn't? Essentially, you're interrupting someone's day to get something you need out of them—information, a meeting, a new sale, you name it.

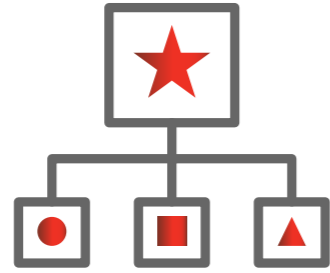
But at salesforce.com, picking up the phone is not only one of the best ways to connect with customers, it's one of the best prospecting tools in the salesforce.com arsenal.

Created from the best teachings from the best front line salesforce.com managers, this book will tell you:

- Best practices to prepare for a call
- How to efficiently organize your sales team
- Tips on how to make a connection every time
- Why the phone beats email
- Great tools to measure yourself and stay organized
- A list of external resources for further study



TIP#1



Organize by Skill

In baseball, there are starting pitchers and closing pitchers. They have very different roles on the team based on what they do best, all focused on winning as a team.

Your sales team is no different. To create new opportunities and sales pipeline, understanding everyone's skills is essential to playing the right people, at the right time.

At salesforce.com, sales managers identified four essential areas to success: in-bound lead qualification, out-bound prospecting, deal closing, and account management.

Identifying these skills needed for each role has also allowed salesforce.com to create the right incentives to deliver the best results. For example, people who qualify leads are rewarded on volume whereas closers and account executives are rewarded on total dollars sold. Meanwhile, the team in charge of prospecting, business development reps, are rewarded on the pipeline generated (total dollar value of sales opportunities).

Skills

What to look for



Lead Qualification:

listening, gregarious, curious



Prospecting:

improvisation, curious, listening,



Closers:

negotiation, competitive, visionary



Account Management:

consultative, process oriented, collaborative

TIP#2



Know Thy Target

Selling to a customer shouldn't feel like a one-night stand. It should feel more like a courtship that will ultimately lead to a long-term relationship..

Though most sales people know this, many still make cold calls without enough preparation to turn even a short conversation into something more.

The best prospecting teams work with marketing and product teams to build extensive "personas" to discover who may be the best fit for the product.

While prospecting tools such as Data.com can be a foundation for these with insights into title, company hierarchy and industry overviews, you need to go

much further and deeper for a complete picture.

A good "persona" details a prospect's motivations, outlines day-to-day job functionality, mentality, and most importantly, the biggest business pains they may have.

Working out these things before you call will shape everything that happens after the first "Hello", putting you on much better footing to develop a selling relationship.

Example Persona:

VP of Sales Operations



Primary Goal:

to help the VP of Sales blow out their number through increased productivity



Biggest pain point:

Lack of process and visibility



How they are evaluated:

sales cycle length, rep ramp time



TIP#3



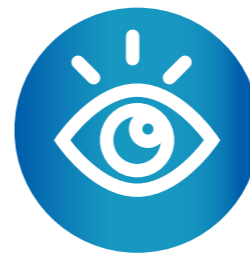
Show 'em you know them - Always have a reason for calling

Ever gotten a call that starts: “I’m just calling to touch base?” What’s the reaction you have? You immediately dismiss the person as a “fisherman” or someone trolling for a conversation that might lead them to a sale. But how do you develop a real reason to call with someone that leads to more? It’s a 2 step process to building the background you need to make your calls as pointed as possible.



Step 1:

Use a tool like Data.com to help you understand a prospect’s title, while also gathering D&B info about the company they work at—including ideas about how the company is organized. Even a little information about your prospect can help you learn more and develop a vision about how you can help them. Research their company’s current marketing campaigns. Dig into business news articles that might mention them.



Step 2:

Using what you know, show them you have a vision for their business. You can do this by developing or choosing a pre-existing offer for them. Webinars, ebooks an ROI calculator, a white paper or analyst report can all make it clear that you understand their business.

In short, make sure you have an idea about how you can lead them by helping them.

TIP#4



The secret weapon: A referral

The first goal of cold calling might be to close on an in-depth meeting, but its unrealistic to think that will happen with every call you make. But that doesn't mean you can't get something out of the call, namely the next best thing: a referral.

Why? For one, it means the door hasn't been shut. And two, a referral gives you a new name to talk to, maybe someone you didn't even have on your radar. Even better, because you've been referred,

your call to that referral gives you credibility you can't get anywhere else. In fact, when you connect with someone based upon a referral, the likelihood they accept a meeting goes up.



According to the pros at BASHO Technologies,

84% of the time executives respond positively to referrals—and while the scientists probably have a fancy term for it, we just like to call it “peer pressure.”



TIP#5



Cold calling is NOT dead

The debate on whether email is more effective than the phone rages on. On one side, pundits claim email gives you scale and speed you can't achieve with the phone.

But the managers at salesforce.com all insist the phone is best. And the reasons are simple. First, an answered phone call quickly puts you onto the path of qualification so you waste less time on a prospect that goes nowhere.

Second, emails are easy to ignore, and sometimes never even seen due to filters.

And while the younger generations starting out in sales are more apt to use digital communications, the buyers they are targeting are probably a bit more traditional and respond faster to the phone.

Getting someone to

answer the phone

Picking up the phone can be tough. Making enough calls can be tough. Getting past the gatekeeper can be a challenge. However, there are a few you can do to increase your chances for success:

- Call at different times of day
- Call in 2 hour blocks
- Print up a list of people you want to call
- Turn off your email and web browsers
- Leave voicemails sparingly so you can call back on your time

TIP#6



Smarter Tools = Better Productivity

The key to staying productive is leveraging the right suite of tools. For the salesforce.com team, that means using Salesforce tools such as Sales Cloud for CRM, Data.com for leads and Chatter to collaborate on deals and across teams. The team also leverages marketing tools like Radian6 to listen and monitor public sentiment on the companies they are prospecting.

Free tools are great too

It's no surprise that the Internet is full of news. And any sales team worth its salt do plenty of research before calling a prospect. Make sure you take full advantage of Google News Alerts, and check in with LinkedIn and Facebook to see what insights the social world can give you. At the very least, these sources can put a face to the contact information you already have.

How Salesforce uses Salesforce:



The #1 sales app in the world;
100% cloud CRM



Complete contacts and D&B company info
that leads to 25% sales growth



A collaboration tool that lets sales reps share
info on the fly, in real-time



The way to understand trending topics on
social media by industry, company
or even person

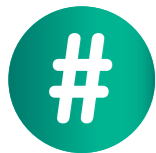


TIP#7



Measure. Then measure again

Think about anything you ever cared about getting better at: running, losing weight, or how much you make. Those are all measurable. It's no different when it comes to prospecting. With knowledge you can then adjust and improve.



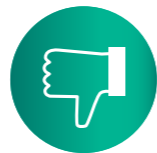
How many calls do you make?



What time of day works best?



How many quality discussions do you have (not with gatekeepers)?



How many referrals do you get?



How many meetings do you set up?

Here's a simple formula that can also help track your progress and effectiveness month over month:

(meetings booked + referrals)

**number of calls made
in a time period**

Once you start tracking, the key isn't the number itself, it's to focus on how you can make the number better.



3 things to remember^{✦✦}

Prospecting is hard, but don't make it harder than it has to be. Keep things in perspective with these 3 points:



Leads are perishable

Take immediate action and keep your foot on the pedal.



Don't take it personally when they say no or hang up

It's a numbers game; you have to keep plugging.



Use marketing to nurture your cold leads

Go back to check on them from time to time.



Beef up your prospecting game ✨

Check out these additional resources:



Know your buyers

The experts on buyer personas are the folks at Pragmatic Marketing. See this blog post on personas:

- <http://pragmaticmarketing.com>



Train Your Team

There are tons of great sources for sales behavior training, but two places to start are sellingpower.com and INC magazine:

- <http://www.sellingpower.com/>
- <http://www.inc.com/magazine/>



Get the tools you need

Get more details on how to get more out of salesforce at salesforce.com or success.salesforce.com

