

# Cold-Calling Marathon

## Smart Selling Ideas from Thought Transformation

### Hatch Your Golden Eggs

Want more business?

Organize a cold-call marathon. Have your entire sales team spend half a day calling suspects and prospects.

Here's the step-by-step plan.

1. Have everyone tidy up their account list.
2. Discuss the lists in one-on-one meetings with team members.
3. On the day of the marathon, meet as a team at 8 AM.
4. Discuss cold-calling. Practice elevator speeches and how to handle objections.
5. At 9 AM, hit the phones and call.
6. Stop at noon. Eat lunch as a group. Share stories and discuss results.
7. Give out prizes. Make the day fun.



*If you want business from an account, then be prepared to call on them a minimum of five times—face-to-face!*

#### Account List Tips

- Limit lists to 50 accounts.
- The 50 accounts should include all suspects, prospects and customers.
- When a salesperson has more than 50 accounts on a list, it's unlikely that they're calling all of them regularly.
- If six months have passed and you're not seeing results from a promising suspect or prospect, talk to the salesperson and decide on a plan.
- Call abandoned accounts. Many relationships can be rebuilt.

#### Definitions

Who is on the sales team's account list? Use these definitions to assess lists and determine strategies.

**Suspect:** An account who may have potential, but you haven't met them in person to discuss fit.

**Prospect:** An account who is

willing to see you, but who hasn't bought a job.

**First Time Customer:** A customer who has purchased from you three times or less.

**Satisfied Customer:** This customer buys from you on a regular basis.

**Loyal Customer:** A customer who loves you and is willing to pay a premium to work with you.

**Abandoned Customers:** A customer who had a problem and who is no longer being called on.



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