

"Honk If You Hate Cold Calling!"

*Presented by
Lori Feldman, Aviva
President and ACT! Certified Consultant
For...*



Life's Burning Question:

- **Q** - What is the best use of a salesperson's time?
 - Writing orders?
 - Customer service?
 - Cold calling???
- **A** -Working with qualified sales opportunities and automating non-selling oppty's!



Why Salespeople Hate Cold Calling

- We don't want more leads...we want qualified buyers



Prospecting 101

- People aren't always ready to buy when you're ready to sell
- It takes 12 contacts to convert a prospect to a customer
- 90% of all salespeople quit after 4 contacts
- 80% of all sales happen after the 4th contact
- 50% quit after only 1 contact

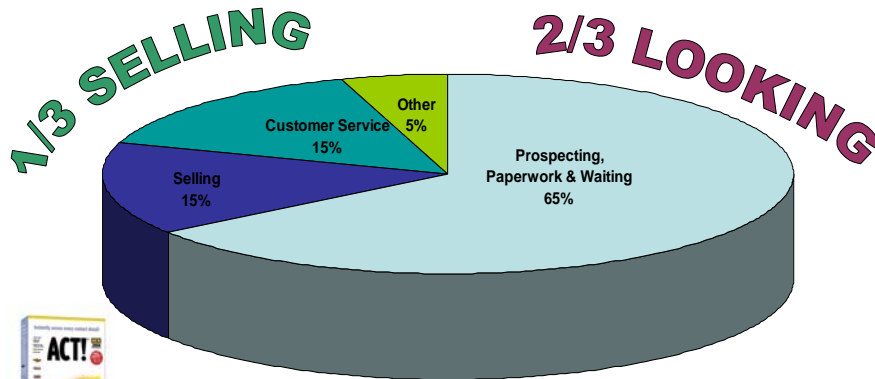


Prospecting 101 - Continued...

- 50% of all leads result in a sale—for somebody!!!
- Only 15% of inquiries result in a return phone call from a salesperson
- 68% of customers stop buying because of indifference
- Your customer is your competitor's prospect!



Most Salespeople Have Too Little Selling Time...



Comfort Zone: Clients vs Prospects

- | | |
|--|---|
| <ul style="list-style-type: none">• Clients<ul style="list-style-type: none">• Listen to you• Consider you an authority• Return your phone calls | <ul style="list-style-type: none">• Prospects<ul style="list-style-type: none">• Show skepticism• Think you're a pesky vendor trying to sell something• Don't |
|--|---|



Honk If You Hate Cold Calling!

- How do you stay on the buyers' mind until they are ready to buy...
- ...Without getting on their nerves in the process!



Marketing Is Not a Department—It's a Contact Sport!

- You **MUST** have a tool that turns contacts into relationships and relationships into results! (And we're not talking telephone!!!)
 - Automates your non-selling time
 - Increases your effectiveness 10X better than you can do on your own



12 Tips to No More Cold Calling Become the Obvious Expert

- Start a marketing database to track customer contacts, build relationships and monitor sales opportunities with prospects
- Research what's hot about your niche:
Keyword Selector Tool:
Inventory.overture.com
- Write articles for the business or trade press
- Optimize your website
- Post free online press releases
- Start a pay-per-click online lead generation advertising program – as little as \$50/mo

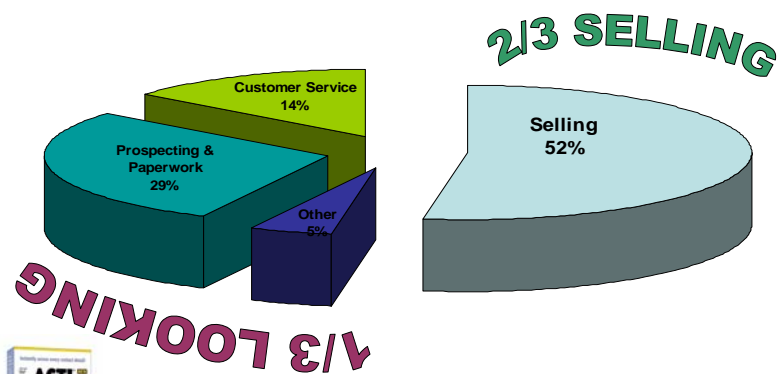


12 Tips to No More Cold Calling Become the Obvious Expert - Con't

- Send a tip-of-the-week email to customers and prospects
- Call 5 customers/week and ask for a referral
- Sponsor a seminar with a panel of subject matter experts and a topic your customers and prospects want to learn about
- Write a customer-care 12-month drip marketing series
- Write a new customer 6-month drip marketing series
- Buy a prospect mailing list and send out a minimum of 1,000 direct mail prospecting letters every month



Change Your Paradigm in 90 Days! And Stop Cold Calling!



For More Information...

- www.ACTforMarketers.com
- Call Lori at Aviva:
 - 314-432-9500 x 202
 - lori@aviva-aviva.com
- www.act.com

