

Praise for Cold Calling Techniques (That Really Work!)

“If you want to master cold calling, read this book.”

—Anthony Parinello, *Wall Street Journal*
bestselling author of *Selling to VITO*

“Steve has an uncanny ability to simplify each step of the sales process and make it sales-rep friendly. Using his proven techniques will get you to the top of the sales leader board . . . guaranteed.”

—Stephen C. Mueller, Managing Director, OneBeacon

“I HATE cold calling but I LOVE this book! Steve Schiffman presents numerous techniques and attitude adjustments to get you to embrace cold calling and excel at it. It’s easy to read and very practical to implement.”

—Dr. Tony Alessandra, author of *Non-Manipulative Selling* and *The Platinum Rule*

“This book is just one of many by Steve Schiffman that good salespeople and sales managers should keep handy as a constant refresher of the fundamentals of our profession.”

—Bob Fischman, Vice President of Stratus Corporation

“Every top sales producer uses strategies from this book—Schiffman relates timeless building blocks of sales success. You get a roadmap for fast and enduring sales productivity.”

—Scott Channell, author of *Setting Sales Appointments*

“Using D.E.I. [Schiffman’s company] changed the way we sell and do business.”

—John Weeks, Chairman of Mintel International

“*Still* the best book to make cold calling easy.”

—J. Peter Benet, CFP, CLU

“Steve Schiffman does not merely understand the selling process, he provides everyone who sells for a living with the confidence and motivation to succeed. All you need to do is follow his revolutionary techniques. I have built a multimillion-dollar business by employing the wisdom he taught me.”

—David A. Mersky, Founder & Managing
Director, Mersky, Jaffe & Associates

“I read *Cold Calling Techniques* eighteen years ago at the beginning of my career in real estate. The book had a major impact on my career and, over time, I became a very effective telemarketer. I call upon the lessons I learned from this book practically every day as I work in commercial real estate. Many thanks for all of the insights and energy you gave me.”

—Ruth Colp-Haber, Wharton Property Advisors, Inc.

“D.E.I.’s techniques have played a significant part in our success as a company. I have not found a better cold calling methodology.”

—Peter Haigh, Managing Director, Mintel International

“I have used Steve Schiffman’s *Cold Calling Techniques* with sales teams at three different companies ranging from manufacturing to high tech. In every application, both the field sales force and telephone sales teams increased their sales by an average of 15 percent in less than six weeks. No other process is as rational and easy to implement as Steve Schiffman’s.”

—Rex Caswell, Vice President, LexisNexis

“Schiffman’s book *Cold Calling Techniques* leverages the unique aspect of the outside sales channel, the ability to go where it has not been invited. This proactive capacity utilized in an ethical fashion is the hallmark of this book.”

—John Monoky, PhD, Professor of
Business, Michigan University

COLD CALLING TECHNIQUES

(That Really Work!)

7TH EDITION

STEPHAN
SCHIFFMAN

AMERICA'S #1 CORPORATE SALES TRAINER

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Dedication
This book is dedicated to AFS.

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Acknowledgments

Whenever I feel nostalgic, I pull out a syllabus from one of the first sales training courses I delivered shortly after I started my company. It seems so strange now, so rudimentary, in terms of what and how I teach today and how we do business.

Change is one of the things I love about sales. While the basics of sales remain unchanged, every day, every customer is different. It is something I'm constantly reminded of—by you. At least once—and often two or three times—a week, a student will ask a question that gets me thinking in a different direction, opens up new ideas.

The reason today's syllabus is so different from the ones I used early in my career is because I've learned so much myself over the years—and you've been my teachers. So I'd like to take this opportunity to acknowledge your contributions—students who've taken my courses, readers who've read my books, and have made me a better salesman.

Thank you for your letters and e-mails. Thank you for your suggestions. Thank you even for your criticism. Without you I would not have been around long enough for a twentieth anniversary edition of anything.

And, as always, without the support of Jennifer, Daniele, and Anne, none of this could have happened.

Preface to the Seventh Edition

Why a new edition after six years?

Two reasons. First, and most important, because the economic climate of the United States is drastically different from what it was in 2007 when the last version of this book was published. Second, because the technology available to you as salespeople is drastically different. In short, it's a new sales landscape out there.

As a salesperson, you are, of course, affected by the economic climate. There's no question that when the economy is booming, it's easier to get sales. But in down or up times, the fundamentals remain the same. You still have to get appointments. You still have to gather information and make strong presentations. You still have to know how to close a sale effectively.

And you still have to cold call.

In 2009 I wrote a book called *Selling When No One Is Buying*. In that book, I suggested some rules that are worth reiterating:

1. *You have to cold call or you're dead in the water.* Cold calling gets you your business—not just immediately, but for the future. The cold calls you make today are

creating the commissions you'll earn six months from now.

2. *You'll have to do more preparation.* This is different from what came before. In a challenging sales climate, you need to work that much harder to get the prospect on the phone and to get the appointment. You have to learn more about his company and what he does. But persistence and hard work will pay off in more appointments that can be converted into the next step in the sales cycle.
3. *Be positive!* A positive attitude will set you apart and because people tend to respond in kind, it'll improve your chances for making a sale.

Those rules run through this new edition of *Cold Calling Techniques*. They're essential to making sales, no matter what the economy is doing.

What about technology? It's true we don't have flying cars or transporter booths (yet), but a lot of other things are different than they were in years past. Today we have the Internet, e-mail, and smartphones. All those things have made communication faster, if not necessarily better. As salespeople, we have to adapt to them; they're tools that can make our job easier. However, there's a difference between using this new technology as a tool and making it part of the sales process. The first is good; the second, not so much.

As I'll explain in this edition, you can use social media as a way to expand your networks and to find potential leads. You can use e-mail creatively to get in touch with prospects and to follow up on appointments. All this is valuable and important, but we still come back to the basics: To sell, you need to talk to people, and to talk to people, you need appointments. And to get the appointments, you need to cold call. There isn't any way around it. As I say several times in this book, *the object of each*

step in the sales cycle is to get to the next step. And cold calling is the first step in that cycle.

Cold calling is absolutely fundamental to the sales cycle, but it's also something that a lot of you don't like to do. I understand that, but it doesn't change things. You must make cold calls, and you must keep track of your numbers. My book shows you the best, most productive way to do that.

So here's the new edition of the book, updated to take account of the changed economy, as well as the continuing growth of technology. Throughout it all, though, remember that no matter what's happened to the economy and no matter what fancy technologies have emerged, the core principles haven't changed.

Happy selling.

Introduction

A number of years ago, I decided to take some golf lessons from a pro. (At that point, I should mention, I'd been golfing for quite a while, without ever having taken a lesson.)

During my first lesson, the pro showed me the proper grip for the club. It felt a little awkward, and I told him so. But my teacher assured me that the reason the new grip felt awkward was simple: I had been holding the club incorrectly for many years. Once I got used to the right way of doing things, he assured me, the right way of holding the club would feel just as “natural” as the way I had been holding it. And with that, he demonstrated not only the right grip, but also the right swing and follow-through. It was beautiful.

Well, what he had said sounded logical enough, and it was certainly hard to argue with when he showed off that swing. If only I could get my swing to look as fluid, as graceful, and as powerful as my instructor's!

I had a similar feeling of awkwardness when the golf pro showed me how to stand, where to put my feet, and how to swing. It all felt very uncomfortable. But during my lesson, I swung, as instructed, from that awkward position, and I hit the ball many, many times while the golf pro watched me and offered suggestions.

At the end of the lesson, the pro told me to keep practicing exactly as he'd instructed me. If I did, he promised, the new ways of holding the club, standing, and swinging would soon become second nature.

Well, once I got back on my own, I tried to hold the club, and stand, and swing, as the instructor had told me to. But it still felt strange. I found that when I moved my grip to a "more comfortable" position, it just felt better. And when I stood the way I was used to standing, it just felt better. And when I swung the way I was used to swinging, it just felt better.

So I dropped the lessons and went back to playing golf "my way."

I hit that ball with all my might. I hit it "my way." I hit it so I was "comfortable."

And my average score was 150. (By the way, if you're not a golfer, let me just offer a little bit of background information: the higher the score, the worse the golfer. And 150 is an *extremely* high—that is, bad—score.)

I couldn't understand why nobody wanted to play with me or why I wasn't getting any better. In fact, I wasted a whole year wondering why my scores were so high.

After a year, I went back to the golf pro. This time, I followed his directions, stuck it out, and practiced the *right* grip, swing, and follow-through over and over and over again, until they became second nature to me. As the golf pro had promised, the correct way of doing things eventually—and the key word here is "eventually"—became "comfortable." And my score dropped!

The thing is, I had to drill the right way of swinging *until* it became comfortable.

Why do I tell you a story about golf in a book about cold calling? Because we all have our "comfortable" ways of doing things: swinging a golf club—following through on the swing—and connecting with people over the telephone.