

WHISTLE TIPS

8 TIPS FOR BECOMING A
HIGHLY SUCCESSFUL

**COLD
CALLER**



RESEARCH

your target audience

Before you call your prospects, you should be well informed on their basic details to make your call more precise, interactive, and trustworthy.

WHISTLE TIPS

PLAN

a suitable time for the call

Pick a time that suits your prospects. You can readily analyze your customer's availability through their social media presence for an effective and successful cold call.

NAIL

the opening of the call

The battle is won in the first seven seconds – in that short time, the prospect has already decided whether or not they are interested in continuing the conversation.

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DELIVER

value

As a sales representative, you need to shift your focus away from what you can get out of your prospects, to what you can give them.

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DITCH

the sales talk

Instead of defining your product, service, technology and category; rather present something interesting that actually appeals to an outcome.

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STICK

to the script

Cold calls must be scripted. They can give instant feedback on what works and what doesn't, which means you're immediately improving your chances of success every time you execute the script.

BUILD

value from every objection

Every cold conversation has an outcome that can have a dynamic and high value impact, even if you don't set the meeting today.

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CURATE

market dominance

You'll find the highest value impact in the 30-37% of the market who are either open to buying or are not thinking about it yet. Spend less time on the 3% who are buying now, and the 60% who either think or know they aren't interested.

WHISTLE TIPS



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