

GATHERING VALUABLE DATA IN YOUR COLD CALLS



LET'S TAKE A LOOK AT THE WAY WE'RE ENDING OUR COLD CALLS.

This is another great tip Shawn Sease shared with us in his workshop; and it's something you can always do - whether the prospect said yes, no or not now.

SDR:

Hey, before you go, I ask people the same three questions every single time. It'll take 10 seconds, and then we'll be done with the call. Are you ready?

PROSPECT:

Yeah, go ahead. What's up?

This guy's line of thinking is: If I do this, the call is finally over. And that's what they really want anyway.

SDR:

So who do you currently use?

PROSPECT:

We're actually using Salesforce.

SDR:

Salesforce, great. Did I miss the boat? / Did you just renew that contract? / How long is your contract, a year/two years/three years?

PROSPECT:

No, we renewed it a year and a half ago. It's a three year deal.

SDR:

Okay, how many users? Is it just you and your team? Or is it the whole enterprise?

PROSPECT:

Uh yeah, it's the whole enterprise.

SDR:

Okay so, how many users is that?

PROSPECT:

About 3500.

SDR:

Great, thanks!

SO NOW YOU HAVE A DELIVERABLE, RIGHT?

Even if the completion of the outcome was a no, you've now got some pretty valuable data: The contract ends in a year and a half, which means the buying window opens in a year and a half.

That's valuable information for B2B, right? Because now we can do follow up calls every 90 days.

SDR:

Hey, last time we spoke you told me that you're crushing it with Salesforce. And you told me the contract ends December of 2024. Has anything changed?

PROSPECT:

No. Everything's pretty much the same.

YOU CAN ASK:

Can I interest you in a meeting, just to share with you what's working for our clients? / Is there anything else I can help you with; or any projects you're working on with somebody I might know?

And you can do this all the way up to when the buying window opens. And then, you can approach them with:

SDR:

Hey, contracts are getting ready to renew, you guys gonna do some due diligence on reviewing competitive products to make sure you've got the best thing in place?

So we're continuing to move this thing down, not to mention that you have a viable, tangible deliverable for something outside of what everybody gets hung up on, which is meetings set.

