3 Sizzling Ways to Warm Up Cold Calls.

Turning Cold Calls into Warm Leads

Even in today's data-driven sales landscape, cold calling remains a fact of life for many sales professionals. Fortunately, today's sales leaders have a crucial advantage over their predecessors: market intelligence and outreach platforms that can warm up virtually any introduction.

You might not have spoken to a prospect before, but that doesn't mean you can't be prepared to forge a meaningful connection with them and help solve their problems.

While cold calls may be harder to work than pre-qualified leads that were carefully vetted by your marketing team, cold calling can still be a rich source of pipeline for sales professionals who know how to think on their feet.

These three proven cold-calling tips will help you:

- **Cold-call more productively**
- **Overcome objections effectively**
- **Maintain momentum during difficult conversations**

COLD CALLING TIP #1:

Use a Sales Engagement Platform

Whether your sales team is one person or 100 people, there are limits to how efficient you can get without using modern software solutions.

When you consider the average sales professional spends less than 40% of their work week actually selling, the pressure on individual sales reps becomes that much more demanding.

Sales engagement platforms allow your reps to sell more effectively by reducing the guesswork inherent to human-centric sales processes.

"When a company realizes they've reached the limits of human efficiency, their only choice is to turn to technology and automation."

Michael Maimone
VP at ZoomInfo

While specific functionality varies, most sales engagement platforms offer similar features. They typically include:

- Auto dialing
- Follow-up reminders
- Intelligent call and calendar scheduling
- CRM integration

Some sales automation solutions go beyond the basic feature set and offer greater insights into your sales team's data. This includes conversational analytics technologies, such as Chorus, that use natural language processing to analyze and evaluate areas of opportunity during sales calls.

Tools such as ZoomInfo Engage also offer deep insights into prospects, combining technographic profiles, original research, and intent data to further contextualize your reps' calls and maximize the likelihood of a closed deal.

COLD CALLING TIP #2:

Warm Up Cold Calls with Deep Prospect Research

The more you know about a prospect before picking up the phone, the more likely you are to establish a meaningful connection. Using world-class B2B data for preliminary prospect research is the most effective way to make every cold call count – the better you understand your prospects' pain points, the more effectively you'll be able to sell your solution.

When presenting your product or service, focus on the prospect's core areas of value that you identified during your preliminary research. Supplement this with any relevant marketing documents or customer profiles your organization may use. Be attentive and listen carefully to what your prospect tells you, but try to center the conversation around the core value-adds your solution offers.

Emphasize results. Specific product functions may be exciting, but you'll get farther by focusing on how individual features will make their life easier. You don't have much time to establish a connection with your prospects, so respect them by getting to the point quickly and demonstrating how you can help them.

Don't overlook technographic data

Technology and software systems are mission-critical to every company, which is why up-to-date technographic data is every sales team's secret weapon. Technographic data doesn't just tell you what your prospects are using, it creates unique, actionable opportunities for you to discuss specifics, such as:

- **The capabilities and limitations of current tools**
- **Budgetary considerations and constraints**
- **Quarterly and annual planning priorities**

COLD CALLING TIP #3:

Maintain Your Momentum with Alternative Touchpoints

You did your homework. You connected with your prospect, demonstrated real value, and left the cold call feeling positive about its potential. *Then weeks go by with nothing but silence.*

There are many factors that can derail even red-hot prospective deals, such as legal headaches, complex procurement protocols, and personnel moves. It's important to mitigate this risk by pursuing alternative touchpoints at the conclusion of a cold call.

LinkedIn Connections

Rather than lose momentum by waiting weeks to send a bland follow-up email, your sellers can send a LinkedIn connection request to prospects. This creates an opportunity to not only expand their network, but also paves the way for a gentle social nudge if things go quiet.

And don't forget: your sellers should be real people when they're building their networks. There's nothing less memorable than a robotic inbox – and that means you can easily stand apart by crafting a simple, personal touchpoint when you reach out. Remind sellers to approach social touchpoints as if they were building their own network – not simply checking a box on the sales playlist.

Engaging a Level Up

Reaching out to the prospect's manager is another way to reignite a stalled conversation, as is attempting to connect with someone else on their team.

If you choose to adopt this approach, frame the communication around how you can help their company. Reiterate why the original prospect found your offer compelling, and try to keep the focus of the conversation around their core values that were identified during initial research.

Use a friendly, approachable tone, and give your prospects' colleagues an out by reminding them you can always revisit the conversation at a later date if the timing isn't right today.

While mixing things up can be effective, be aware that this technique isn't without risks. Contacting your prospect's manager could be seen as an end-run around your original point of contact, which could sour the relationship and jeopardize the deal. It could also be perceived as pushy or aggressive, which can also harm the likelihood of closing the sale.

Pave the way for level-up outreach by asking the prospect if they face internal roadblocks. If sellers can offer to be an advocate, they're building trust and a team approach – and it shows they truly believe in the solution they're selling.

Success Under Pressure Isn't an Accident.

You can't prepare your team for every situation that might occur. But giving sales professionals the right guidance, the best tools, and the room to grow under pressure can reveal strengths that you wouldn't have seen under different circumstances.

More than 30,000 businesses worldwide trust ZoomInfo to help them increase productivity, reduce administrative overhead, and run the most efficient sales motions.

In a recent survey of our customers, sales reps reported that they cut prospecting time in half and doubled their phone and email connect rates by using our tools. Moreover, 67% of sales leaders reported immediate topline revenue gains after implementing ZoomInfo.

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