

7 Cold Calling Tips from Sales Experts



Let's not beat around the bush: nobody likes receiving cold calls. Buyers are already short on time, and the last thing they want is to listen to another sales pitch. Going through an account list then smiling and dialing one number after another is the way of yore.

But that doesn't mean you should stop calling potential customers—in fact, nearly 60% of C-level buyers [prefer to be contacted by phone](#). Plus, many organizations maintain call quotas for their sales reps to achieve on a monthly or quarterly basis. So what is a seller to do?

Use these tips to warm up your cold calls and have more engaging and impactful conversations.

1. Do your research

Do you actually know who you're calling? No, we don't mean their title, company, and industry—while this is important, to really engage the buyer, you must understand their pain points and business needs. The more information you have, the better you can gauge their level of interest and engage them with relevant messaging right off the bat.

The following are some of the most effective methods for research:

- **Google Trends** and **Google Keyword Planner** are keyword research tools that provide insight into what questions buyers are asking, what pain points they're searching, and what other brands are ranking for those keywords.
- Posts on **LinkedIn** profiles and company pages can reveal what topics and challenges are most important to the buyer and their company/industry.
- Search engines and social profiles provide insights into any events the company sponsored or attended, funding and other corporate milestones, and more.
- Account intelligence tools like **6sense** or **UpLead** dig even deeper to match online behaviors to certain IPs so you can identify a specific buyer's activities and tailor your conversation based on them.

You may also find that the company isn't a great fit for your product. In this case, you can cross them off your list and avoid wasting time for both parties.

2. Flip the script

In addition to knowing details about the person you're calling, stand out from other vendors with a more conversational approach. Buyers are expecting a generic, robotic sales pitch—surprise and delight them by aligning the value proposition to the research you've done. If your organization has a cold call script or template, try not to read directly from it—you'll sound over-rehearsed as a result. Instead, use the script as a guide for staying focused and keeping the discussion on track.

3. Prove your value

You could talk all day about how effective your product is, but showing what your current customers have to say provides much more legitimate evidence of the value you can bring to the prospect. Share proof of the value of your company and products with the buyer, including first-hand customer testimonials and reviews on rating sites like G2. Awards and other professional recognition can also be testaments to how your organization serves its employees and customer base.

4. Practice active listening

Just because you did some research upfront doesn't mean you know everything about the buyer. In your first conversation with them, your focus should be on learning as much as you can about the team, company, industry, competitive landscape, existing tech stack, and more. This is a win-win: you get deeper, first-hand insights into this potential customer, and the buyer will appreciate you taking the time to understand the issues they're facing and answer questions meaningfully.

5. Find the best calling schedule

Don't take advantage of a buyer's time and be considerate about when you're calling. They are likely tackling a long to-do list, and you will only irritate them if you call when they're bogged down with meetings and other work. Calling closer to lunch or the end of the day, when people are preparing for a break, has a higher likelihood of success. Research shows that calls are most likely to be answered between 10 and 11am and 4 and 5pm. Remember, not everyone you call is in the same time zone, so be mindful of that before you dial.

6. Leave an impactful voicemail

Over 90% of [cold calls go to voicemail](#). Rather than giving up hopes of engaging the person on the other hand, leave them a message that will grab their attention. Demonstrate what you know about the individual, their company, their pain points, and how your solution can help. Avoid cramming too much information into the voicemail—keep it at a tight 20 seconds at most. Convey some energy and urgency and follow up within a week if you don't hear back.

7. Set proper next steps

You're not closing any deals on the first call, so it's important to establish clear steps agreed upon by both parties. These could include sending over additional resources, setting up a demo, or waiting a few months before touching base again. Rather than forcing them into your sales process, let the prospect bring you into their timeline and be respectful of how they would like to move forward. If they say they aren't interested or ready, give them an appropriate amount of time before calling them again.

Following the right process, cold calls can be effective in connecting with potential customers and moving them to the next phase of the buying cycle. The goal is not to do discovery with the buyer or sell products—it's to engage the person meaningfully and get a meeting scheduled so they can learn how your product will help them operate a more efficient and lucrative business.

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