

Topics covered in *Contrary to Popular Belief, Cold Calling DOES Work! Volume I: Effectiveness, The Art of Appointment Making.*

General Topics

The Need for Personal Improvement

Is Cold Calling Really Necessary?

The Necessary Skills in the Pipeline Phase of Selling Are Not the Same as Those Required in Appointment-setting.

Top Ten Biggest Mistakes Cold Callers Make on the Phone.

There's Actually Difference between a Cold Call and a Warm Call.

The Value of Knowing Our Metrics.

Effectiveness Topics

Practice makes perfect. The need internalize scripts.

Cold calling and scripts: It is not necessary to memorize a script.

When is enough, enough when making cold calls?

They must not be interested because they won't return my call.

Caller ID and the mystery cold caller: the allure of blocking your ID.

Does e-mail work in cold calling campaigns to actually set appointments?

When and how can e-mail support cold calling campaigns?

Why the tone of our voice is more important than the content of our message.

The value of using scripts.

Cold calling, the whac-a-mole and the teleprompter.

What does the Elvis impersonator and cold calling have in common? Practice, practice, practice.

Selling right now, versus asking for an appointment when cold calling.

To qualify or not, that is the question!

Should we call our targets by their first name or by their last name when placing cold calls?

What is the best way to state our value proposition on cold call?

What makes a good value proposition?

Is my appointment-setting script too long?

Why even our best value proposition doesn't work on an appointment-setting call.

The reason for the meeting doesn't need to be exact.

Why hearing a direct question as the first response from our targets is a good thing—and two techniques to make that happen.

Why asking for "...just ten minutes," on a cold call puts us on the defensive.

When making cold calls, some of us begin with, "How are you today?" Why is that a bad thing?

What are three questions we don't want to ask on an appointment-making call?

When leaving voice mails, we should always say our phone number s-l-o-w-l-y and then repeat it.

Why we can't take a non-response to a cold call voice mail personally.

There's a new reason to leave voice mails.

How to get a gatekeeper personally engaged and helping us.

How to find someone within the target company to help us gain important information about the person we need to meet with.

Are there really gazillions of conditioned knee jerk responses (negative responses) our targets use on us on an appointment-making call?

Handling the, "How much does your solution cost?" question on an appointment-making call.

What to do when an e-mail cold call is returned with a, "Not Interested."

What does a quarterback's ability to read defenses have in common with cold calling?

How to handle the, "I'm too busy to talk," conditioned response.

When is the best time to call for an appointment?

To confirm or not to confirm Initial Appointments.

Two tips to reduce the need to make cold.