

Three Simple Steps to Create a Powerful Cold Calling Value Proposition (The Reason to Meet)

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Creating a powerful Cold Calling Value Proposition (the reason for the suspect to take a meeting with us) is actually very simple, but most of us fall into some fairly common traps that limit the effectiveness of our Value Propositions. This article examines how and provides a simple three step **Formula** to eliminate them.

Think about it. The easiest appointment making call for any of us is a Referral Call, right? There are two reasons for that:

- 1) The name of the referrer opens the door for us and gets suspects to listen to what we have to say with an open mind.
- 2) The message (Value Proposition) we employ is all about what **we did for the referrer and why they thought it would be worth the suspect's time to listen to the message.** *

When making a Cold Call though, we lose the benefit of the referrer's name opening the suspect's mind to our message. Their initial reaction is no longer to listen to the message, but rather to get us off the phone quickly. Our methodology, **The Appointment Making Formula™**, addresses how to get beyond that initial knee jerk reaction and into a short conversation where we can talk about what we accomplished for someone else.

If the message about the challenges we solved, or the benefits we provided to the referrer resonates so well on a Referral Call, why do we abandon them on a Cold Call?

* Dr. Robert Cialdini, in his book, *Influence*, tackles the subject of the tendency of one person to comply with the request of another. One of his six principles is the principle of consensus or proof. What he says is that people decide what is appropriate for them, many times based on what others like them do. It's why we intuitively use this approach in a referral call.



In the years we've been improving sales reps appointment setting skills, there has been one very constant aspect. Before learning ***The Formula***, virtually everyone's Value Proposition talks about what they **can do** for the person they're calling, not what they've **already done for others**. And since the suspect doesn't really think they need what we're selling when we call, this approach doesn't work often enough.

There are three steps to defining the message and then a very simple ***Formula*** to apply it.

- 1) Write out the best success stories of someone using your solutions you can think. Include these five components:
 - a) What were the challenges facing our customer?
 - b) How did we address those challenges?
 - c) What were the results?
 - d) What did the customer tell us were the benefits of those results?
 - e) Can we use any of the names attached to these stories?

- 2) Using your success stories as a starting point, list:
 - a) All of challenges you believe your solution addressed for your current customers.
 - b) All of benefits (not features) that your solution provided for your current customers.

- 3) Determine the most powerful approach from either the challenge or the benefit approach specific to the audience you'll be calling and apply it as follows:

"The reason I was specifically calling you today was that we've recently had a lot of success (insert most powerful approach from No. Two or Three above) and I'd like to stop by your office and share with you how we were able to accomplish that."



Example of a full script:

“Good morning, Bob. My name is Barry Caponi and I’m the president of the Caponi Performance Group. We’re a sales training and consulting company that focuses on the challenges of appointment making and cold calling.

The reason I specifically called you today was that our clients are consistently reporting back to us a doubling or better of the number of initial meetings their sales teams are setting after adapting our holistic approach to the challenge and I’d like to set up a time to stop by your office and share with you how we were able to accomplish that.

Would you be available Tuesday afternoon at 2:00?”

In summary, we all believe that others know something we don’t, so people are curious about how others have succeeded; they are not as inclined to listen to a pitch about what we can do for them.

Caponi Performance Group, along with Contact Science, provides a holistic solution to Appointment Making by providing a proven methodology that addresses both the effectiveness and efficiency of the process. Visit us at <http://www.coldcalling101.com>.

