



# Things you need to know about

# COLD CALLING



## What is Cold Call?

A cold call is a common practice in outbound sales. It is when real estate agents reach out to a potential buyer who's never interacted with them or their company before with the intent to sell a product or service. But for a cold call to become successful and effective real estate agents need an effective sales pitch script.

## What is the purpose of Cold Call?

Cold calling is a method to capture prospects one on one to move them to the next step in the buying process. In the past cold calling can cause burnout because of the spray and pray method. It is about spending more time making intrusive calls with no prior qualification, hoping that your message would resonate with someone.

When paired with strategies such as **Prospecting** and **Sales qualification** cold calling becomes more effective. I also begin to be powerful when paired with the inbound methodology.

## What is an inbound sale?

In inbound sales, prospects willingly "opt-in" and become a lead after encountering your website or campaign. Digital channel is not enough to close the sales, prospects need to be compelled to act. A cold call is needed to introduce yourself and your services and make your value proposition clearer.



# Here is an example of Cold Call Script

**\*The prospect's phone rings\*\***

**Prospect: Hello?**

**Rep: Aja Frost, my name is Dan from Outbound.**

**(1.5-second pause)**

**How are you doing today?**

**I am calling about our software that helps you with the strategic implementation of your biggest problems from Outbound Company.**

**\*Is this a priority for you today?**

**Prospect: Actually, this isn't a great time ...**

**Rep: Are you interested in a product demo of how we are in the magic quadrant? We have won all these awards.**

**Prospect: We're not interested.**

**Rep: Are you the decision-maker? Give me two hours, and we can get you going — unless you don't have a budget.**

**\*\*Click\*\***

**Here's another typical cold call script example.**

**\*\*The prospect's phone rings\*\***

**Prospect: Hello?**

**Rep: Good morning, is this Rita?**

**Prospect: Yes, this is her. With whom am I speaking?**



**Rep: My name is Bill from DCall. I found your information while searching for business consultants in Wichita and I think you could be a great fit for our services.**

**(1.5-second pause)**

**Do you have a moment to talk about your business' call service provider?**

**Prospect: I already have one**

**Rep: But if I could borrow ten minutes of your time, I can tell you how quickly we can take your business to the next level.**

**Prospect: Look, I really have to go...**

**Rep: No problem. When will be a good time to check in with you?**

**Prospect: I'm not sure.**

**Rep: Is it okay if I check back in six months?**

**\*\*Click\*\***

## **How to Create a Cold Call Script**

### **1. Identify 2-3 Verticals**

In this step as a real estate agent, you need to cherry-pick who you'll call. Your time is valuable — don't waste it on prospects that aren't a good fit for your product. Think about who your best customers are. Figured out which verticals to target. For example, hospitality and retail or finance and banking. If you're done identifying your vertical target you're ready for step two.

### **2. Identify 20 good fit prospects**

It should now be much easier to find specific companies or people who could use your product or service, especially when using a tool like LinkedIn. Let's say you're looking for US-based hotel companies who might benefit from your on-site goat yoga classes (who doesn't want to do Shavasana with a baby goat while they're on vacation?). Search "General manager" with the "Hospitality" filter.



### 3. Research each prospect

I know, you'd rather just pick up the phone and call. But trust me, spending just a minute up front will make you wildly more successful. So do it!

Since you're already on LinkedIn, check out each prospect's profile to personalize your approach. You'll want to know:

- What the company does
- What the prospect does specifically
- If you've helped a similar company in the past
- One "fun fact" about them

Here's one thing I never fail to do: I look up how to pronounce the prospect's name. Nothing makes people more annoyed and less likely to listen than hearing their name butchered by some fast-talking rep, so this step is crucial.

## The Best Cold Calling Script Ever

### 1. Introduce Yourself

You don't need to yell your greeting, but you do need to articulate the words. After you say, "This is [name] from [company]," pause.

This is hard for cold callers. They want to jump straight into their pitch. But I want you to take a deep breath and say nothing for eight whole seconds. While you're pausing, your prospect is searching their brain for who you could be. It sounds like you know them — are you a client? A former coworker? A current one?

### 2. Establish Rapport

Now that the call is already deviating real estate agent needs to ask the client questions to establish some rapport. The objective here is to get them talking and prove you're familiar with them and their company.



Here are some good questions:

- So, [prospect name], I see you went to [university]. How did you like it?
- Wow, you've been at [company] for [X years]. How did you get started there?
- Congrats on your recent promotion. How is the new role?

A good question is topical and makes someone smile. If they seem receptive to chatting, ask them a follow-up question. Do something that would lighten the mood of your conversation.

### **3. Use a positioning statement**

A good positioning statement shows your prospect that you work with similar companies and understand their challenges. Make them feel that you're not only talking about yourself,

Here is an example of Hypothetical Positioning

"I work with sales managers in hospitality with five to eight reps on their team. My customers are typically looking to increase rep productivity. Does that sound like you?"

Since you've pre-qualified them, they'll always say "yes."  
Simply say, "Tell me more about that."

Now, the conversation is already about the client. They'll start to discuss their pain points and objectives, which is a piece of very important information that real estate agents can use to build their sales pitch.

### **Cold Calling Script Variation**

Everybody wants to have a better and more fruitful day. By making your prospects smile or laugh, giving them a chance to talk about their problems, and showing them you might have a solution, you'll improve their day. That means stronger relationships and, ultimately, more sales. Do some variation when calling your clients. But before you do that be familiarized first with who your clients are.



# Cold Calling Tips

## 1. Be selective with prospects

There's a chance that the 100% inbound method might not work for your business — at least not overnight. So real estate agent needs to be selective in their prospects to imitate the success of inbound sales. They need to be creative in choosing the prospect that they will add to their list. Prioritize calling first those people already interested in the product or service your company provides.

## 2. Practice your cold call script

If you don't want to sound robotic and rehearsed it is important not to forget your script. It is better to know the goals of the script it would help you to respond immediately with a comment or question you hadn't planned for. Each call is an opportunity you'll have a chance to practice your cold calling script. You'll also learn another approach to make future cold calls more effective.

## 3. Focus on them

Sometimes when doing a cold-calling script, most real estate agents fall into the me-me trap. It already focuses on them like:

- "We at [Company] offer..."
- "We're the best at..."
- "I want to schedule a meeting to..."

Instead of doing this try putting the focus of the conversation on your prospect by using "you" language like this example:

- "Are you experiencing challenges with..."
- "What roadblocks kept you..."
- "Would you benefit from..."

Doing this strategy centers your prospect in the conversation and makes it personalized and relevant.



#### **4. Do your research**

Before you start your phone call make sure that you have a bunch of information about the prospects that you are reaching out to. Look for additional facts that you can use to build rapport with them. Look for rapport building topics that you can use to start the conversation

#### **5. Find the best time to call**

There is no universal "best" time to make a cold call but some specialists suggested making calls during early mornings or late afternoons. The reason behind it is individuals haven't yet started their day or are already wrapping it up. It will increase your chances of getting through. The more cold calls you make, the more you'll get a feel for days and times that have the most success.

#### **6. Be respectful of their time**

Be reminded that cold-calling is somewhat intrusive. The day of the prospect was already interrupted. You should get to the point quickly to respect their time. It is better to use your positioning statement early on in the call or make a transition like this one: "The reason I'm calling is to..." It gives your prospect the signal that you're about to be quick and to the point.

#### **7. Ask open-ended questions.**

It is effective to use open-minded questions because it will keep the conversation going. It is very helpful especially when asking the prospect about their pain points and goals. Prevent asking "yes" or "no" questions.

#### **8. Be an active Listener**

Ensure to carefully listen to your prospect's responses. If needed reply back to what they said about their answers or information given by them. This helps you clarify what they said and shows the prospect that you truly care about what they're saying.



## **9. Pick out their pain**

As the prospects open up their current struggles, points of contention, or problems they may be experiencing. It gives you the chance to use the "I can help with that" moment with the prospect.

## **10. Anticipate Objections**

The more calls you finished, the more you will discover the different types of objections that you will encounter. For some cases, it is a good opportunity to press on, having a scripted response to handle the objection. This will help keep you from getting caught off guard and allow the call to come to a grinding halt.

## **11. Focus on your Goal**

The focus and goal of every cold call are to introduce yourself to the prospect and set up a discovery call with them. Always remind yourself of the desired end result you wanted. It will help you stay on track as you're cold-calling prospects.

## **12. Have a "closed" mind in every conversation**

Having closed in mind might be a big help to get five more minutes of a prospect's time or a follow-up call for later in the week. Identify first the close you'll use to encourage more streamlined and focused communication before the real estate agent send an email and make a phone call.

## **13. Make it easy to say Yes**

Don't make every closing complicated. The more complicated it becomes, the more it is easier for the prospects to say "No". Make it easier for them to understand all the things that they need to know.



#### **14. Follow up after the call**

There are some situations in which your client isn't available to meet with you again until the next week or so. The best thing to do is to follow up with them within a day after your initial cold call. It is also better to use the "take your time tradition" and offer some valuable information that could help them in the period between your conversation and their decision about your product.

#### **15. Leave a voicemail**

In our generation right now, voicemails for others seem like an old-fashioned method of communicating with their prospects but it's a smart way to keep yourself top-of-mind with them when they check their messages. Prospects have overflowing email inboxes daily but voicemail will help you stand out. You can even adjust your cold calling script to work with voicemail. But remember, don't sell in the voicemail; just provide just enough information to pique their interest.

#### **16. Conduct call review**

As business and products or services are evolving, cold call techniques should also evolve. You can conduct a call review with your sales team on a monthly or quarterly basis and have them provide constructive feedback on what went well and what could be improved for the next time.

#### **17. Remember your why**

There are days to come that you will struggle to make it through those last few calls of the week, but always remember why you love to do what you do. Your "whys" will always make you feel motivated.

