



Lead Generation/Cold Calling

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The Art of Cold Calling/Lead Generation

Learn it! Master It! Perfect it!



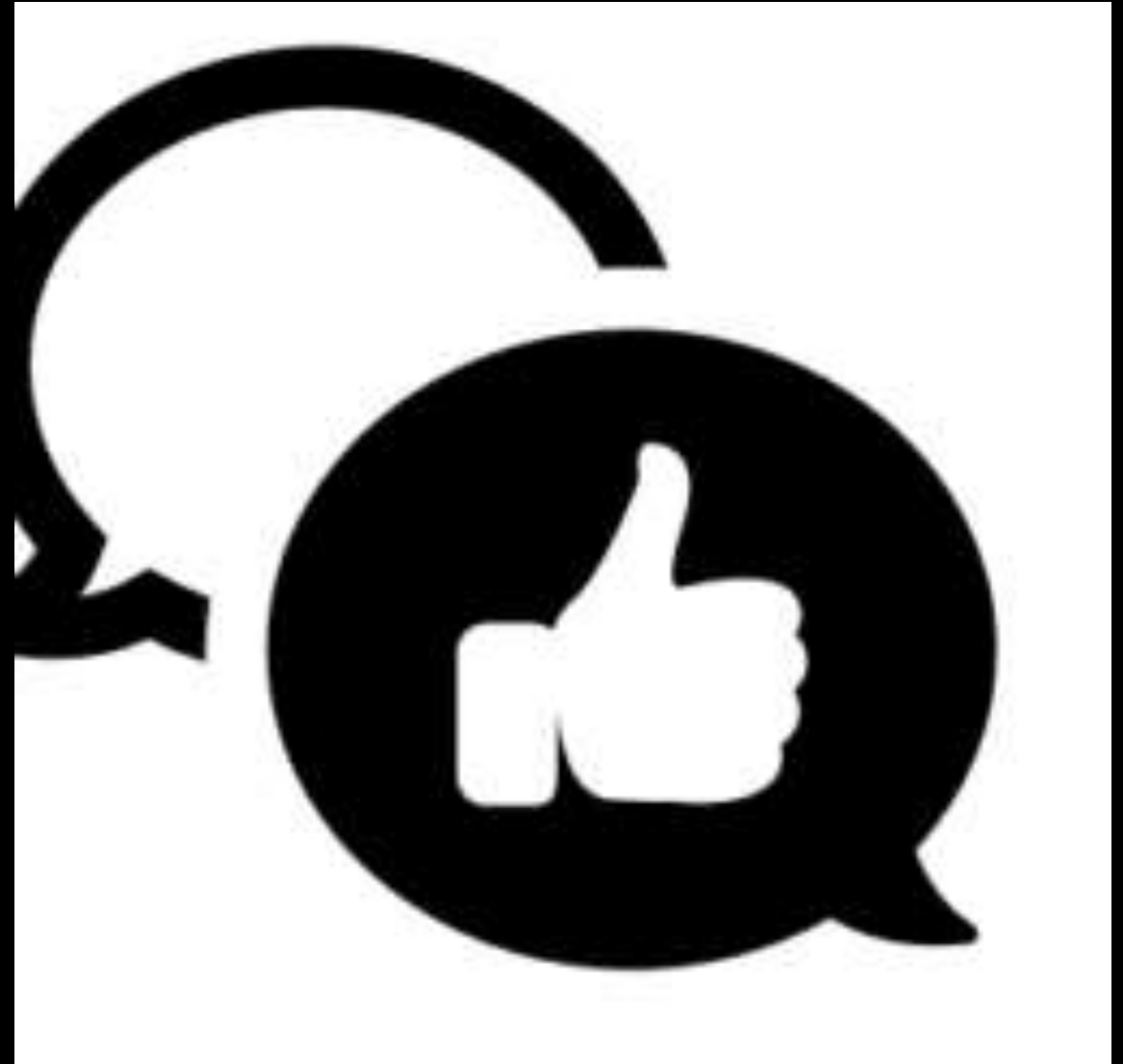
What is cold calling/lead generation

- **Cold calling** is the art of approaching someone professionally, openly and meaningfully with a sensible value proposition. It is one of the best and most effective techniques for Lead Generation.
- **Lead generation** is the process of actively creating, nurturing and discovering an interest among prospective buyers, in the solutions that are offered, to further enable sales conversions.
- Unlike other Sales/advertising strategies, this option puts you into direct contact with customers & decision makers. The **ROI** can be huge.



Does it Work – Yes !

- Good calling performed **properly** and not just merely as an “indiscriminate numbers” game leads to revenues.
- Cold calling enables **success** if strongly focused on initiative and action.
- Cold calling done **strategically**, bolsters sales and creates new customers.



The 5 Stages

A lead is based on a need! Identify it!

1. Research
2. Script
3. Dials/Attitude
4. Objections
5. Pipeline Creation/Management



Research – Know your Prospect!



STUDY YOUR TARGET
AUDIENCE PRIOR TO
CALLING.



DATA COLLECTION: CREATE
LISTS OF WELL
RESEARCHED PROSPECTS
THROUGH
DATABASES/WEBSITES/RES
EARCH TOOLS ETC.



FORMATTING LISTS: NAME
OF DECISION MAKER/
TITLE/ MAIN NO./ DIR
NO./ INDUSTRY/
REVENUES ETC.



MAPPING ACCOUNTS:
POPULATE AND VALIDATE
THE DATA.



GATHER PERSONAL
INFORMATION OF THE
PROSPECT-
EDUCATION/INTERESTS
ETC.



REVIEW AND UPDATE THE
LISTS.

Script- Master It!

Scripts should be precise and goal oriented. It's not just about “what” you say, but it is about “how” you say it.

- ✓ Script Building
- ✓ Script Comprehension
- ✓ Script Delivery
- ✓ Image Building
- ✓ Soft skills
- ✓ Mock Calls/Role play.



Dials – It's a Numbers Game!

It's not just the quantity, but also the quality of dials that leads to conversions.

- Smiling and Dialing
- Momentum Building
- Dial the Digits
- Self Motivation
- Strategize the Dials
- Dealing with Rejection
- Attitude
- Call Logs
- Time Zones/Timings



Objections – Handle them!

The ability to turn a “No” into a “Maybe” and a “Maybe” into a “Yes” is what makes you a superstar!

- **Gate Keepers-** A smooth Operator gets past the gatekeepers and extracts information from them.
- **Roadblocks-** The prospects throw curve balls- how do you dodge them and reach the finish line.
- **Q&A Document** – Draft a document with all possible Objections.
- **Perception Creation-** Handle Objections like a pro! Be the Boss !!
- **Mock Calls-** Role Play



Pipelines – An Ongoing Process

The Art of selling is the ability to take a “NO” not just as a “NO” but as “Next Opportunity”!

- Identifying Suspects
- Marking Prospects
- Detailed Documentation
- Follow Up
- Follow Through
- Hot Pursuit
- Next Steps
- Conversions



