

The Impact of Cold Calling on Marketing

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ABSTRACT: The paper proposes a domain statement for cold calling as a field of study which refers to the first telephone call made to a prospective customer. More unusually, cold calling can also refer to as calling face-to-face for the first time to a prospect without an appointment. Cold calling is an important stage and technique in the selling process. Cold calling performed properly and not as merely an indiscriminate 'numbers game' – is a fundamental and highly transferable capability. Cold calling is the art of approaching someone, professionally, openly and meaningfully, with a sensible proposition. The goal is to make the first contact with a person or company that fits your ideal customer profile, briefly introduce your product or solution, and determine if there's enough interest to move forward. Social media marketing have added up sales which advantages a cold calling. Writing personalised mails, personal messages in LinkedIn, Facebook can even be a way of doing cold calling to ideal customers.

KEYWORDS: Strategic Sales, Cold Calling, B 2 B Sales, Digital Marketing, Service Firm.

I. INTRODUCTION

Cold Calling is a technique in which a salesperson contacts individuals who have not previously expressed interest in the offered products or services. Cold calling typically refers to solicitation by phone or telemarketing, but can also involve in-person visits, such as door-to-door salespeople. It is one of the potential marketing strategies to increase sales for a business. The business world has changed dramatically and permanently. We have moved away from a push model where we were told what to buy to a pull model where the customer sets an agenda. Cold calling is a hard work, but with a thoughtful approach, we can keep the conversation going and get oneself one step closer to a sale.

Nearly 70% of buyers accept phone calls from new providers over the course of a year, according to research from the Rain Group.

The Cold Calling starts with the beginning of a relationship. If one is a very transactional sales person, it can be used to get the sale. Often

relationships made can be used for further opportunities in a business. Cold calling starts by breaking the ice. Cold calling can be identified via phone, email, social media or meeting in person.

Cold calling will always be a tactic, all the tactic should have to be customized to each prospect. Sales people usually do a great mistake of directly going on with a description of a product, which should be stopped. A relationship once initiated, will be upcoming again and again with many different products in different ways.

II. WORK SMARTER ON COLD CALLING.

[1]. Nothing happens in business until something is sold and nothing happens in selling until a sale is closed. The problem for most salespeople and business owners, who must sell to grow their business, is with even starting. Salespeople fear and procrastination are one among that every salespeople struggle through every week. It is the limit that we put on ourselves hold us back more than any external factors that we face through. A successful sales strategy absolutely requires us to contact people with whom we have never spoken and initiate a business relationship- this is selling! Successful cold calling are happening every day and have proven to be a fundamental sales process in every industry. If cold calling is done in a corrective way, it is a powerful tool in salesperson's strategy to connect with prospects and get business. Many industry today are avoiding cold calling as it seems not to be effective. Cold calling can be really enjoyable if done correctly. Cold calling is just not selling your products but to make them in a knowledge of what you have and what you are selling.

Cold calling is also proven to have a wonderful relationship with consumer and understanding their needs and wants and giving them in accordance of their needs. Hiring a perfect and experienced salespeople can really pitch a business in cold calling. Every sales people can sell to a repeated consumer but it's not that easy to sell

to someone who doesn't know about your product and you are there to define them who you are and what are you selling. One of the truest aspects of pitching marketing is focusing on how we can advantage consumer rather than focusing on product description.

Cold calling can be more effective, if we meet them in person and ask them what are they manufacturing or establishing or selling in their business. What are there wants, where are they lagging and where they want to go in business? You are not just as a chat box or Artificial Intelligence that you go and speak the product description, and no one loves it right. First, salespeople should make a good relationship. Do you want to share your thoughts and ideas to someone you don't know? I would probably not.

III. THE WAY OF HEADING ON COLD CALLING.

[2]. Salespeople build demand of company to a targeted audience or targeted locations and specific cluster of individuals to convert them to buy business product or services. The fundamental business model for every business is simple: create a product or service, define a customer, establish a price, close the sale, deliver the order, collect the money and realize a profit. The most challenging and critical aspect of any business is determining the sales strategy- this is the art of business. If the sales strategy is right, you will be pitching the business throughout. The first step is to have a need analysis, who will buy your products, what price they will pay and how they will be benefited with your products. Sales and marketing needs to be a cycle and not a process. It should be in a continuous and repeated process until you are in business. Coca-Cola have been in business for more than one hundred years but still need to advertise to keep their product foremost in the minds of customers. Brand is very important because it represents the value of a business. If a JCB Salesperson do a cold calling and says to a manager of an industry, that he is calling on behalf of JCB. The manager don't know the salesperson but the image of a brand JCB will be highlighted to him. It is very easier to sell something that have a brand value. The greatest strength a salespeople can give to themselves is by finding where they are going, and to develop a strategy to get there. Plans really do have a power in them and greater the thought, efforts and focus one put into plans, the greater the opportunities and success.

IV. GO REMOTE WHERE YOU CAN.

Imagine that a salesperson could reach prospects all over the world. The distance doesn't matter. Almost 75% of professionals now believe remote work will become the norms, according to research cited by Forbes. It is a fun loving work, where you can meet new people and understand their working of business.

V. NAIL YOUR TIMING

When it comes to making cold calls, timing is another key factor that should be focused on. The best time to make a call are from 11 a.m. to noon and 4 to 5 p.m., according to CallHippo, a virtual phone system provider. These are the hours which tends to catch prospects when they are looking forward to lunch or closing up shops. It is always productive and engaging to speak to someone when they are in good mood.

VI. DIGITAL MARKETING ADDS HEALTHY SALES ON COLD CALLING.

Selling by cold calling alone is a tough way to build a business and all but the toughest salespeople will lose interest. Digital marketing should be combined with cold calling to leverage the work of sales force. Newsletters, press releases, social media, networking, online sites like LinkedIn and paid advertising will support sales team's effort by paving their way with brand awareness.

The important sales development or increase in a sales happens only after setting of goals. The stronger and the well-defined goals, the increase of sales usually occur. Solid goals also helps salespeople by helping them define the reason behind the actions!

In 2021, an estimated 4.33 billion people are using social media worldwide, equating to more than 55 percent of the total global population. Social Media are having really a considerable impact on marketing.

VII. WIN EVERY SALES EVERYTIME.

It is very challenging to consistently close, all day, every day. Is it possible? It might sound like a no, but it is possible.

It is 'selling in the zone' and this the way it is to be done!

First, a salesperson should know about their product and industry. A salesperson should learn everything about product, features, benefits, pricing, competition, quality, faults, everything!

You should develop a compelling presentation and learn how to deliver it with a

powerful enthusiasm so that no one can ignore you. First of all know your customer. Don't just try selling to such a people who will never buy your product just because they are willing to speak to you. Selling in other way is helping in accordance with someone's need. Your marketing should only be attracting the right prospect and your lead generation should be the same. In sales you should never remember what interests you, it should be what interest's customers. Make it impossible for them to say no! If you really have a right prospect and if they want and need what you are selling, then give them an offer which cannot be refused.

Selling is a skill that few can manage properly. Many salespeople are good talker that really don't work at all. You should be a good listener. You should listen about what prospect is trying to say, needs, problems, lags, everything. Make a prospect comfortable that you are right person to share their business to you.

VIII. THE MOTIVATION MYTHS.

[3]. "If you aren't fired up with enthusiasm, you'll be fired, with enthusiasm!" The motivation for salespeople should be inside out not outside in. All that count's in sales is how much client have you pitched and how many sales have you done so far. You should go and have a hunt for customers. If you will not take care your of your customers, your competitors will. The problem is that the money is all OUT THERE, and not in your pocket! Wake the inside game with in you. The sales commission which you will get apart from your salary is a motivation. The respect you are earning, is a motivation. You know that the best way to reach those people who want to spend, and build up your lifestyle, is to contact them by phone! This will put you at the front of line.

Every salespeople have a new morning, and every day you wake up is filled with opportunities, to change the course of your life. The people are out there. The money is out there. Go and get the customers and improve your Sale.

IX. ALWAYS FOLLOW UP.

[4]. Perhaps one of the biggest complaints I hear is some version of "We left them a message, but they never call us back." Don't have an assumption that prospect will call you back.

The task of identifying prospects, assembling appropriate contact information, and identifying an actual level of interest requires far too great an investment and it's a very loss for you to leave saying they didn't replied back to you and are not interested. The prospects are really busy and sometimes becomes captivated by competitors. You should never allow someone other or competitors to enter into your prospects mind. You should be very honest with prospect and should never lie. Mention specifically the things you want to talk to about but don't go into great detail.

As you go through these steps, be aware of problems you may be facing with your process. Improvement should be a continuous process and there should be a fixing where result breakdown occurs.

CONCLUSION

Cold calling is a strategy with clear benefits that many sales professionals avoid. To be successful, it is critical that you make a plan and stick to it. The ability to think clearly and work with best cold calling techniques, reiterate and upgrade with activities, is the key to the future of business. Cold calling should always be felt as an opportunities in market to target customers and get sales. Cold calling is a smart work which requires experience and once a relationship with prospect is made, sales can be a continuous process with them or people who are in contact with them. Today, the technology is increasing, Digital marketing have proven to make a great impact on cold calling. Regular monitoring on companies activities and weekly follow up can really convert cold calling into a great sales. Cold calling is a continuous process and salespeople should admire the benefits.

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