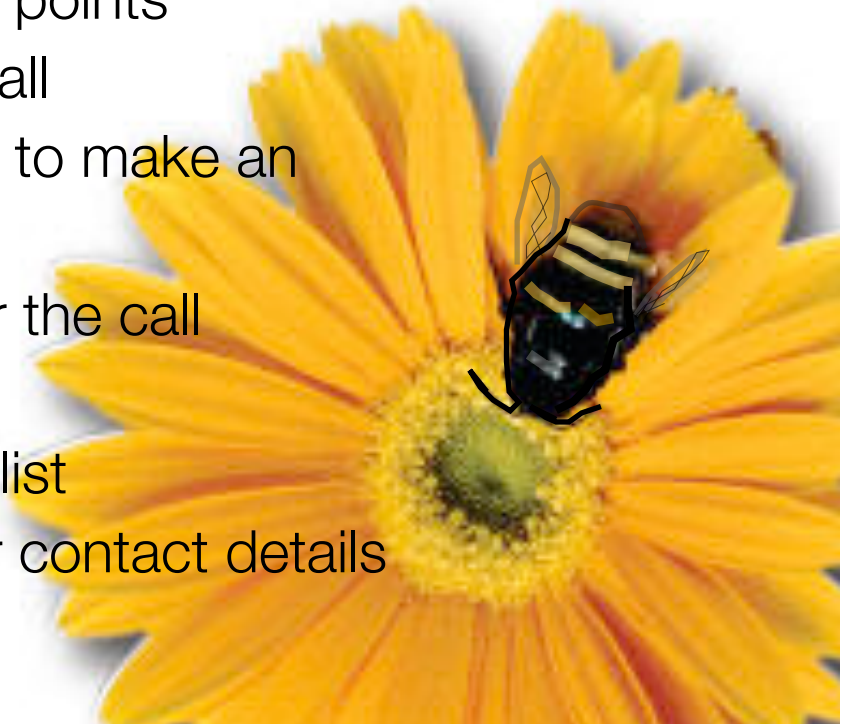


sarahBee marketing®

the buzz about COLD-CALLING

1. adopt the 'five a day' rule: try and make five cold-calls every day
2. always ask whether the person has time to speak with you
3. tackle one industry and one geographic location at a time e.g.
Accountants in North Essex
4. use a simple script or 'crib sheet' with your key points
5. consider offering a special promotion on your call
6. be very clear about the reason for your call e.g. to make an appointment, launch a new product
7. always send a follow up email immediately after the call
8. NEVER be pushy or rude on the phone
9. ask if the person would like to join your mailing list
10. thank the person for their time and repeat your contact details



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marketing can
help your
business do
better.



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