

COLD CALLING STRATEGIES

GORD FANSHER – JOB DEVELOPER,
EMPLOYMENT SERVICES



Hutton House

Supporting youth & adults with disabilities

AGENDA

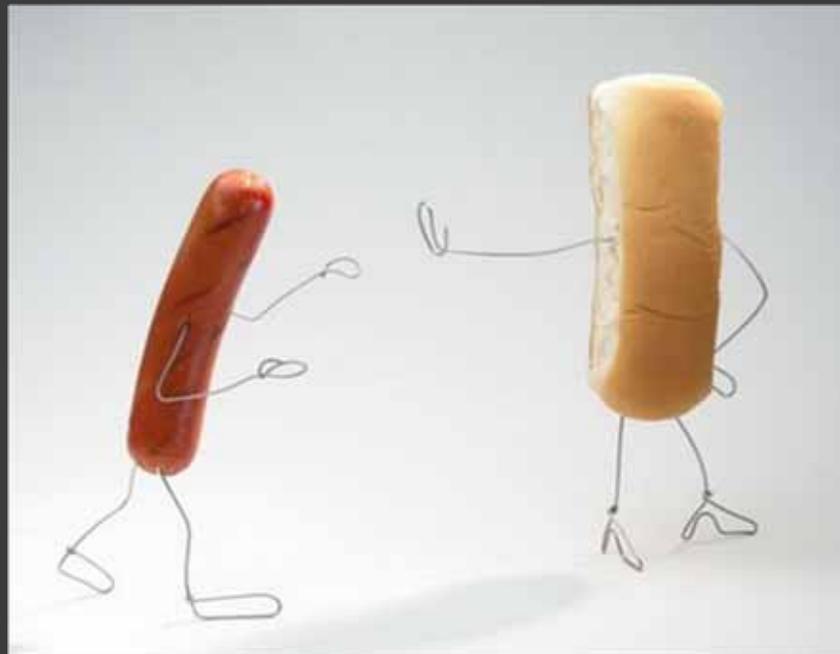
- TALK TODAY about 15 MINUTES IN LENGTH WITH TIME AT THE END FOR QUESTIONS
- COLD CALLING
- TYPES OF COLD CALLING
- STRATEGIES
- HOW TO SABOTAGE THE COLD CALL
- THE “ASK” WHAT IS THIS?
- CLOSING THE SALE

WHO'S HERE....?

- ① HOW MANY HERE TODAY ARE NEW TO THE ROLE OF JOB DEVELOPER?
- ① DO WE HAVE ANY EXPERIENCED JOB DEVELOPERS?
- ① HOW MANY WITH A SALES AND MARKETING BACKGROUND?

COLD CALL APHOBIA

- ◎ “THE FEAR OF CALLING A STRANGER AND BEING REJECTED”



SYMPTOMS OF CALL A PHOBIA

- ◎ CONFUSION
- ◎ BLURRED VISION
- ◎ HIGH BLOOD PRESSURE
- ◎ SWEATY HANDS

TYPES OF COLD CALLS

- ON THE PHONE

- IN PERSON

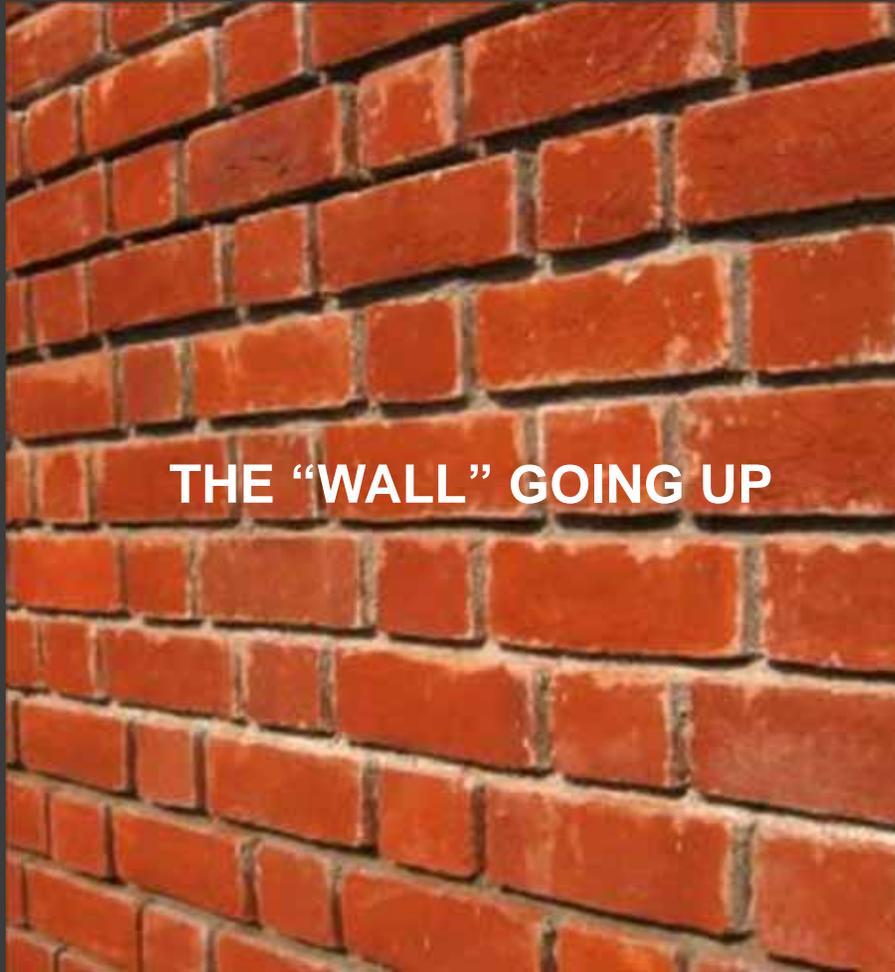
WHY DO WE COLD CALL?

- 80% OF JOBS ARE IN THE “HIDDEN” JOB MARKET
- WHAT DOES THAT MEAN?
- THESE JOBS ARE NOT ADVERTISED
- THEY ARE JOBS THAT EMPLOYERS ARE:
 - ANTICIPATING THEY MAY NEED TO FILL IN THE FUTURE
 - EMPLOYERS HAVE JUST FIRED AN EMPLOYEE FOR A POSITION THAT THEY NEED TO FILL RIGHT AWAY
- THE MONDAY MORNING NO – SHOWS
- MOST IMPORTANT: YOU WILL MORE SUCCESS ACHIEVING JOB TARGETS BY COLD CALLING – JOB SECURITY

HOW TO SABOTAGE THE CALL

- ⦿ BEING UNPREPARED
- ⦿ BEING PHONY
- ⦿ TALKING TOO MUCH ABOUT YOURSELF
- ⦿ CALLING or VISITING AT THE WRONG TIME
- ⦿ BEING CONTROLLING OR TOO PRESSURING
- ⦿ NOT TALKING TO THE RIGHT PERSON

WANT TO AVOID



THE “WALL” GOING UP

THE "ASK"

- YOU WON'T KNOW UNLESS YOU ASK
- THE "ASK" IS USED TO ASK FOR THE SALE AND TO FLUSH OUT OBJECTIONS.
- BUSINESS PEOPLE ARE USED TO THIS CONCEPT AND WILL APPRECIATE AND RESPECT BEING ASKED
- BUSINESS PEOPLE EXPECT TO BE ASKED TO BUY GOODS AND SERVICES ALL THE TIME
- WHY NOT EMPLOYEES?
- ALWAYS ASK FOR THE SALE WITH EMPLOYERS – IF ALL THE SIGNS ARE THERE THAT THEY VALUE WHAT YOU ARE TELLING THEM, THEN ASK THEM
- DON'T WALK AWAY AND SAY, "CALL ME IF YOU THINK WE CAN PROVIDE A SERVICE TO YOU" OR "THINK ABOUT IT"

ASK

- “IF I PROVIDE YOU WITH THE RIGHT CANDIDATE WILL YOU HIRE THEM?”
- ASKING MAY PROVIDE OBJECTIONS FROM THE EMPLOYER
- IF YOU GET A “NO” OR OTHER OBJECTION, THEN YOU
- KNOW YOU HAVE TO PROVIDE MORE INFORMATION
- IF IT IS A LEGITIMATE OBJECTION THEN YOU HAVE THE OPPORTUNITY TO PROVIDE MORE INFORMATION
- OK...SO WHAT I HEAR YOU ARE CONCERNED ABOUT IS.....

CLOSING THE SALE - METHODS

- ◎ SIMPLE CLOSE
- ◎ “DOES THE INFORMATION I PROVIDED YOU TODAY MAKE YOUR DECISION EASIER?”
- ◎ “WOULD YOU LIKE TO HIRE JOHN TODAY?”

ASSUMPTIVE CLOSE

- ◎ THIS CLOSE TAKES SOME NERVE
- ◎ USE IF YOU FEEL CONFIDENT THE EMPLOYER IS GOING TO HIRE YOUR CLIENT
- ◎ “WHAT DAY NEXT WEEK WOULD YOU LIKE JOHN TO START?”
- ◎ “WHEN DAVE STARTS TO WORK HERE, WHERE WILL HE FIND THE STAFF ROOM?”

ALTERNATE CLOSE

- ◎ GOOD TO USE WHEN YOU HAVE TWO QUALIFIED CANDIDATES FOR A POSITION AND THE EMPLOYER CAN ONLY HIRE ONE
- ◎ “WOULD YOU PREFER TO HIRE DAVE OR JOHN?”
- ◎ “WHICH PERSON APPEALS TO YOU MOST?”

6 STRATEGIES FOR SUCCESS



#1 CREATE A TARGETED PHONE LIST

- ◉ FROM YOUR ORGANIZATIONS MAILING LIST
- ◉ FROM YOUR TARGETED CLIENT JOB READY LIST
- ◉ KNOW YOUR JOB READY CLIENTS

#2 KNOW THE BUSINESS PROPOSITION - WIIFM

- WHAT IS WIIFM?
- WHAT'S IN IT FOR ME
- EMPLOYERS WANT TO KNOW WIIF THEM
- “WIDENING YOUR HIRING AND RECRUITMENT TO INCLUDE PEOPLE WITH DISABILITIES CAN PROVIDE YOU WITH A WIDER POOL OF SKILLED AND TALENTED INDIVIDUALS.”

#3 DECIDE THE RIGHT TIME TO CALL

- ◎ THE RIGHT TIME FOR THE BUSINESS YOU ARE CALLING OR VISITING
- ◎ THE RIGHT DAY OF THE WEEK
- ◎ THE RIGHT TIME OF THE MONTH

#4 KNOW WHAT YOU'RE GOING TO SAY

- ◎ WRITE A POINT FORM SCRIPT
- ◎ PRACTICE BEFORE CALLING
(PEOPLE MAY LOOK AT YOU FUNNY)

#5 MAKE THE CALL

- INTRODUCE YOURSELF
- CLEARLY STATE REASON FOR THE CALL
- AVOID BS'ING – OH HOW WONDERFUL THE WEATHER IS TODAY OR HOW ARE YOU DOING?
- GO FOR THE “ASK”

#6 CLOSE THE “SALE”

- ⦿ WHEN THE CALL GOES AS PLANNED AND THE EMPLOYER IS “BUYING” WHAT YOU ARE OFFERING - ASK FOR THE SALE
- ⦿ IF I CAN BRING YOU A COUPLE OF QUALIFIED CANDIDATES FOR THE JOB – WILL YOU HIRE ONE OF THEM?

CLOSING THE SALE - METHODS



SUMMARY OF COLD CALL FLOW

1. Create a targeted phone list



2. Know the Business proposition - WIIFM



3. Decide the right time to call or visit

4. Know what you are going to say



5. Make the Call



6. Ask and Close the Sale

DON'T EVER ASSUME YOU HAVE THE JOB BEFORE YOU DO



IN CONCLUSION

- ⦿ DON'T FEAR THE COLD CALL
- ⦿ BE PREPARED
- ⦿ AVOID THE PHONY BS
- ⦿ PROVIDE VALUE – A BUSINESS PROPOSITION
- ⦿ QUESTIONS?