



# Cold Calling Confidence

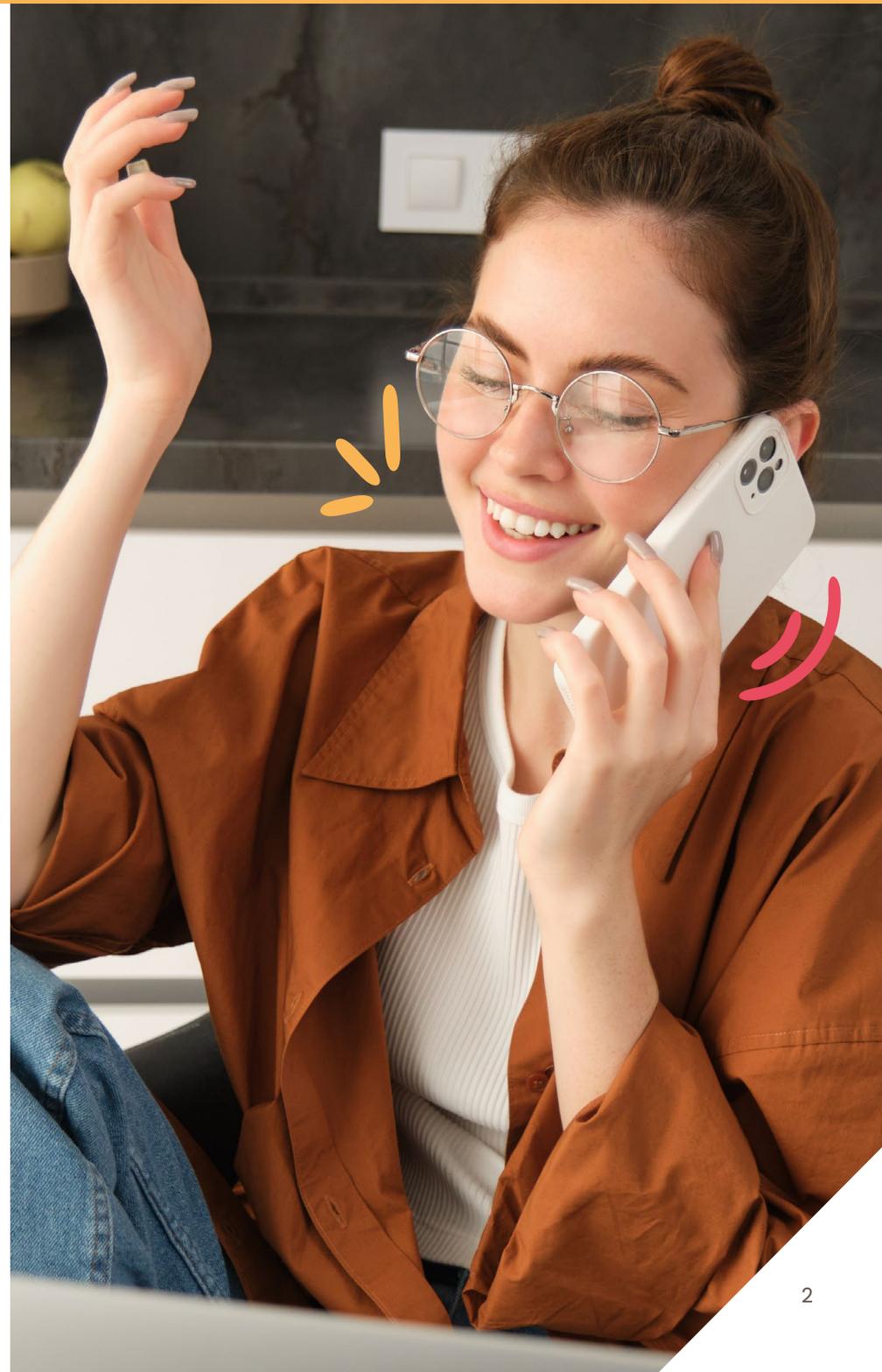
5 Essential Strategies

# WHY THE TELEPHONE?

**In business, every call and interaction with a potential customer counts.**

Whether you are aiming to expand your customer base, introduce a new product, or simply make meaningful connections, your ability to engage, persuade, and build rapport over the phone is paramount and can stand you apart from your competitors.

Cold calling isn't about selling, it's about building relationships and delivering value which is why mastering the art of cold calling is a game-changer when building your customer base.





*You should never go to a meeting or make a telephone call without a clear idea of what you are trying to achieve."*

– Steve Jobs

# YOU CAN DO IT!

Imagine approaching each call with confidence, knowing you have the tools to navigate any conversation, land your key messages with ease and leave a lasting impression.

In this guide, you will learn 5 strategies for success when making cold calls that will help you boost your success rate by landing your key messages with confidence.

So, grab your headset, prepare your script, let's build your confidence and help you up your cold calling game. Get ready to captivate your audience, overcome any hurdles, and unleash your superpower which is your ability to communicate over the telephone.

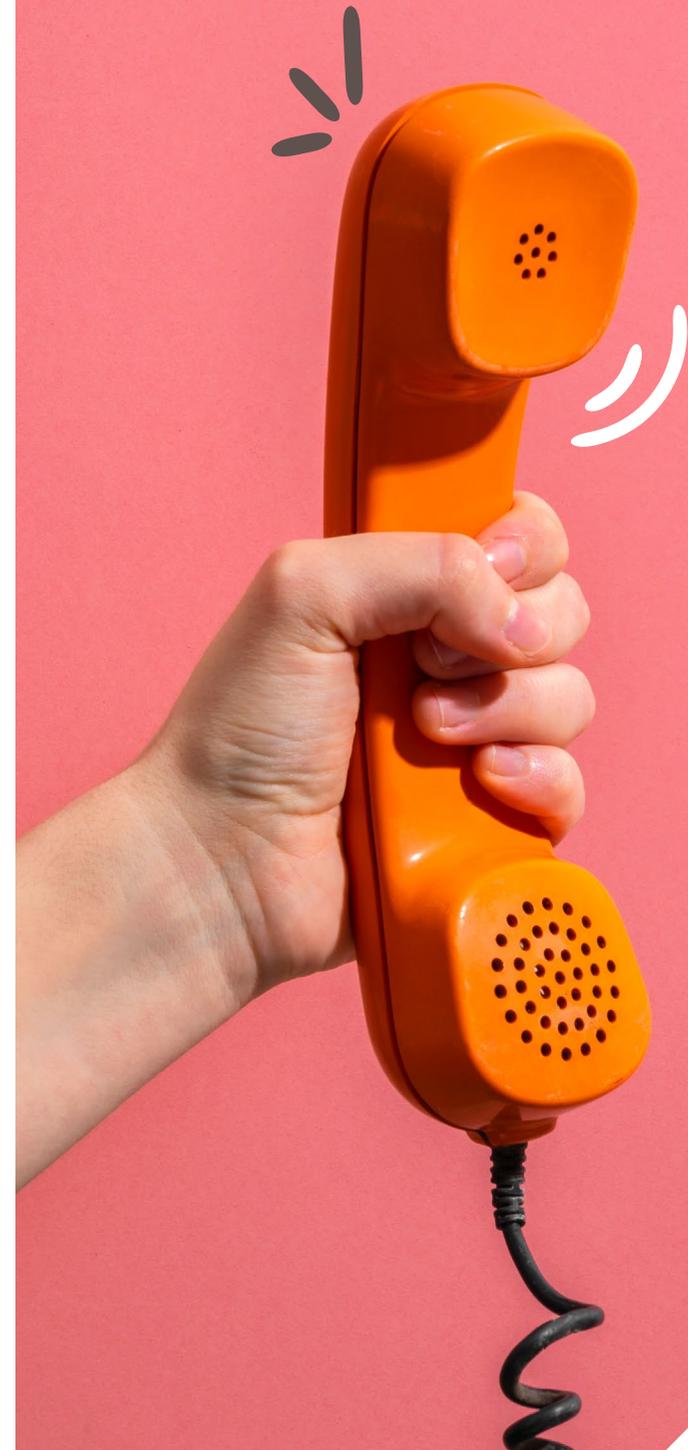
**Are you ready to make each call count?**

**Let's do this!**

# STRATEGIES

**Set an objective:** Before you make a call, it is important to set an objective. A clear objective keeps you focused throughout the call and being clear on the outcome will help you steer the conversation in the right direction. When you have a clear objective, it is easier for the prospect to understand the purpose of the call which leads to a more productive conversation. Knowing your objective and writing it down before you make the call will give you the confidence to pick up the phone.

**Time:** It is important to give some thought to the timing of your calls as this will increase your success rate. Consider the typical schedule of your target audience. Calling at a time when they are less busy increases the likelihood of them picking up and engaging in a conversation. Think about the right time for *YOU* too. Making calls when you have sufficient time and mental head space to engage fully ensures you are able to give the prospect your full attention and undivided focus.





# STRATEGIES

**Environment:** Considering your environment when making cold calls will help set you up for success. Choose a quiet setting free from background noise and potential interruptions. If you don't want your colleagues listening in, book a meeting room or ask to work from home. Being in a comfortable environment boosts your confidence and will help you to speak with authority and clarity. Using the right equipment, such as a reliable headset or phone, ensures a high quality of call and will also leave your hands free to make notes or input information into a spreadsheet.

# STRATEGIES

**Be Bold:** Being bold, confident, and concise captures attention, demonstrates professionalism and expertise and increases the chances of a successful outcome. Owning the conversation establishes you as an authority in your field. This authority inspires trust and credibility in the prospect's eyes, making them more receptive to your message. By owning the conversation, you maintain control of the direction and flow which allows you to guide the conversation towards your objective. Avoid filler words such as *"ums"* and *"ers"* which can make you sound hesitant or unsure, which can undermine your credibility.

**Don't Apologise:** Phrases like *"I was just wondering"* or *"Sorry to bother you"* set a negative tone for the conversation. They suggest that you are an inconvenience or an interruption to the prospect's day, which can immediately put them on the defensive. The beginning of a cold call is your chance to make a strong impression. Using confident and direct language allows you to make an impact and grab the prospect's attention from the start.



# HEY, I'M LEISA!

I have an extensive background in Sales spanning more than two decades and am Chief Go Getter at **Find me the Leads®**, an independent sales consultancy supporting SME's with Sales Outreach that I founded in 2018.

In 2022, I was named Sales Adviser of the year for the UK and Ireland in the Enterprise Nation Adviser Awards. Building on this accolade, in 2023 I made the **F:Entrepreneur #ialso100** list, a list of 100 inspiring female business leaders from across the UK.

I am the Co-Host of the Scale Up Your Sales & Marketing Podcast which empowers Small Business Owners and Leaders to take control of their own Sales & Marketing process.

I have been using the telephone to reach new customers on behalf of Clients since 2014. I love the richness of conversations I have with prospects over the telephone and truly believe the telephone has become our secret weapon when it comes to unlocking opportunities.

Book a discovery call: [BOOK A CALL](#)

Say hello on Instagram or LinkedIn: [INSTAGRAM](#)

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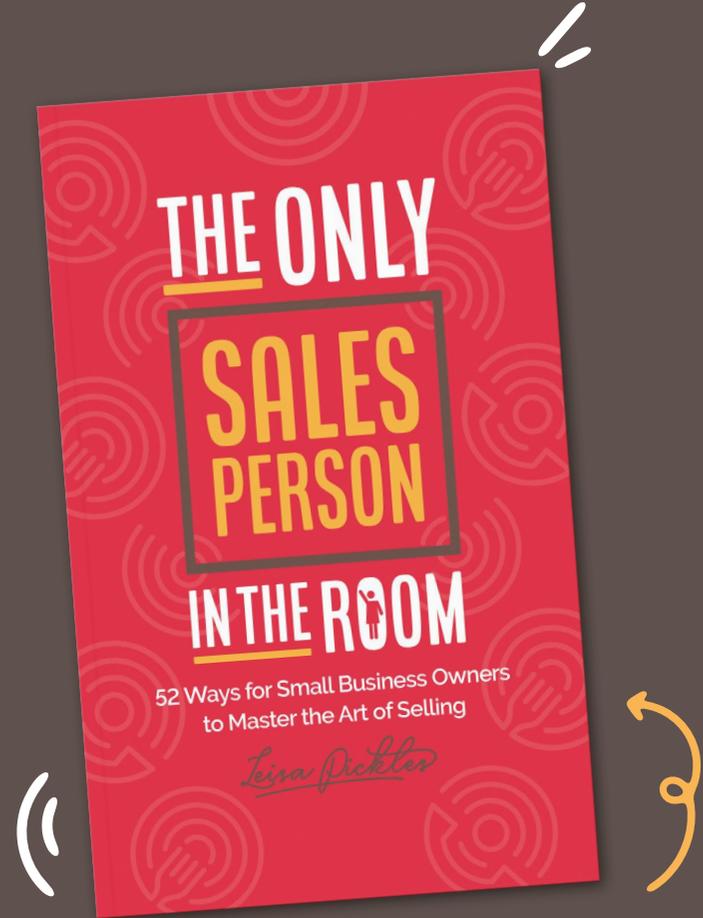
*Find Me*  
**THE LEADS**

# CONTACT

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## DISCOVER HOW TO:

- ✓ Sell with confidence
- ✓ Sell without feeling salesy
- ✓ Sell with clarity and purpose
- ✓ Build lasting customer relationships
- ✓ Present yourself and your business with impact

**GET YOUR  
COPY NOW!**

