

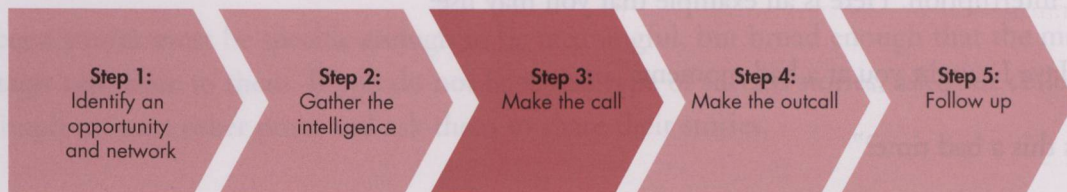


## Step 3—Make the call

Before you begin cold calling in your local network, there are some important items you should review.

### Have you...

- ✓ Written a script to use?
- ✓ Practiced your voicemail script?
- ✓ Practiced what to say if your call is answered by a receptionist, an assistant or a secretary?
- ✓ Finalized the questions to ask if you reach the contact?
- ✓ Put yourself in the right frame of mind?



Successful prospecting in your local market requires a call plan. This involves simple steps that will ensure your cold calling does not leave you out in the cold. Keep in mind that the only goal of this call is to secure a meeting or a later call for a full interview.

Do not try to conduct a full interview on a first call, unless the local contact you are calling gives you his/her express permission.

### 3.1 The right mindset

Not every call you make will result in a meeting or full interview. That is why it is just as important to prepare for rejection as it is for success. A few things to remember:

#### Best practices about cold calling

- ◆ Practice until you are well prepared with your opening lines and value statements. An unpracticed cold call sounds contrived and unprofessional.
- ◆ Adapt your cold call to your local contact's style and culture. Carefully assess how your local contact will react to your politeness, humour, and to how direct your cold call should be.
- ◆ Local contacts are not rejecting you—they are only rejecting the offer you are making. When the offer changes, they might be happy to meet with you.