
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: Cold calling – do you as a business REALLY have to?
DATE: Today
CC: Everyone else who might otherwise miss it



Cold telephone calling is now really falling out of fashion!

You know the scene. You're sitting down at home to catch up on your favourite soap opera and the phone goes.

You answer as if on auto pilot, because at 8pm it might be one of the kids, or your partner, or your mother.

But all you hear is "Good evening Mr X. We believe you are due £4,085 from your recent accident and we can claim it for you."

Yeah! Sure! For an accident you haven't had. And as if you'd give any details to a total stranger phoning you up to tell you about an accident you didn't have.

Then there are the PPI parasites; the ones trying to sell you solar panels; the others promising you free insulation. And the ones trying to reconnect you to an alleged cheaper utility supplier.

And of course there are the conmen and conwomen, all surprisingly speaking as if down a tunnel and with a heavy far eastern English accent, offering, as representatives of Microsoft (not) to fix your "dangerously unsafe" computer, or to get you to turn in your banks card (after divulging your PIN number for security reasons) to a "police" courier who will collect it for checking.

And regardless of who calls, they will in the main be very scripted in what they say to you, something many people find quite a wind-up
So all in all, they combine to do a super job in turning you off answering the telephone to a number you don't recognise on your caller display.

These are all the ideal combination of factors that have transformed telephone cold calling into a right royal communication pariah!

On the business to business front, you have the added barrier of the 'gatekeeper' – the secretary or receptionist who answers the phone and whom you have to get past in order to speak to someone in authority. The chances here of you as a salesperson being put through (which you are if you are cold calling) is nigh on impossible.

So what is the answer?

Ideally, avoid cold-calling, unless you have a very solid and honest proposition coupled with a manner that demonstrates you are not just a commission-chasing automaton.

You have to be warm and sincere and not pushy. And give the customer something they need rather than something you want to just sell them.