

# Make COLD Calls W.A.R.M.

## I. PERSPECTIVES

### A. Many believe the MYTH that the secret to success on a Cold call is...TENACITY

- 1 A "Cold Call" literally means...there is no existing relationship
- 2 "No Relationship" means: they already have ALL the suppliers & outside resources required
- 3 In "good " times, new business development efforts may succeed GIVEN ENOUGH TIME & EFFORT (Tenacity)
- 4 BUT...even in "good" times, a well-tended relationship, with somebody else, is a strong barrier to success
  
- 5 CONCLUSION:
  - a. In tough financial times they really aren't buying anything from anybody
  - b. Repeated calls (Tenacity) will usually be a wasted effort or at least a very frustrating expenditure of energy
  - c., A NEW APPROACH is required

### B. Many believe and operate on the MYTH that people buy furniture

- 1 Time for a re-assessment...products are USED to achieve something, products & services are Solution TOOLS, used to provide specific Results
- 2 Where Products & Service fit in the Investors' Perspectives:
  - a. Once I am Dissatisfied with an existing operating condition I will look into possibilities for change
  - b. Once I am comfortable with a possible source for assisting my change I will share proprietary information
  - c. Once I am comfortable that you fully understand our conditions & concerns I will seek & evaluate your proposal
  - d. Once I am comfortably assured you can provide a safe & wise investment I will contract for Products & Services
  - e. Once we receive ALL the expected Results from you and using your products & services...I will expand our business relationship

## II. WHY SHOULD THEY LISTEN TO ME

- A. I have an accurate understanding of where they are
- 1 They will only invest in new products & services when they firmly believe their existing non-investment policy is financially irresponsible AND...could jeopardize their income & lifestyle
  - 2 DOUBT...unless I can, right from the first interaction, establish that DOUBT, they have no reason to listen to me

B. Probable Investor" Realities

- 1 Downsized
- 2 Still must provide profitable output
- 3 More is asked of fewer resources (especially people)
- 4 There is a surplus of furniture & equipment
- 5 Existing facilities are the results of a low-bid selection process
- 6 There is great confusion as to what is the next Best-Move

C. **THE WARNING...**            The "W" in WARM

It might be possible that their existing environment, that is:

- 1 their Floor Plan
- 2 their Furniture
- 3 their Equipment
- 4 their Acoustics
- 5 their Lighting
- 6 their Traffic Patterns
- 7 or yet another issue,

may be HINDERING their ability to produce the kind of output required for their sustained economic health

D. **THE APPROACH...**            The "A" in WARM

- 1 Includes The WARNING
- 2 Ask for a "Discussion"...Discussion implies and should consist of, an exchange of issues, clarifications and ideas..."Discussions" are not commitments; agreements yes, but no contracts or orders
- 3 A Key part of your Approach is to explain how you will make it easy for them to be sure their facility and the decisions they have made about their facilities, are contributing PROFITABLY to their organization

### III.

- 4 **The FACILITY REPORT CARD** (See model, last page)
- a. Eliminates ANY RISKS for Investor Decision Makers
  - b. Honest, Candid, Anonymous
  - c. Clearly outlines areas that could seriously hinder Profits  
Your customer's organization is divided into a number of "standard" workstations. Each department will have a certain number of each standard. Report Cards must be numbered so as to provide cumulative feedback on user-satisfaction for each department and each standard.
  - d. Each number is cross-keyed to a specific person. Management will see only numbers...this assures candid/honest input from employees.
  - e. This INITIAL Feedback will indicate areas of dissatisfaction BUT... not the specific complaint. If your customer wants those SPECIFICS you now have the viable reasons for a chargeable service

## III. THE RESULTS...

The "R" in Warm

- A. For the Decision Maker:
- 1 You could PROVE your facilities are working well, OR...
  - 2 You could PROVE there is a need for an upgrade
  - 3 You could have DOCUMENTED specs for what is required
  - 4 You could make RISK-FREE recommendations
- B. For the Investors' Employees:
- 1 Advertising...employees will tell others what is good about what they do
  - 2 Attitude...employees will put sincere energy in the work they do
  - 3 Output...employees will do the right things right & continuously improve
  - 4 Creativity...employees will provide information vital to improved Profit
  - 5 INCREASED PROFIT
- SO...if you get just a 3% increase in profit what would that mean?**
- C. From the Investors' Customers:
- 1 Satisfaction with products, services & relationship
  - 2 Referrals
  - 3 INCREASED PROFITS

## IV. MOVE

The "M" in WARM

### A. Critical Perspectives:

#### 1 **DISSATISFACTION**

Before they buy (invest in) ANYthing:  
they must be dissatisfied with an existing (or predictable)  
operating condition

#### 2 **DOUBT**

Before they even discuss their proprietary dissatisfaction areas  
they must **DOUBT** that their facilities are OK as is

Therefore: **The FIRST thing you are selling in a Cold call is D**

### B. YOUR MOVE...

#### 1 Have a meeting with your people...Discuss:

- a. What are you really selling?
- b. What is working (profitably)
- c. Are you happy with that profit
- d. Revisit your Perspectives...    Example:
  - > You go to an artist's studio, you see paint
  - > The artist does not sell paint
  - > The artist believes s/he sells "Art"
  - > Both the buyer and a wise gallery owner know the real issue is all about joy and status

Discuss your "Corporate Message"...is it all about paint or Joy?

#### 2 Move "your" potential investor to a meeting

- a. To "Discuss" is not to "Commit"...be sure to explain that to your customer, with "discussion" there is no risk
- b. Verify the key management concerns with facility contribution to profit

- c. Explain the BENEFITS of your involvement
- d. Explain YOUR interview process with a "Facility Report Card"
- e. You are a professional (or you wouldn't be reading this) so...  
Ask about who else THEY want to involve  
Set the date...

**Human Energy Associates    Profit Improvement Coaching**  
**Bethel, CT    203-743-7550    [umanNRG@aol.com](mailto:umanNRG@aol.com)**

neocon-2010

**Anyone who would like a copy of the Facility Report Card...just e-mail Peter at [umanNRG@aol.c](mailto:umanNRG@aol.com)**







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om and he will send it quickly