

Entrepreneurial Selling v4.0

Lessons in Cold Calling

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Assignment

Your assignment, should you choose to accept it, is to become more resilient. One of the habits that high-performing sales professionals and entrepreneurs develop is the ability to bounce back from rejection. It is important for you to understand cold calling.

Go to Google and search for restaurants or doctor's offices or industrial supply companies (or any other company you can think of). Find a contact and a phone number and cold-call that person. Determine if he/she is the buyer for that enterprise, and if so, ask him/her the following questions:

1. *Approximately how many cold calls do you receive each week?*
2. *What makes you take a call or a meeting from a salesperson?*
3. *How often do you buy anything from entrepreneurial or start-up companies?*
4. *Do you have an unmet product or service need as a business?*
5. *[Your choice]*

If he/she is not the buyer, move on to another contact.

The goal for the assignment is to collect 10 completed surveys. As you move through this assignment, you should write down how your approach changes to engaging the right people the right way. You will learn some approaches that work, and other that don't. Write them down.

Rules for assignment

- You are not allowed to call anyone you know, and you are not allowed to describe yourself as anything other than what you are. The spirit of this assignment is to complete target market research as an entrepreneur, not as a student or "researcher." Stand on your own skill and discipline—not on the name of your university or some other make-believe entity
- Do not ever lie to get a survey complete. This should go without saying, but to do so is unethical as well as just bad business
- Do not promise favors or services that you cannot or will not be able to provide in exchange for completion of a survey