**Forget About Cold Calling**

# Let’s talk prospecting instead. Jeb Blount is the author of *Fanatical Prospecting*: *The Ultimate Guide for Starting Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, E-Mail, and Cold Calling.*

Does this sound like something you’d be interested in? I was. So I spent several hours reading his “stuff” and watching his YouTube videos. I was very interested in Jeb’s take on the bad advice some so-called sales gurus are touting that cold calling is dead.

In one YouTube rant he says this: “No matter how you choose to do it, prospecting has never been about the degree of the call—cold, warm or hot. It has always been about the willingness on the part of a salesperson to interrupt, which by the way is why sales reps protest so loudly and will do anything to avoid making an outbound call.

“Salespeople get to thinking that any outbound call, visit or email is a cold call. What has happened is that they’ve turned their fear and anxiety they feel about interrupting prospects into a boogey man and relabeled it cold calling.

“And this has provided the perfect excuse to wait for prospects to interrupt them. And of course, complain about not having enough leads. It’s not the cold call that’s hard. It’s the interrupting. Interrupting your prospect’s day is a fundamental building block of a robust sales pipeline.

“The highest earning salespeople interrupt relentlessly and without apology because they know that no matter how you approach prospecting, --telephone email social text, knocking on doors if you don’t interrupt, your pipeline will be empty. And the number one reason for failure in sales is an empty pipeline.”

Period. End of rant.

But getting into the habit of interrupting people is a key to success. So, quit labeling it cold calling and start interrupting more prospects daily.

Yes, you need a valid business reason to do so, but you must start getting excited about interrupting more people instead of waiting for them to interrupt you with an order. But only if you want to succeed in this gig.

Here’s a pretty good definition of Valid Business Reason from a website called Math Marketing another resource to check out. “Make Your B2B Marketing Count” is the tagline.

***“What is a Valid Business Reason?***

***1. It’s Valid****. It’s all about the customer. Valid to customers means it’s worth making time to hear about how you can help solve a problem that keeps them up at night. By their nature VBRs are one-to-one communications—not generic or sent in bulk!*

***2. It’s Business.*** *Research shows that many sales calls are too general and unfocused to be useful to buyers or sellers. Do your homework and manage your selling time. Understand their business. What are their challenges? What are they trying to fix, accomplish or avoid?*

***3. It’s a Good Reason****. Not your reason. The customer’s reason—for taking time out of a busy schedule for you, rather than spending it on other priorities. Tell the customer what you’d like to meet about and why you think this could be of value. It’s about solutions. How can your solution help what they want to fix, accomplish or avoid? You are specific, because you’ve done your homework. Now, write it down in 25 words or less, so it can be left on a voice mail or with a receptionist. And remember, it’s always from the customer’s point of view. By defining your Valid Business Reason, you’ll never again make a “cold call.”*

Forget about cold calling. Start interrupting more prospects with a valid business reason to meet with you. Your clients get better as you get better. Get better—and get better soon at interrupting more prospects with a valid business reason for having a scheduled sales conversation with them.

Both of you will be glad you did. Because you want to help them improve their businesses and their lives. Don’t you?

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