

NEVER COLD CALL AGAIN!

Achieve Sales Greatness without Cold Calling

FRANK J. RUMBAUSKAS JR.



John Wiley & Sons, Inc.

Praise for *Never Cold Call Again!*

“Cold calling has the lowest percentage of sales call success. If you invest the same amount of time in reading this book as you do in cold calling, your success percentage and your income will skyrocket.”

—Jeffrey Gitomer, Author of
The Little Red Book of Selling

“I don’t know about you, but I sure never buy from a cold call. Heck, I’ll have fun with the cold caller in hopes of scaring him into another, less annoying, job. Frank’s extremely detailed book will introduce you to a new way of doing business that should break your company of the cold-calling addiction and simultaneously increase your sales.”

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“You can never get enough of a good thing! Read this book and use its contents!”

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Selling to VITO and *Stop Cold Calling Forever*

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“If you’re demanding that your salespeople make cold calls, you need this book. Frank Rumbauskas has created an outstanding plan that eliminates cold calls and increases your team’s effectiveness while increasing your corporate sales figures.”

—Leslie Hughes, President, Corporate Moves, Inc.,
www.CMISearch.com

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“After implementing just a few of your techniques, I went from signing 5 to 8 clients per month to signing 16 to 20. When I finally caught my breath, I tried some of your other tips and last month alone added over 100 new clients!”

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“The best sales professionals in the world are going nowhere without the proper number of qualified prospects to speak with. Using Frank’s systems, I now have my ideal prospects seeking me out. One simple strategy grew my e-mail newsletter last month alone by 948 people . . . who all sought me out as the expert. Thanks, Frank!”

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“My interpretation of *Never Cold Call Again* is that most salespeople need a marketing program. I think your advice is extremely practical and important for 95 percent of the salespeople out there (myself included as a small business owner) who cannot rely on their marketing department to supply the leads they need to fill their sales funnel.”

—Nigel Edelshain, President, Ivy Tech Partners,
and Chairman, Wharton Business School Club
of New York, www.itsalesideas.com

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—David W. Starr, Vice President, SatViz Inc.,
www.SatViz.com

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To my father,
from whom I learned the entrepreneurial spirit at a very young age,

and

to my mother,
who always knew I'd succeed no matter what stood in my way.

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PREFACE

When new to sales, I followed the advice provided to me by both company training and various books and tapes on the subject. That advice was to prospect via cold calling. I was taught to use both telephone and in-person cold calling, or “pounding the pavement,” and that it was the honorable thing that hardworking salespeople did to succeed.

Even though it worked for a while, I always had to struggle to make my numbers that way. All too often, I didn’t make my numbers at all, and I eventually became frustrated altogether with cold calling. My first few years in sales were an endless pattern of warning, final warning, fired, new job, warning, final warning, fired, and on and on. I continued to follow the standard advice of “cold call more” and “increase your activity,” and I kept hitting a brick wall. The more people I asked for help, the more I heard those overused clichés, and the more failure I encountered. I soon realized that my managers and trainers couldn’t help me. After all, they had heard those same exact words all through their careers. The problem was that it worked in their day, but it doesn’t work anymore. However, too many people cling to old ideas that they’re comfortable with—the sales profession is notorious for this—and I never received any advice that could really help me.

Finally, I had the good fortune to be hired by my first good manager, who really believed that prospecting and cold calling should be left to low-paid telemarketers while the talented sales force spent their time closing the qualified leads that are generated as a result. Unfortunately, that particular company didn’t provide the necessary funds and struc-

ture to allow this manager to hire those telemarketers. What did happen, however, was that we as salespeople really embraced this concept and set out on our own to figure out ways to automatically generate leads without the difficult, boring, and very time-consuming task of cold calling.

Over a period of several years I experimented with different methods, spent time with successful salespeople, and eventually built a self-marketing system consisting of several simple yet effective marketing techniques that cost little or nothing to implement. The best part was that my system had a cumulative effect. In other words, I kept getting more and more leads as time went on, and before long I was able to stop cold calling entirely. It even got to the point where I could select the prospects I wanted to work with and qualify-out those who weren't worth my time. In several instances I simply referred them to other sales reps and split the commission. Talk about easy money. To this day I still get phone calls from prospects who are looking to buy something, despite the fact that it's been at least three years since my last active self-marketing campaign. This is the powerful cumulative effect I'm talking about.

As my learning curve continued, I noticed a strange circumstance in that the sales process with these marketing-generated leads was quite different from those I'd previously uncovered through cold calling. The dynamic that was different at the very beginning continued all the way through the sales process. I found that many of the sales techniques in those books that told me to cold call didn't work on these prospects who had come to me through my self-marketing program. Many of the traditional sales techniques are intended for prospects who have less than a 50 percent chance of buying and therefore really need to be sold. However, highly qualified prospects who contact you in response to a well-executed self-marketing campaign are put off by typical sales tactics.

It is for that reason that this book presents an entire system of selling, rather than merely providing a list of prospecting and marketing techniques. While that is certainly the focus of much of this book, you need to understand the different dynamic at work with these prospects who respond to your marketing efforts and call you first. The selling process is very different from what you're used to experiencing with

prospects uncovered via cold calling. While prospects who come into contact with a salesperson through cold calling have a tendency to be skeptical and sometimes even disrespectful of that salesperson, prospects have a much higher level of trust and respect for salespeople whom they called first. You'll learn how to use this to your advantage and induce prospects to buy from you without the need for high-pressure tactics or closes on your part. You'll learn how to present yourself as an authority figure who can fulfill their needs instead of a hungry salesperson who is in need.

As the first chapter explains, times have changed, and old Industrial Age sales techniques have become ineffective and even counterproductive in our new Information Age, twenty-first century economy. The sad truth is that the vast majority of the sales profession is stuck in the Industrial Age. By learning this information now, you'll easily move ahead and rise to the top in the field of selling, and you'll experience far less stress than when you did things the old way.

Part One

A NEW WAY OF SELLING

1

TIMES HAVE CHANGED: WELCOME TO THE INFORMATION AGE

A BACKGROUND ON SELLING IN THE NEW ECONOMY

The world of selling hasn't changed much in recent years, while the world of business in general has changed dramatically. I continue to see the same old advice, instructions, and clichés that were taught decades ago being used today. This is the primary reason why more salespeople than ever are struggling to survive, while the few who have learned to embrace new ideas are moving ahead by leaps and bounds.

Many historians use the fall of the Berlin Wall in 1989 to mark the end of the Industrial Age and the beginning of the Information Age. In so many areas of business the shift has been dramatic, most notably in our global economy. Computers and technology have taken quantum leaps forward, and the Internet has forever changed the way we communicate and do business.

However, one area of business has been remarkably stagnant and continues to fiercely resist the change into the Information Age. That area is sales.