

A Dangerous Affliction:

# The Common Cold Call

and its little known cure

## Symptoms

may include the following

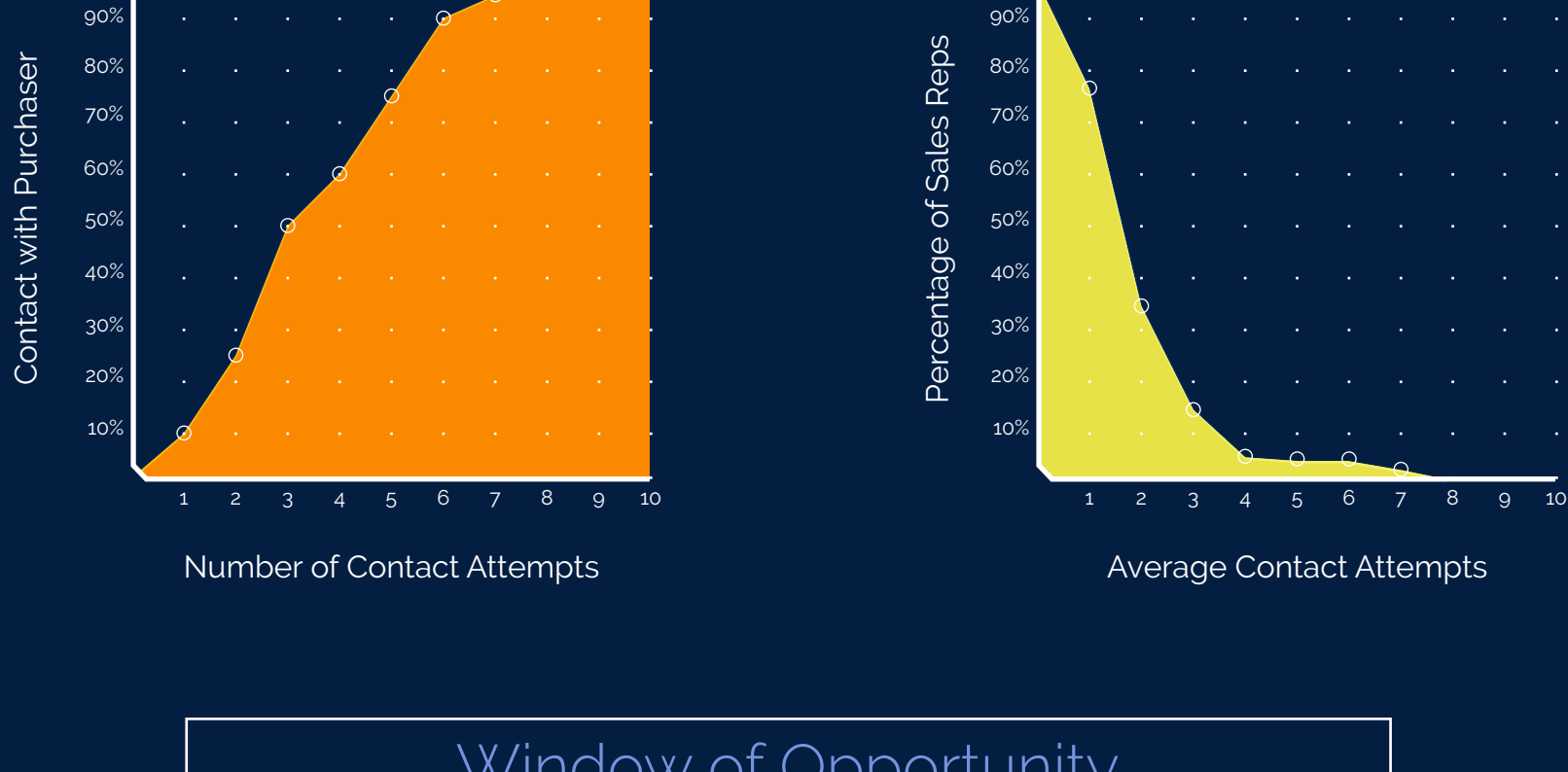
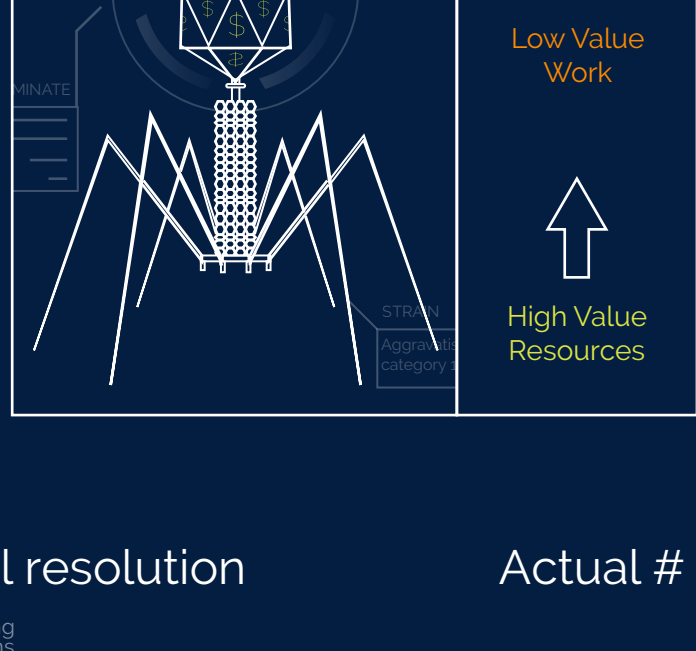


## Prospecting

Reps avoid it like the plague. **It just sucks.**

## The Virus

Mimimus Productis Aggravatis



### Window of Opportunity

There is a small window (90 days) between the time when a client recognizes a need and the time where they have done enough research that they are no longer open to your solution. Just like the common cold your prospects will mutate from "no need," to "I have a need," to "I found what I want," and you need to be there, during that "I have a need" window.

No Need | Need Recognized | Need Met

30 days | 30 days | 30 days

90 day window

For every 1000 leads

Over **6000** total calls/emails will be needed

**200** days or just under **10** months at 30 calls/day to get through your list (if that even happens)

**2/3<sup>rd</sup>s** of your prospects will move in and then out of their "target reception window" which is when you need to be speaking to them

Almost **5700** calls to non-interested parties

Reps will spend almost **600** hours in non-productive call time

Your firm will spend over **\$43,000** per rep in hard costs not to mention missed opportunity costs

**\$3,550 cost per qualified lead**

If you can get your sales reps to do it and most companies can't

Problems in finding a cure	
Always be Prospecting	We have been taught since we were wee little sales people to always be prospecting. It's a numbers game. The truth is: That's a farce.
Time and mutation	Our prospects move in and out the of "target reception window" or the window of opportunity between our attempts to contact.
What else is there?	We need leads so what are our alternatives?

## The Treatment

Why call cold when you can call only "nicely warm" or "wonderfully hot" prospects?

### Outsourced Lead/Demand Generation

Skilled Sales professionals trained to prospect every day  
Less expensive resource

### Marketing Automation

Nurture leads and resolve the "target reception window" problem

### Data, data, and more data analysis

Focus your efforts on high probability prospects

### The Hot (Lead) Toddy

Add equal parts: quality data, skilled professional, auto mated nurturing and capture campaigns, and focused effort. And here you have it, a recipe for leads that will fill your funnel with quality revenue potential, not wasted time.

## The Results

Before	After
 <b>6000</b> calls <b>6000</b> calls or emails	 <b>200</b> calls <b>200</b> calls to get to <b>150</b> prospects

**Reduce** cost per qualified lead by as much as **80%**

**Increase** the overall satisfaction of your reps by **1000%**  
(it's just a guess)

**Feel better fast**