

Lead Generation Tips

By [Drew Stevens](#) on Jan 15, 2009 | [Creating Demand](#)



The year has gotten off to a fast start and many sales managers and sales representatives are trying to get a jump on the year to offset losses from recessionary woes. Since the beginning of the year, my email has become inundated with questions about lead generation and cold calling techniques. Selling professionals are hitting stonewalls and getting nowhere.

The art of cold calling is serious business. Cold Calling requires patience, persistence and professionalism. The trick is to remain constantly positive and vigilant. ***More important, you must remember that cold calling is meant to generate leads... not business!*** Too many of you reading this believe that when you cold call you are to sell something, this is far from the truth. Whether stocks, insurance or any other product the concept behind cold calling is to generate a prospective lead that results in another appointment.

I want to give you some tips on generating leads and cold calling in this article. However, I want to get you in the proper framework so that before you pick up the telephone you remember the proper cold calling techniques. The comedian Jeff Foxworthy uses a moniker with every joke that states, “You might be a redneck if”.

Before you read each of the ten tips say to yourself, “You might be a cold calling nuisance if...”

1. You pick up the telephone and have no idea who you are calling. Someone called me recently and asked for the proprietor. Know whom you are calling.
2. After hello you begin with chitchat. Speak with conviction and have a purpose for every call.
3. You call and have conversations with gatekeepers. Call only decision makers. Stop wasting time with gatekeepers that are paid to detain you. Research the person you want to reach before you pick up the phone.
4. You do not know anything about the business or industry you call. I had a gentleman call me this morning to sell me a copier without an iota of knowledge of my business. Imagine the shock when he discovered I was a sales trainer.

5. Start your call with information about your company. Begin your call with a purpose and a value proposition. If you cannot articulate the value to the recipient do not make the call.
6. Begin your calls with inane questions. Questions such as “How you doin’” is for Joey Tribbiani from the series Friends. Unless you desire a data dump comparable of being in a therapist office, stop. If you want conversation then speak articulately.
7. Operate each call without a clear purpose. Use a checklist for each call and have a path. A call should have a beginning, middle and an end.
8. Get over the myth that you are calling to sell something. NO YOU ARE NOT. You are simply calling for an introduction and to gain an appointment, any other reason is a mistake on your part.
9. You fear rejection. Get over it. Lead Generation whether you conduct it for your business or other complex organization is about the rejection business. In order to be successful get out of your comfort zone and deal with it.
10. Commence from call to call. I know of an organization that requires representatives make over 50 calls per day. This is unrealistic. What should be measured is not the call volume but the calls that lead to appointments. Success is should be measured by quality over quantity.

Lead generation is not for the faint of heart but from time to time is required for business development. Success is achieved with patience and most of all a plan. Do not fret rejection, set goals, provide value and do not fall into the trap of selling anything but an introduction and a second meeting.

Drew Stevens PhD assists individuals to dramatically accelerate business growth. Drew is a revenue growth specialist with over 25 years of experience. Drew has helped over 60,000 people sell over a billion dollars worth of products and sales. He is the author of six books including Split Second Selling and Pump Up Your Productivity.