

An Ingenious Cold Calling Approach that's a Cash Machine for Your Business

10 Point Checklist

Nick Cownie

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Give information, ask questions, seek advice and make it all about the client when making cold calls.”

NICK COWNIE

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Use cold calls to get my foot in my potential client's door. The first call (the activate call) should only be about 5 minutes long where the aim is not to sell but to inspire positive feelings to the person I am talking to.
- On the "activate call", I should focus on figuring out who this person is and what their problems are and whether I can actually help them.
- Create a 3-question, 60-second survey and use it during my activate call to allow the client to give me more detailed information about their business and the problems that they are having.
- Offer a thank-you pack (this could be an ebook or whatever I want) to the client for taking the 60-second survey. This arouses curiosity and continues the conversation.
- Remember to repeatedly mention the name of the person I am talking to because it is a psychological principle that hearing one's name helps build rapport.
- Evaluate whether my potential client is qualified for a 15- minute, 2nd call, also known as the "insights call" by determining how interested they were on the first call and if I see myself spending time with them in the future.
- Make the sale on the third call or the solutions call. This should take 45 minutes to an hour. There are times when all 3 sessions of the call can be rolled into one 60 to 90 minute call.
- Improve my authority in the industry that I am in so that when I make the first call, I can leave a lasting impression, giving them the idea that I am an expert in my field. I can be an author or a contributor on publishing sites like The Huffington Post.
- Show up with a powerful intention everywhere I go to get the maximum outcome out of my experiences.
- Learn how to use NLP in an effective and pragmatic way by reading Nick's book 7 Minute Mindset.