



Nick Bishop Solutions

Ten very simple steps to succeed in Business Development

The dreaded cold call! How to succeed in the all-important first call

1. Research your target prospect by using LinkedIn
2. Access the company website for the correct contact number
3. Mentally prepare and get in the “zone” for calling.
 - a. Posture
 - b. Professional
 - c. Prepared
4. Once the switchboard answers, confidently ask for your prospect by name...
 - a. **“Graham Taylor please”**...This approach rarely fails
 - b. **“May I speak with Graham Taylor please”**, can elicit unwanted questioning from the switchboard operator
5. When the prospect answers, follow these simple steps...
 - a. **“Good morning/afternoon Graham, I hope you can help”**
 - b. This will generally be answered along the lines of **“I will try”**
 - c. **“My name is XXX from a business called YYY. I am purely trying to understand if you are the right person to send some information to about ZZZ”**
 - d. **“Yes I am/No, you need my colleague in marketing, I can transfer you etc.”**
6. Once the correct contact has been established, follow up with
 - a. **“All that I am trying to do is to send through some details so that you can understand a little more about how we work with companies very much like your own. Would it be ok to send this to you electronically”?**
 - b. **“Yes, that’s ok, my email address is...”**
 - c. **“That’s great; I would love to get your feedback at some point”!**
 - d. **“No problem”**
7. Diary forward for follow up.
8. Never sell on the first call. All you are doing is getting permission to start a process.
9. Relationship Management takes time
10. Believe in yourself, believe in your business, and follow these trusted steps on making that first call.

Business is won by those that follow the simple process of creating an agreement to start a relationship cycle...And then manage the relationship over time

“How you gather, manage and use information will determine whether you win or lose.”

Bill Gates