

Networking Script for Cold List

Many of the lists you will receive in commercial sales are what we call "cold lists." These are lists where on the surface they might seem warm based on distance or being brand friendly, but unless the prospect knows you, is a referral, or has used your company, it is considered "cold."

When working with a cold list always go back to the concept of "value" in exchange for "time." In other words, if you want the prospect's time (an appointment) you need to offer something of tangible value that is 100% guaranteed to be important *to the targeted company*. A free oil change is not a 100% guarantee that it is important to the business. The best 100% guarantee is "new business" or put in today's term, a referral. No, you don't need to have a referral ready before you call a business, but you do need to have a networking mindset.

Here are the recommendations when using a cold list:

1. Start with businesses as close to the dealership as possible, they are more likely to know who you are and are more likely to use your service department.
2. Use "networking" as your guaranteed value. It is the most used word in today's business world.
3. Be as low key as possible and do not mention anything about your department or the dealership unless they ask or you initiate it with questions, not statements.

Bad example: *"We have a great service department that will put you first in line."*
A better way is to ask a question: "Are you familiar with the Business Elite program by General Motors?"

Here is a great script for making these cold calls:

(SC means "Sales Consultant")

(P means "Prospect" and GK is "Gatekeeper")

GK: "Thank you for calling ABC Plumbing, how can I help you?"

SC: "I am so sorry, I did not catch your name?"

GK: "This is Mary."

SC: "Mary, thanks so much for taking my call. Could you help me?"

GK: "I'll try."

SC: "Mary, my name is _____. I am with the commercial department at _____ that specializes in the needs of local businesses. We have started a special program designed to network with local businesses like ABC Plumbing through forming a networking partnership. Is your company looking to take on new customers and grow your business?"

GK: "I am sure we are."

SC: "Mary, are you the person I should be speaking with or is there someone you recommend?"

GK: "You probably need to speak with our owner, Bob Smith."

SC: "Mary, what is the best time to try and contact Bob? I'm not trying to sell anything right now, but do want to pick up some of your company's sales literature and some business cards to hand out."

GK: "Hold please, let me see if he is available."

(Let's suppose you got through which most likely you will...)

P: "Hello, this is Bob Smith."

SC: "Hi Bob, I appreciate you taking my call. We are starting a networking initiative through our commercial department at _____ and I am reaching out to local businesses. Bob, I'm not trying to sell anything right now, I just want to meet as many local business owners as I can, collect business cards and sales literature, and learn more about your business. I am the commercial sales consultant at _____ and I specialize in helping businesses like yours. Is there a good time to stop by, pick up your sales literature, business cards, and learn more about your business?"

You can adjust the script to fit your personality and your area. This is a soft approach but works very well with cold leads.