



# **WHY YOUR COLD CALLING STRATEGY FAILS (AND HOW TO FIX IT)**



## **COLD CALLING ISN'T DEAD. YOU'RE JUST NOT DOING IT RIGHT.**

Since 2014, the American Association of Inside Sales Professionals (AA-ISP) has released its annual study, “Top Challenges of the Inside Sales Industry,” which polls both sales leaders and individual reps about common challenges each face. In this year’s edition, which was co-produced by ZoomInfo, sales leaders and their constituents agreed that “Lead Quantity & Quality” is the top challenge to overcoming their goals.

The natural workaround for leaders and reps alike is to proactively attack their Total Addressable Market (TAM). But as much as the statement “cold calling isn’t dead” holds merit, today’s noisy digital ecosystem requires sales leaders and reps alike to think about the effectiveness of their efforts. In other words, you shouldn’t blindly expect more activity and cold outreach to deliver better results; but rather, invest in resources that drive more fruitful and intelligent outreach.

From prospecting research to execution, this eBook outlines three critical errors sales organizations make in their cold calling strategies.

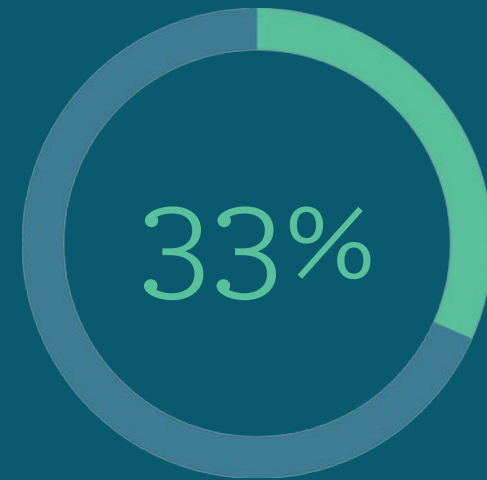
## MISTAKE #1:

You still rely on traditional prospecting methods to identify qualified buyers.

In B2B sales, the cliché is true: time is money. The most important asset a sales rep has is their time. Yet countless studies highlight just how much reps struggle with time management. In fact, CSO Insights reports only 33% of an inside sales rep's time is spent actively selling. Needless to say, traditional prospecting methods are negatively impacting sales productivity. It makes sense, then, to streamline the process.

Where do you start? Before a rep can pick up the phone and start selling, they need to know how to identify who to call. This doesn't mean scouring LinkedIn, or Google -- that's akin to plowing through the Yellow Pages.

**Recommendation:** Define Your Ideal Customer Profile, then use Market Intelligence to find similar accounts & contacts



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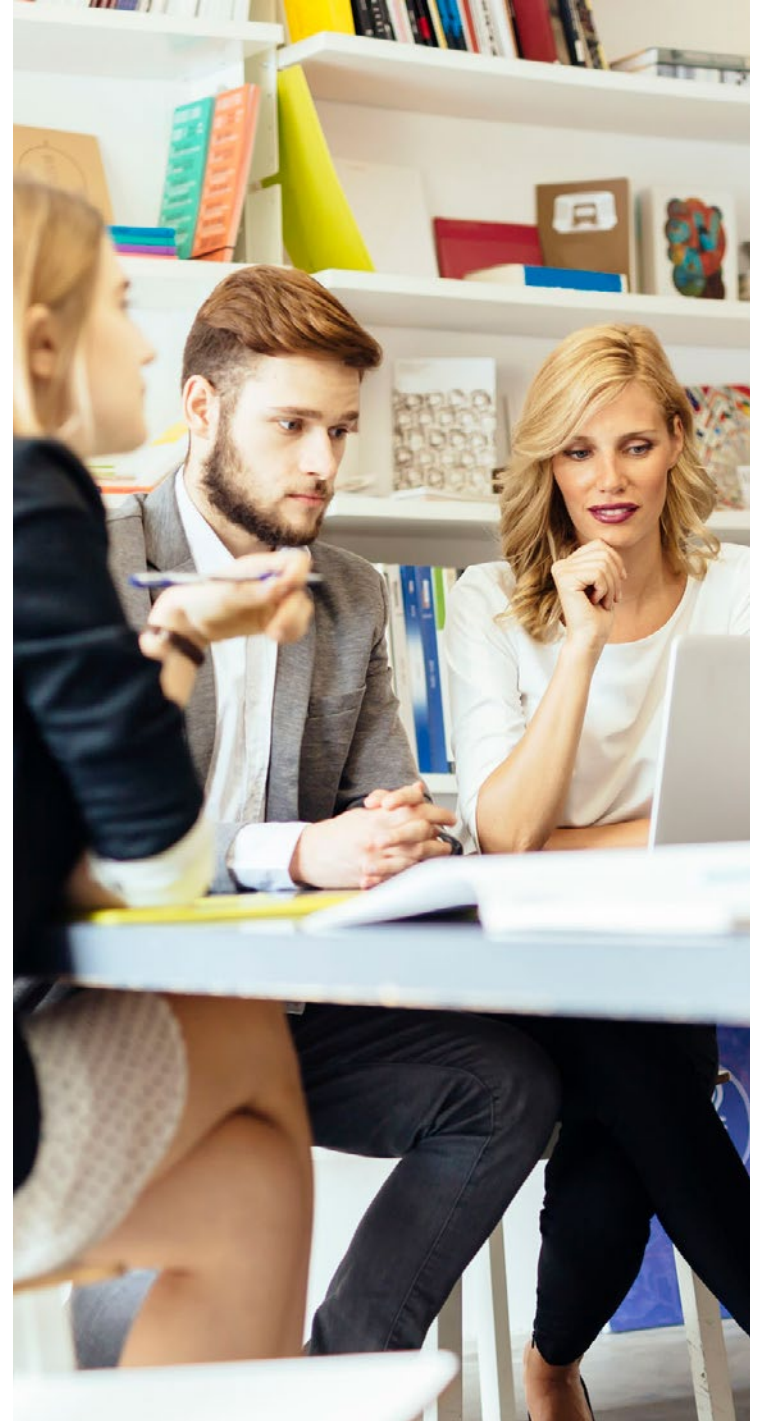
### **WHAT IS AN IDEAL CUSTOMER PROFILE (ICP)?**

An ICP is a combination of firmographic and behavioral characteristics that define an organization's most valuable customers. In short, an ICP provides sales teams with a framework for "what good looks like" and how to best attack assigned territories by answering critical questions such as:

- What are key buying motivations & triggers?
- Where and how do your customers prefer to be engaged?
- How do you communicate your value proposition?

### **WHAT IS MARKET INTELLIGENCE?**

Forrester Research defines Market Intelligence as tools which transform raw data about individuals, companies, and markets into meaningful information that sales reps can use to drive tactical and strategic sales activities. To simplify, with market intelligence, sales teams quickly identify targeted contacts and accounts based on a number of firmographic and demographic criteria, alongside benchmarks of their choosing – including but not limited to company size and revenue, location, industry, job function, management level, and even technographic installations. Even better, market intelligence delivers essential contact information to execute an effective cold calling strategy.



## MISTAKE #2:

### You're calling the wrong numbers (read: switchboards & gatekeepers)

Cold calling is a contact sport and numbers game – both literally and figuratively. However, not all numbers are created equal. In terms of cold calling, consider the following: When dialing a list of switchboard numbers, it takes 17 dials to connect with one prospect and around 22 minutes. When dialing a list of direct lines, it takes 12 dials to connect with one prospect and around 5 minutes. So what? This increase in productivity results in twice the number of meetings booked.

**Recommendation:** Improve your connect rate and increase the quantity of meaningful conversations by using Market Intelligence. Access professional profiles that are loaded with information about prospects including direct dials and email addresses.



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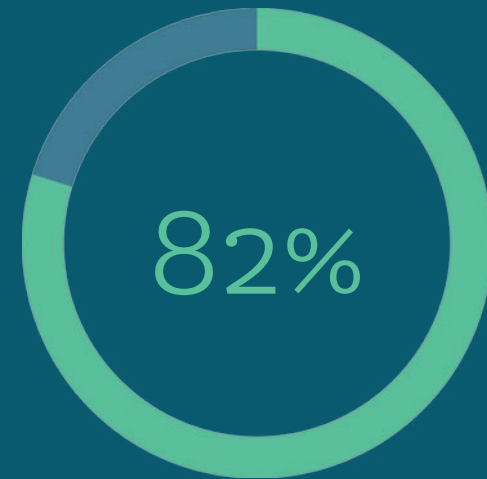
## MISTAKE #3:

You connect with a prospect, but fail to engage due to poor preparation.

As a sales rep, you should have a general understanding of who you're calling, what you care about, and how your solution – whether it be a service or product – can help. After all, you called them. Too often, this is not the case: SiriusDecisions reports that 82% of B2B decision makers think sales reps are unprepared.

**Recommendation:** Quickly gain background on prospects to deliver your value proposition in a personalized way. If you've defined your ICP and used Market Intelligence to identify and call appropriate contacts, much of the personalization needed is already covered. Even tailoring your message based on job function works -- studies show 67% of people find content related to their job function valuable ([source](#)) – however, you can (and should) go deeper.

Beyond contact information, professional profiles include employment and academic history, professional accolades, and even mentions across the web. Through understanding the background of the prospects they are cold calling, reps are far more likely to find common ground, pain points, and opportunities to pitch with a personal touch.



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## CONCLUSION

By using the workflows presented in this eBook, you're better prepared to save time by reaching the right contacts with direct dials, provide only valuable (and interesting) information to a prospect on the call, and turn your cold call into a real sale.

### IT'S TIME TO SPEND MORE TIME SELLING

ZoomInfo is the world's most comprehensive B2B database, ZoomInfo's Growth Acceleration Platform offers the most accurate and actionable B2B contact and company data to help organizations accelerate growth and profitability. The continuously updated database enables sales teams to improve sales prospecting efforts with access to on demand direct dial phone numbers, email addresses, and background information.

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*“What’s most compelling is the emotional boost that a rep gets when they pick up the phone and they know they have a chance at talking to someone. Being excited to make phone calls and knowing you have a chance—that is an immeasurable impact on company culture and moral.”*

**MARK KOSOGLOW**

VP Sales, Outreach

*“With over 80% of the contacts having direct dials, ZoomInfo has helped our sales productivity and empowered our reps to reach out to more leads than ever before.”*

**WILL DHANASUNTHORN**

Head of Sales Development, Geopointe







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