



Why You're Afraid to Cold Call

Published on January 8, 2017



Darren Lucia | [Follow](#)
VP of Sales/Consultant at Nestio

985 117 334

I'm often amused by the number of articles titled, "Cold Calling is Dead," or something consistent with that theme. Cold calling is far from dead. What these articles should really say is, "I'm afraid and too lazy to cold call, can somebody please help?"

Look I get it, I've been in the sales business for over 16 years, made close to half a million cold calls, (yes close to a half a million) built a successful sales business and worked with many start ups developing high performing sales teams, and I can tell you prospecting, via the telephone, is one of the most critical components of success. I realize there is nothing quite like making your first cold call and having the prospect tell you, "they're not interested and to go f@&k yourself. Definitely not a pleasant experience. Suddenly the simple task of picking up the telephone could be likened to picking up a 100 pound dumbbell. Did you think it was going to be easy?

Let's use boxing as an analogy. Boxers are in the business of getting hit. In order to land a shot on their opponent they have to expose themselves for the opponent to counter. How does this compare to cold calling? Sales is the business of rejection, where 95% of your day is about getting rejected. The good news is it gets a lot better. The bad news is it never fully goes away. The way to success in this game is you have

to get into the ring. When first starting out, inherently you're going to get hit frequently. Yes, it's gonna suck, but it's imperative for your success, that you become comfortable getting hit. A byproduct of the black and blues is you begin to understand distance, timing, you develop speed and how to control the ring, and through those painful experiences you build muscle and a playbook on how to win.

Those same rules apply in the prospecting game. The more rejection you get the more muscle you build. In time you understand how to build rapport, how to match tone, when to rebut objections, how to uncover pain points, when to sell value, and inherently you're able to control the conversation, in the same way a great boxer controls the ring. Something you will not get by sending out an email.

How do you do this? I can write on this subject for days, and by no means does this cover all the variables, but in the context of this topic, let's say there's 4 critical pieces.

1. Knowing your product inside and out, and being able to convey that knowledge effectively.
2. Being super enthusiastic about your product or service. Enthusiasm is infectious and it will get you demo's.
3. Understanding your industry and how you differentiate from competitors. Where are we better and how does that translate to the prospects pain points? People don't care how much you know, until they know how much you care. Show them you care by asking the right questions. Something that is very difficult to do effectively, via email.
4. Tracking your metrics. Examples of this are, "how many calls are needed before I get to a Decision Maker," or "how many DM connects before I book a demo," and "how many demo's are needed before I close a deal?" This is critical to success. If some of these numbers are off, it's telling you, you need to improve in that area. Consistently tracking these 3 metrics will change your career quickly.

Lastly, top sales people never look at it as, "being rejected," but simply as "how many No's do I need before I get a Yes!" You start to chase the No's, because it brings you closer to that Yes.

What about email prospecting? Here's my take, through years of stress testing. There is something very real and organic when you pick up a phone and speak with a prospect. Having a conversation enables you to get a good sense on how engaged and receptive they are. People buy people. It's very difficult to get that type of raw feedback and vulnerability though email prospecting. Email has its place, and it can be very effective, but it's best used as a follow up tool. The same way dessert is best served after your entree. The quickest way from point A to point B is a straight line. And to me picking up the phone is the straight line.

So back to our initial question, "Is cold calling dead?" I say, absolutely not, some will disagree and that's ok. What is dead, is making excuses and not leveling up to the person you could be in the absence of laziness and fear.

After building, consulting and exiting multiple companies I've decided to share my playbook and am now consulting full time. I work with start ups in the Seed to early stage Series B financing rounds. Schedule your free consultation with me [here](#). I can be reached at darren@rampdnyc.com. I look forward to helping.



Report this



Darren Lucia
VP of Sales/Consultant at Nestio
[2 articles](#)

[Follow](#)

117 comments

Newest ▾



Leave your thoughts here...



Ernesto Lopez
Sales, Quality, Production

... 1m

So, pick up the Phone and make the call "to go from point A to point B"... excelent example

Like Reply



Donald Munro
★LinkedIn Specialist Training & Coaching★ In - House, Online and Public Training ★Scotland | London...

... 8h

Really like the boxing analogy..

Like Reply | 1

There are 115 other comments. [Show more](#).

Top stories from Editors Picks



Warren Buffett and Steve Jobs Recruited Her. Here's Sue Decker's Best Advice

Jon Fortt on LinkedIn



Major Newspapers Make the News for their Boldness

Clarene Mitchell on LinkedIn



The biggest question for the economy in 2017: How much room is there to run?

Neil Irwin on LinkedIn