

How to uplift your SDR results with more effective cold calling

How can you improve your team's cold calling rate to drive more revenue?



Introduction



Cold calling - is it dead?

When you work in sales, there's a lot of speculation about the success of cold calling. You'll have heard that it doesn't work, that it's outdated and ineffective, you may have even heard that it's 'dead'.

But how much truth do these phrases actually hold? Recent research has shown that **69% of buyers still accept cold calls**, which means this tried and tested selling tactic is still an effective way to gain new customers. In fact, even in a highly digital buying journey, your prospects want to speak to someone before making a purchase.

Here's why:

- **69% of buyers still accept cold calls.**
- **82% of buyers accept meetings when salespeople reach out to them.**
- A **DiscoverOrg** study found that 75% of prospects in some industries have attended an event or scheduled a meeting based on cold email or call.
- **71% of prospects say they want to hear from salespeople** when they are looking for ideas to drive strong business results.

Even in 2021, it's still possible to capture your prospect's attention with a phone call.

But, you have to do it right. After all, there's a reason for all the skepticism surrounding cold calls. Getting it wrong can be detrimental to the sale, and in turn, to your business. So, how can you uplift your Sales Development Representatives (SDRs) results with more effective cold calling?







Uplifting your sales results with more effective cold calling






Improving your cold calling strategy


Cold calling has been around for almost **150 years**, and even though the buying process has dramatically changed since then, there is a reason why it still exists in the modern world — **it works**.

Here are some tips to improve your cold calling rate and generate new business:

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- Define your teams' objectives and ensure they have CTAs for each call.
 - Identify an ideal customer profile and build a targeted prospect list.
 - Look for triggers such as new funding, sector announcements, events, or new starters.
 - Make sure your team knows three things about their potential prospects.
 - Likewise, ensure your team has three general industry or business facts to hand to lean on during calls if the conversation starts to slow down.
 - Develop a disruptive, compelling, and emotional message.
 - Establish a framework, not a script. Encourage your team to steer the conversation and get them prepared for objections or questions that might be asked. Remember, objections aren't always a bad thing, they mean the prospect is engaged and considering the product.



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- Make sure your team is asking the right questions, listening, and adding value. By guiding, offering advice, and helping prospects, your team will close more sales.
 - Your team needs to be prepared to leave a voicemail.
 - Sales software, such as website visitor automation, can help your team sell more and will give your company a competitive edge.
 - Your teams' tone of voice matters, **93% of potential cold call success is attributed to the tone of the caller's voice during the conversation.**
 - Lastly, following up with cold calls within an hour of them becoming qualified will **improve the response time by 450%** and further help your team to improve their success rate.
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If utilized correctly, cold calling can be one of the most powerful tools to acquire new prospects in the B2B sales arena.



Website visitor automation: your secret weapon



Changing B2B Buying behaviors

The buying journey has evolved and is no longer a linear funnel. Today, prospects are more empowered, with the ability to control the process and find relevant information through digital touchpoints.

A recent study also found that

73%

of Millennial workers are involved in decisions to purchase products or services for their companies, with a third being the sole decision-maker. These Millennial B2B buyers cited internet search and vendors' websites as their top two means of independently researching products and services.

This has reduced the amount of time and opportunity to make contact with prospects. In fact, your sales reps now only have roughly

5%

of the buyer's journey to influence decisions.

Not only is there less time to make an impact, but as many as

77%

of B2B buyers state that their last purchase was difficult. Adding to this difficulty, there is an average of seven people involved in most buying decisions and the focus is to always secure a high return on investment.

So, where does that leave your SDRs and how will this influence their cold calling success rate?



Using B2B Business Software to identify website visitors



A sales team is a fundamental component in driving revenue for a business, and one way to improve the cold calling rate of your SDRs is to ensure that they are pursuing the correct **business leads**.


Even with the shift of buying behaviors towards digital touchpoints, **the average conversion rate is 1.88% in the UK and 1.96% in the USA.**



But, as many as **19% of buyers want to connect with a salesperson during the awareness stage of their buying process** when they are first learning about the product.

Although cold calling can be highly effective, engaging with people who have no interest in what you offer, or aren't thinking about acquiring the product or service you offer, until you call them, is an exercise that is becoming incrementally less effective over time. There is also a need for more personalization as **only 13% of customers believe a salesperson can understand their needs**, and if you don't know what their needs are you can't sell them a solution.





By incorporating website visitor automation software into your business, your SDRs can look at prospects' on-site behavior, see who returns, or what they are interested in when they visit your website. This advanced solution helps sales reps identify, connect with, and instantly engage with qualified prospects — fuelling your cold calling strategy with enriched data and high-intent prospects, all in **real-time** which is proven to **increase success rates**.

Arm your SDRs with **vital business information** that will transform website visitors into hot leads, and cold calls into relevant, personalized discussions with highly targeted prospects.



One of the key benefits of website visitor automation is advanced lead generation.





Creating more time to sell with website automation

Being in sales can be tough. It's notoriously challenging — quality leads are becoming harder and harder to find, and it's also increasingly difficult to get prospects to answer their phones.

Did you know that salespeople spend less than a third of their day actually talking to prospects? They spend 21% of their day writing emails, 17% entering data, another 17% prospecting and researching leads, 12% going to internal meetings, and 12% scheduling calls. This means that more than **two-thirds** of their time is being spent on non-revenue-generating administrative tasks.

So, how can you strategically overcome these challenges?
The answer: **website automation.**

Website visitor automation is a revolution for B2B Enterprise organizations. It takes website visitor tracking to the next level by routing visitors and enriched data intel to the right place or person in your business. Direct the hottest opportunities to your best sales reps; send brand new visitors straight to your CRM as new leads, and alert account managers when existing customers are exploring your site.

Automation allows your teams to follow up **more efficiently**, provide better customer service and support while eliminating human error. Reducing the time spent on these tasks by just a fraction could have a big impact on your business and improve your business efficiency by turning cold leads into hot ones.



With website visitor automation, your reps will have more time to devote to core sales activities and deliver the right message to the right person at the right time, dramatically increasing your response rates.

Web Insights: Generate and nurture leads with ease

Web Insights cuts out the noise to deliver insight to B2B organizations — precisely where and when it is required. Our **high-end** software solution is a **world-class business growth enabler**, with two-way integration capabilities, that assist brands to become more efficient and effective, capitalizing on every website opportunity in real-time.

The technology instantly recognizes website visitors and automatically routes them to the relevant person within your business — the ultimate solution for marketers looking to optimize lead generation, embrace automation, and do so without disrupting busy, high-performing enterprise teams.

Web Insights offers automated, intelligent lead generation, immediate website visitor insight, and seamless integration — every time, which promises to help your sales team generate and nurture leads with ease.





Close **more business** than ever before, and
accelerate business success with **Web Insights**.

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