WebInsights

Top tips

Cold Calling:
3 tips to uplift your SDR results

Cold calling is a tactic that has been around for nearly 150 years, but now, many people question its effectiveness. They claim it is outdated, that it doesn't work, that it's 'dead'. But, is it fair to say that?

Recent research has shown that 69% of buyers still accept cold calls. When we consider that 71% of prospects want to hear from salespeople before making a purchase, this tactic remains a very valid and effective means of capturing your prospect's attention. But, you have to do it right. After all, there's a reason for all the skepticism surrounding cold calls.

So, how can you improve your sales results with effective cold calling? Let's explore...

1. Understand B2B buying behaviors

The typical B2B buyer journey is no longer linear. In fact, it has started to resemble B2C purchasing paths — complicating the traditional model of a sales funnel.

Prospects are empowered by the choice of many market alternatives, conducting more research than ever to inform their **purchase decisions**. In B2B transactions there is an average of **seven people involved in most buying decisions** which adds to the challenge of pleasing decision-makers.

2. Utilize website visitor identification tools

By utilizing **website visitor identification** software, such as **Web Insights**, in your martech stack, your SDRs can have full visibility on your prospect's on-site behavior — seeing who returns or what they have engaged with when they visit your website.

This advanced solution helps sales reps identify and instantly engage with qualified prospects, all while understanding where they are in the buyer's journey. These insights will fuel your cold calling strategy with enriched data and high-intent prospects, all in real-time which is proven to **increase success rates**.

3. Improve cold calling efficiency with automation

Allowing more time for your **sales team** to make calls is crucial in ensuring improved ROI. Recent research suggests that sales reps spend only **one-third of their day actually talking to prospects**, with the remaining two-thirds of their time taken up with administrative tasks that don't generate revenue.

Automation of your administration processes allows your teams to make more calls to SQLs, while also providing better customer service and 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's efficiency.

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